

All you need to know about
Your Local Labour Market



EASTERN WORKFORCE
INNOVATION BOARD

A NEWSLETTER

ISSUE 5 | JUNE 2022



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WORDS FROM THE ED

Frank O'Hearn, Executive Director



Greetings everyone.

All the best from the staff and directors of the Eastern Workforce Innovation Board. The weather certainly has been favourable for our farmers and gardeners in our beautiful region. We're confident that this positive wave will continue and we soon experience an abundance of tourists and visitors coming to our region. As we all are aware, employers' needs for workers continues to expand. The need to work together as a community in addressing this increasing demand is the critical element to this exercise and supporting our local economy. We encourage collaboration and labour market information sharing. We trust that our newsletter contributes to this exercise.



WHAT THE BOARD IS UP TO?

LLMP Report:

The board is organizing its strategy for data and LMI collection. There will be outreach to the community. The LLMP report for last fiscal can be found at:

<https://www.workforcedev.ca/llmp-reports/>

Workforce Development:

There will be 4 newsletters published this fiscal and the board will continue to host the Employment Network Committees.

Employer Engagement:

Over this fiscal, the board will present 3 employer webinars that will focus on topics. The items are still being determined.

Help Desk OLMP 2020-2023:

The Workforce Development Board from Peterborough has taken the lead on this regional OLMP.

The project encompasses the following activities:

- Establish a Labour Market Information Analyst Working Group and a LMI Help Desk Marketing Working Group to ensure a structured launch of the LMI Help Desk service and promotion of the service.
- Establish a Labour Market Information Helpdesk where one does not currently exist.

We are marketing the help desk through social media, chamber of commerce, EDCO's and other partners. This is a great resource, please go to this link to request labour market information. <http://www.workforcedev.ca/index.php/en/local-labour-resources/lmi-help-desk>

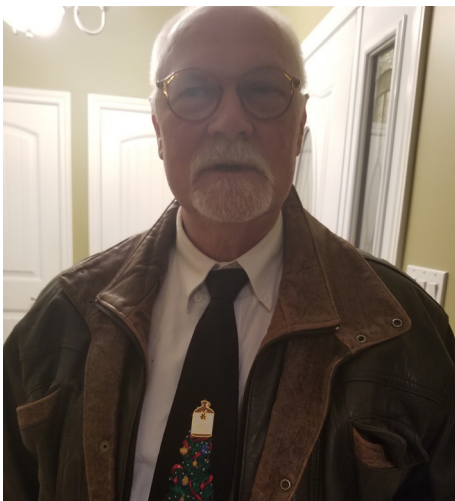
Jobs Tool 2020-2023:

The Jobs Tool application is available on our website: www.workforcedev.ca This resource will provide an aggregate of jobs in our region with supporting information.

Edge Factor- Career Pathways:

The Edge Factor platform is a cloud-based delivery system that equips students, parents, teachers, guidance counsellors, community organizations and job seekers of all ages to explore industries and career pathways and provide a mechanism for companies and schools to raise awareness of local career and training opportunities. This project is being led by the Workforce Development Board in Peterborough. The board has reached out to businesses in our region in the Manufacturing, Agriculture, Construction and Tourism. The videos are available on the following website: <https://edgefactor.com/EWIBON>

MEET SOME OF THE BOARD OF DIRECTORS OF THE EASTERN WORKFORCE DEVELOPMENT BOARD



George retired from dairy farming about eight years ago. Since then, he has been appointed as a director on several boards. He enjoys giving back to the community. I made economic development my focus and have aimed towards those organizations. George was first appointed to the Economic Development Committee with TLTI. He has sat on the Saint Lawrence Corridor Commission and the Gananoque, 1000 Island Chamber of Commerce Boards. He currently sits on and is the chair of the Eastern Ontario Workforce Innovation Board and director for Half Moon Bay.

Labour is the backbone of our economy. The innovation board provides the resources to train, employ, provide labour force information and enhance community partnerships. It is involved in community planning and development. Joining this board is a natural progression on his journey of economic development for this region.

George is still involved in agriculture. He cash crop a few acres, makes a little maple syrup, available in local stores Horton homestead maple syrup, and have a small solar farm.



https://mma.prnewswire.com/media/1195968/Dairy_Farmers_of_Canada_New_campaign_features_real_Canadian_dair.jpg?w=500



John Holmes joined the Board in 2013 as a representative from the labour community and served as EWIB Treasurer 2018-21. John has lived in Kingston since 1971 and prior to retirement worked as a professor at Queen's University for forty-two years. He continues to research and write about the political economy of the North American automotive industry, especially automotive trade and labour market issues. As the third generation of his family to be actively involved in the labour movement, John played a leadership role in the union representing academic staff at Queen's and was instrumental in the union affiliating with the Kingston and District Labour Council (KDLC). Presently, besides being on the EWIB, John is an Honorary Life Member and elected Trustee of the KDLC, sits on the Board of Directors of the Automotive Policy Research Centre (APRC Inc.), and serves as Treasurer on the Retirees' Association of Queen's (RAQ) Council. John and his wife, Angharad, enjoy hiking and spending time at their cabin on Hungry Lake north of Highway 7 in Central Frontenac. Prior to the pandemic they were regular food prep volunteers at Martha's Table in Kingston.



Teanne has over 15 years of recruitment experience assisting organizations across the eastern region. As the Manager of Business Services at the Employment + Education Centre, Teanne has developed strong relationships in the Brockville community and has offered a full range of recruitment services to help attract and retain the best talent to the Brockville area to help our economy impact and shape our community.

Teanne has been a board director for the Eastern Workforce Innovation Board for two years to help continue relationships with partners and stakeholders to provide support to our local labour marketing planning for our community and surrounding area.

EMPLOYMENT ONTARIO AGENCIES UPDATE

The Employment Ontario agencies in our region continue to report that they are experiencing significant difficulties in filling employer vacancies for a wide variety of occupations. This includes entry level positions and various occupations within the skilled trades. Some offices have reported that the lack of available transportation has impacted on their client's availability to secure employment. A number of employers are being more flexible in respect to their needs and wage rates while others do not wish to deviate from their standard hiring practices. Overall, feedback provided from a number of agencies is that a number of employers need to be more open minded and flexible in respect to their needs and hiring practices. On the positive side, it has been reported that a number of

employers have adjusted their business hours to reflect the availability of workers and have increased their wage rates in some areas. Client intakes (overall), requests for services continues to be down in comparison to pre-pandemic workloads. However, the agencies are continuing to report that they are seeing a significant number of clients who are dealing with complex mental health issues including anxiety and depression. It has also been reported that a number of clients are requesting part time employment and are looking for more flexibility in respect to the hours of work. Some employers have the flexibility to moderate their needs while others do not.

The lack of affordable housing continues to be a huge factor in the job market. When you link the added costs of transportation for

prospective workers and employers it certainly provides a very complicated environment to supply the needs of the employer community. These added costs will impact on the availability of workers to commute to work. There continues to be a lack of services to the Francophone community which in turn impacts on the availability of Francophones in our community. There continues to be lack of qualified, bilingual candidates to draw from and this demand grows each year.

The use of virtual job fairs has expanded. There have been significant partnerships within the Employment Ontario community in respect to their delivery and promotion.

Agencies and organization linked to the labour market and our local economy continue to work together. These informal partnerships are key in the development of our workforce and local economic base .

THE *Contributed by Diane Soucie* FEATURE

ENTREPRENEURSHIP – POST PANDEMIC

While the most recent Statistics Canada data highlights unemployment rates at record pre-pandemic lows, the proportion of people working for themselves has not recovered over the past two years. Statistics Canada's Labour Force Survey showed that there are approximately 2.6 million people who are considered self-employed as of February 2022, down 9.5 per cent from February 2019, just before the pandemic took hold in Canada.¹

Corinne Pohlmann, senior vice-president of national affairs and partnerships at the Canadian Federation of Independent Businesses' (CFIB) confirmed that the period between 2020 and 2022 was difficult for both freelancers and small business owners and was not surprised by the Statistics Canada data. However, she's optimistic that the decline is a temporary break and not a prolonged exit from self-employment.²

The same decline in entrepreneurialism does not appear evident in Ontario, Frontenac County or Leeds and Grenville. The number of entrepreneur-led businesses in Ontario employing fewer than 10 people increased by 1.8% between December 2019 and December 2021. In the same timeframe, in Frontenac County the number of small businesses increased by 1.3% and in Leeds and Grenville by 2.9%. Similarly, the number of owner-operated small businesses with no employees increased by 2.2% in Ontario, 2.5% in Frontenac County and 4.4% in Leeds and Grenville in the last two years. While the increase in individual entrepreneurs and small businesses may, in part, be reflective of larger businesses that incurred restructuring induced by the pandemic, it would appear that entrepreneurship continues to be strong in our region.

As a cautious economic recovery from the pandemic continues, analysts like those at the CFIB are optimistic about the future of self-employment in Canada. For example, Don Ludlow, Vice President of Small Business, Partnerships and

Strategy at the Royal Bank of Canada stated that despite the challenges presented by Covid-19, "the entrepreneurial spirit is stronger than ever and business ownership is increasingly being seen as a viable career path for many Canadians".³

Between August and September 2021, FreshBooks, an accounting software company, in collaboration with Dynata, conducted a survey of 3,000 Canadians who work full-time either as employees, independent professionals or small business owners. Their results highlighted that while the "Great Resignation" is ongoing in Canada, the Great Transition to self-employment will also continue. They project that 7 million Canadians are expected to exit their 'traditional' jobs in the next two years for self-employment.⁴ Their findings also provided some interesting demographics among those expecting to be self-employed in the next two years:

- 38% of respondents were under the age of 35
- 38% have a post-graduate degree while 25% have less than a college diploma
- 36% are members of a visible minority
- 80% indicate the Covid-19 pandemic is partly responsible for their self-employment goal, and
- 37% will pursue self-employment in order to have more control over their career while 36% are seeking more career fulfillment.⁵

In November 2021, Ernst & Young LLP released their Gen Z Segmentation Study finding that those born between 1997 and 2007, a "digitally native and globally conscious generation", are prepared to adapt to a pandemic-induced rapidly transforming environment.⁶ Surveying more than 1,500 US youth between age 14 and 24 in 2021, they found that 45% are very or extremely likely to start their own business one day and that since the pandemic began, 44% are more interested in starting a business. Of those already working, 49% believe they will start their own business one day compared to 43% not yet employed.⁷

Scott Runté, Executive Director of Kingston's Launch Lab, confirmed the ongoing interest in self-employment locally including by youth and women. The Launch Lab focuses on providing strategic advice to new businesses and start-ups with a focus on innovation and technology. The service, established in 2002, is a member of a province-wide business

¹ Craig Lord, Global News, March 25 2022, <https://globalnews.ca/news/8707612/self-employment-covid-pandemic-recovery/>

² Ibid

³ Entrepreneurial aspirations hit four-year high as Canadians believe the pandemic has created new opportunities for small business: RBC poll, June 22, 2021, <https://www.newswire.ca/news-releases/entrepreneurial-aspirations-hit-four-year-high-as-canadians-believe-the-pandemic-has-created-new-opportunities-for-small-businesses-rbc-poll-854214819.html>

⁴ 2021 Canadian Self-Employment Report, FreshBooks, p. 3, https://www.freshbooks.com/wp-content/uploads/FreshBooks_Canadian-Self-Employment-Report.pdf

⁵ Ibid, pg. 4-6

⁶ EY Gen Z Segmentation Study, Nov 2021, https://www.ey.com/en_us/consulting/is-gen-z-the-spark-we-need-to-see-the-light-report

⁷ Ibid

support network. Tapping into a team of advisors, Launch Lab coaches existing and budding entrepreneurs located along the 401 corridor from Belleville to the Quebec border and extending to northern Hastings County and Lanark County.

In an interview conducted in April, 2022, Runté confirmed that these are challenging times for small business. Not only are they dealing with the pandemic, but also grappling with other conditions like geopolitical uncertainties, supply chain disruptions, labour force shortages and inflation. However, his experience has shown him that entrepreneurs thrive on uncertainty as an environment of change presents growth opportunities. The key thing for an entrepreneur is that they are comfortable with being uncomfortable. They acknowledge risk but have the confidence to believe they can address these risks successfully. Successful entrepreneurs look for solutions that solve problems.

The Ontario Business Central offers these five characteristics of an entrepreneur, reinforcing Runté's comments:

1. You're a risk-taker. You are not afraid to try something new – to step out of your comfort zone. While you are leaving the security of employment, you are confident you have what it takes to succeed.
2. You're ready and willing to put in the work. You can expect to work long hours and wear many hats. The pay-off may take a while so having passion for what you are doing

helps you to stay at it.

3. You love to constantly learn and gain new skills as you go. You won't know everything when you start your business. In fact, you won't even know what you don't know. But you never stop stepping up to the challenge and embrace the opportunity to develop your skillsets.
4. You're a creative problem-solver. Thinking of solutions to problems is essential to being a successful entrepreneur. This could be finding solutions to other people's problems and creating products or services that solve the problem or finding a solution to a challenge your own business faces.
5. You answer the call to action. Entrepreneurs just don't dream. They create their plan and put it in motion.⁸

If you are interested in exploring entrepreneurship, starting your own business or getting support for your own small business, there are multiple local resources offering assistance including the Leeds and Grenville Small Business Enterprise Centre, Starter Company Plus at the Kingston Economic Development Corporation and Launch Lab – The Innovation Centre.

As Scott Runté of Launch Lab noted, "There has never been a better time to be an entrepreneur. The important thing is to build a relationship of trust with your customer - trust in who you are, your product or service. This takes time, but you will see the benefits".

⁸ Five qualities of an entrepreneur, Lisa Shaw, Ontario Business Central, December 10, 2020, <https://www.ontariobusinesscentral.ca/blog/5-qualities-of-an-entrepreneur/>

STUFF YOU NEED TO KNOW

The City of Kingston has hired a new development officer and created a new strategy aimed at boosting the rural community with tourism and business growth opportunities. “The nice thing is that because Kingston is so diverse – we have this urban core but then we also have this rural area around it – we can facilitate such a wide range of different developments,” Mayor Bryan Paterson said. “So, you can still have business growth, but that still doesn’t take away from the rural nature and environment of Kingston.” The Rural Kingston Economic Strategy has four pillars: rural economic development, rural tourism revitalization, rural employment land development, and workforce development. It was developed by project consultant Stiletto by analyzing 35 historic city reports, asset mapping and numerous consultations with parties directly impacted.

Dress for Success Kingston, a local organization that provides support guidance and mentorship for women held its annual fundraising online auction in April. Dress Success promotes empowerment of women to achieve economic independence. The group provides a network of support and development tools to help women thrive in work and in life. “In addition to supporting our cause and the women in our community, it is exciting to feature local businesses, especially after the impact of the past two years,” a press release from the group.

Kingston added almost 8,000 residents, reaching a population of 132,485 in 2021 up from 123,798 in 2016 according to Statistics Canada. The city’s population growth rate topped the national average of 5.2 per cent and Ontario’s population growth of 5.8 per cent. “Canadians may be drawn to more distant suburbs by lower housing prices, greater availability of residential developments or a desire to live closer

to nature,” the Statistics Canada report stated.

The 1000 Islands Gananoque Chamber of Commerce launched a new online visitor and arrival guide this spring. The website is aimed at attracting and informing visitors to the area while promoting local businesses and organizations. For many years, the local chamber of commerce printed an annual tourism visitor guide to help promote the region, but in the past year the decision was made to move the visitor guide online and make it completely digital, which will allow more businesses the opportunity to promote their business or organization at any time, said Bill Stewart, executive director at the Chamber.

A front-line health care worker has been recognized for her good work helping residents in longterm care. Hollie Brennan, 41, born and raised in Gananoque across the street from Carveth Care Centre, started working at the home last June as a personal support worker.

A new retail business is coming to Gananoque. Carrying a combination of lifestyle and apparel items. Randall and Kate Harding Smith will be looking to open by June 1, 2022 at 95 King St. East. “We like to think of 1,000 Islands Trading Co. as a Lifestyle and Branded Apparel retail store,” said Smith. The owners hope to become an integral part of the Gananoque downtown business area. They carefully choose their line to make it of interest not only to summer visitors but to the year-round residents as well.

After 29 years of operating the iconic clock store, Gaetan and Barbara Fortier are retiring from their **Heritage Clock Shop** in downtown Brockville. The heritage Clock Shop at 112 King Street West had an old-world, small-town feel to it. The walls were covered by clocks that bong and chirp on the hour while long glass cases exhibited hundreds of watches. May 28, 2020 was the last day for the store.

Canada Royal Milk has signed multi-year agreements with goat milk producers across Ontario and Quebec.

The agreements with Ontario Goat Dairy Cooperative and Producteurs de lait de chèvre du Québec include about 120 farmers. The company currently employs about 160 people and is currently recruiting with a goal of employing 220 people when at full capacity. “We are excited to see the company with both lines of cow and goat dairy in commercial production,” Donna Gillespie, chief executive officer of Kingston Economic Development corporation, added. “This brings increased local jobs and a significant economic impact on the city and surrounding rural areas. The partnerships with the goat dairy producers and industry groups supports our farmers and the rural economy of our region.”

The Rideau Lakes Business Recognition Awards were handed out in April. Sunny Family Retreat was awarded the Rideau Lakes Business of the Year. Ben Canning, of Arctic Acres, won the Young Entrepreneur Award. Arctic Acres is a three-year-old company with eight full-time employees, with headquarters and manufacturing operations in Portland providing geodesic greenhouses and sustainable horticultural solution. The Business Innovation Award went to Gordanier Grocery for its new grocery delivery program for the disabled and shut-ins launched during the COVID-19 pandemic. Gordanier Grocery expanded its services to offer a home delivery service, introduced payment by e-transfer, curbside pickup options and telephone orders at no additional cost.

The St. Lawrence College mobile training labs made their way to Brockville in May with a stop at Thousand Islands Secondary School. Touring through Eastern Ontario public high schools this spring, the labs offer students an opportunity to engage in hands-on learning in various trades and life skills. Operating out of two mobile labs, the workshop course subjects ranged from trade options like welding, carpentry and electrical to lifestyle courses where fitness, nutrition and cooking.

LINKS OF USEFULNESS- IN NO PARTICULAR ORDER

Algonquin & Lakeshore Catholic District School Board www.alcddb.on.ca
Ontario Skilled Trades website <https://www.ontario.ca/page/skilled-trades>
La Route du Savor www.laroutedusavoir.org
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.frontenacfdc.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.omafr.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.ilkingston.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>



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The views expressed in this document do not necessarily reflect those of Employment Ontario.