

FIND YOUR CAREER IN BRUCE COUNTY

Workforce Development & Attraction Strategy 2021 - 2025

October 15, 2020





Setting The Stage

Bruce County's long-term economic success depends on the strength of businesses in their efforts to attract, retain, and build skills in order to stay open, expand, and hand over to the next generation.

Bruce County has produced the Workforce Development & Attraction Strategy titled "Find Your Career in Bruce County".

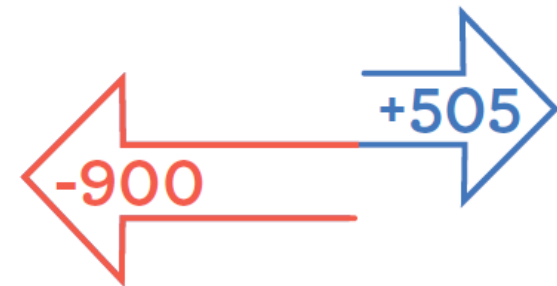
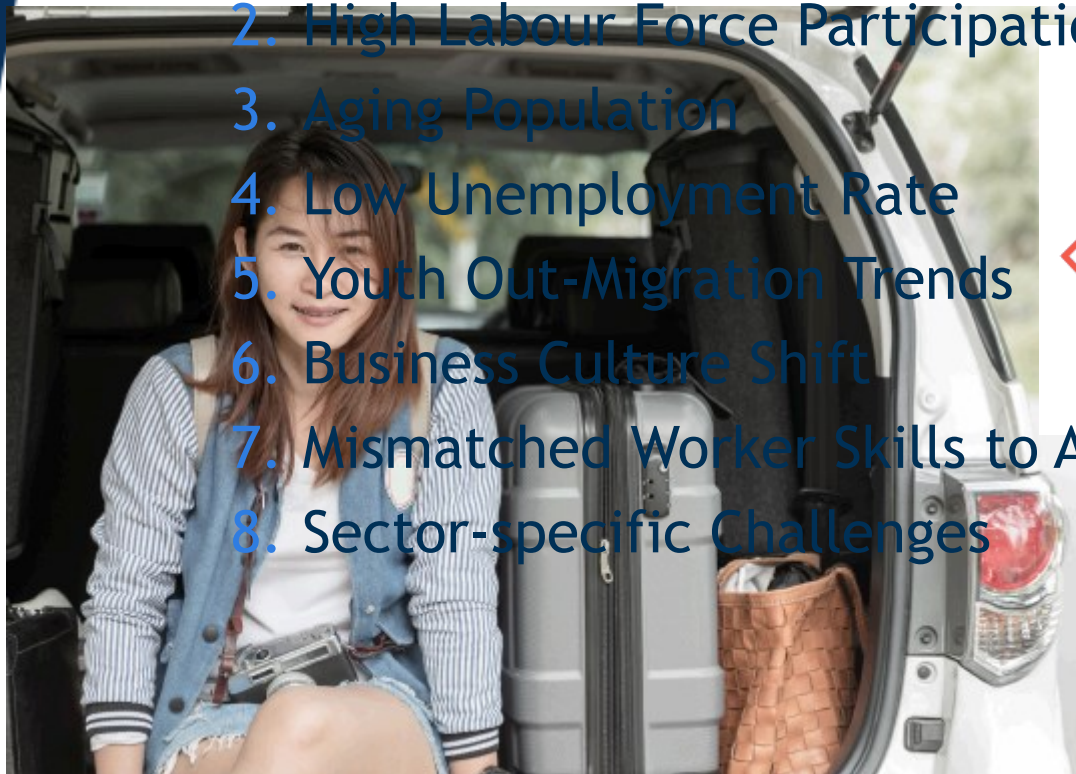
FIND YOUR CAREER IN BRUCE COUNTY

WORKFORCE Development & Attraction STRATEGY 2021 - 2025



Where We Are - The Workforce Landscape

1. Rapidly Shrinking Labour Force
2. High Labour Force Participation Rates
3. Aging Population
4. Low Unemployment Rate
5. Youth Out-Migration Trends
6. Business Culture Shift
7. Mismatched Worker Skills to Available Work
8. Sector-specific Challenges



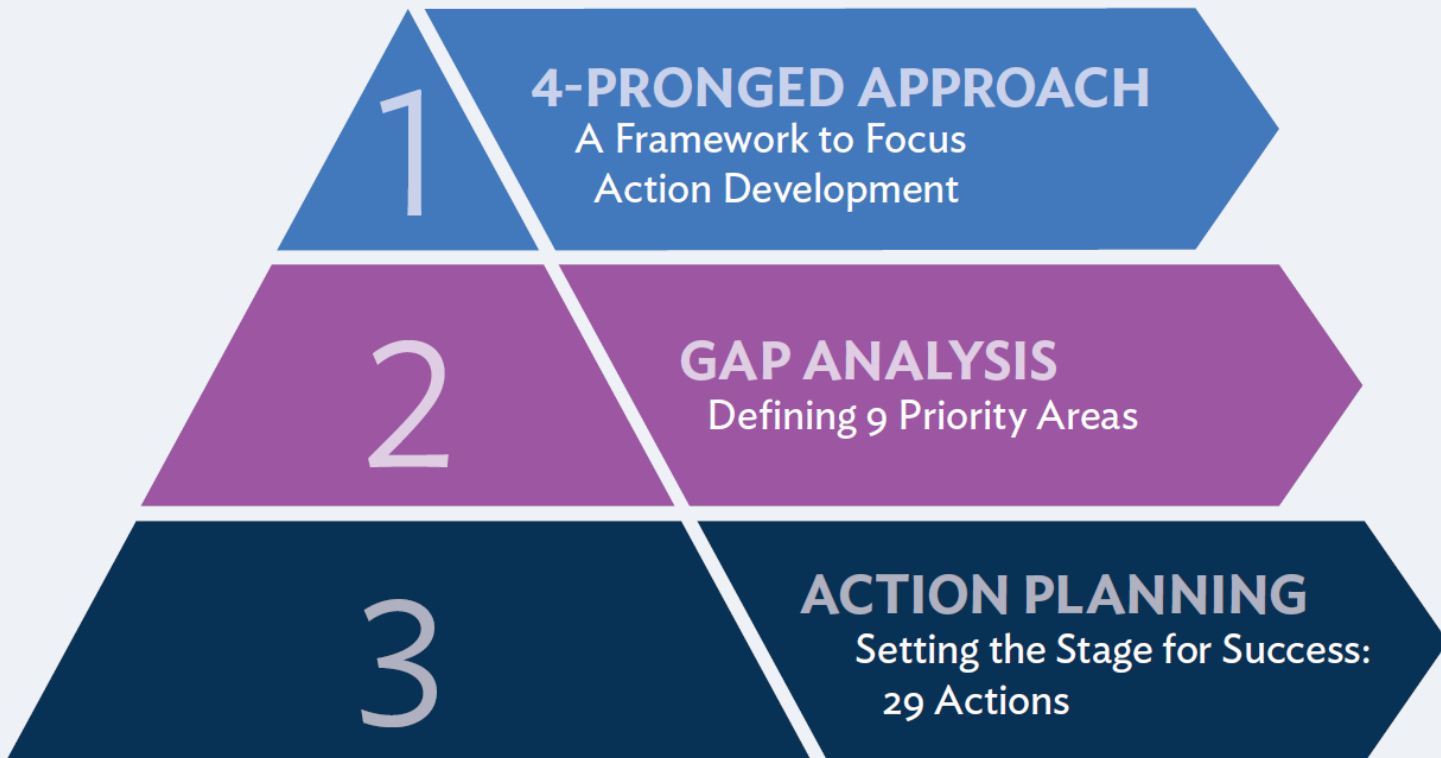


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*The Region's available
workforce decreased by
10.9% from 2004 to 2016.*

Where We Are Going - Strategy Development



4-Pronged Approach - A Framework to Focus Action Development



Gap Analysis - Defining 9 Priority Areas

1. Identify current employer labour needs
2. Identify local education and skills gaps
3. Identify attraction audiences
4. Strong messaging to identified audiences with appropriate methods
5. Welcoming Communities
6. Employer Culture
7. Bridge skills and education gaps
8. Support succession planning
9. Address sector-specific skills gaps

Action Planning - Setting the Stage for Success

To address the 9 Priority Areas, 29 actions were created with the intent that they are achievable and will have a lasting impact.

How We Are Doing It - The Strategy

Continuous Data Collection Actions:

1. Analyze available data
2. Connect with struggling high job demand employers
3. Connect with employers and determine their current and future job demand requirements
4. Support Grey Bruce Immigration Partnership roundtable discussions
5. Collaborate with local recruitment organizations and businesses
6. Collaborate with local education partners

Attraction Actions:

7. Target Newcomers and Immigrants as potential residents
8. Support educational opportunities focusing on Newcomers and Immigrants
9. Create first-hand awareness of our region
10. Target Millennials
11. Target Youth
12. Showcase success stories
13. Support Business to Bruce
14. Market through Explore the Bruce

Retention Actions:

15. Work with municipalities to embed the 17 characteristics of a Welcoming Community

16. Collaborate with Welcoming Communities Grey Bruce

17. Support the Grey Bruce Local Immigration Partnership

18. Support community dialogues that celebrate cultural diversity

19. Cultivate an employer culture

20. Cultivate a community culture

Skills Building Actions:

21. Raise awareness of the trades and skilled workforce
22. Promote and support community-based events
23. Bring together an inventory of community resources
24. Create communication materials to promote opportunities
25. Work with entrepreneurs to support them in succession planning
26. Connect with Ontario Immigration
27. Connect with Federal Immigration
28. Promote pathways of trades and skilled workforce
29. Partner with community organizations

What Success Looks Like

- Each prong of the Strategy has key performance indicators (KPIs) to articulate what success looks like.
- Tracking these indicators is important to demonstrate the impact of the Strategy.

Moving Ahead

The priority in the short-term is to understand the current and future labour market needs.

The medium-term will help bridge the gaps between education and skills and attract more people to the workforce.

The long-term actions will support communities and employers in retaining their current workforce alongside continuing to attract the desired workforce.



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The Macro Approach - Working Together



COVID-19 Pandemic Impacts

- In June, unemployment rate for the Stratford-Bruce Peninsula Economic Region was 9.6% in June - an increase of 5.5% from January 2020 (4.1%).
- According to Statistics Canada, 48% of post-secondary students had experienced a loss of employment or were temporarily laid off in 2020; 26% worked reduced hours.



45.0°N | 81.3°W

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Thank you