



Message from the Executive Director, Reggie Caverson

Welcome to our inaugural newsletter! At Workforce Planning for Sudbury & Manitoulin (WPSM), we have some exciting new research findings to share with you, along with updates on our recent activities and partnership projects across Greater Sudbury and the Districts of Sudbury & Manitoulin.

For those new to WPSM and our work, we encourage you to visit our [website](#) to learn more about who we are. We conduct research and analyze evidence-based Labour Market Information (LMI) to support local planning, programs and policies. Stakeholders include secondary/postsecondary education, employment services, economic development, local business and industry sectors, labour unions, all levels of government and others.

You can follow links in this newsletter to explore our most current research, reports and resources. Or, you can browse our website to check out our new [job board](#) (updated daily), the monthly [job search](#) and [job demand](#) reports, and other [research](#) related to our local labour market.

In closing, we are reminded every day that in the world of work, this relentless pandemic continues to affect local businesses, employers, employees, opportunities for students, those looking for work as well as employment, training and education programs. We acknowledge the tremendous sacrifices that have been made and while we don't know how or when this pandemic will end, our strength is in finding ways to work together to recover.

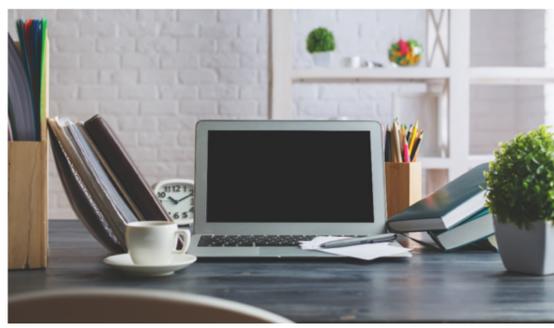


Local Businesses – Surviving the Pandemic

National and provincial-level statistics often miss the local story. To assess how local businesses have managed the pandemic, WPSM, the [City of Greater Sudbury](#) and [Greater Sudbury Chamber of Commerce](#) conducted a series of COVID-19 Business Impact surveys in Greater Sudbury and the Districts of Sudbury and Manitoulin.

Surveys were conducted in April, May and June 2020, shortly after the pandemic hit with a follow-up survey this spring. Each survey asked local businesses about: revenue loss; viability; changes to business operations; impact on employees; and use of government supports. The spring survey also asked about staff working arrangements and the provincial government's pandemic response.

Except for essential services, many businesses reduced hours and laid-off staff or had them work from home. Others increased their online presence and integrated technology. Shop local, follow the public health guidelines and continue government supports for small business are some of the themes that emerged. Survey results provide an important snapshot into how local businesses have adjusted and insights into economic recovery. [Reports](#) are available for each survey period on our website.



Increasing ICT Demands – What Every Parent, Student, and School Should Know

In 2019 WPSM surveyed Information and Communications Technology (ICT) employers. Even before the pandemic, industries such as mining, healthcare and retail were increasing their reliance on ICT. Survey [results](#) showed those employers planned to increase their workforce by close to 50% over the next two years, and while most want to hire locally, finding highly skilled, trained and experienced talent continues to be a priority and a challenge.

While still too early to assess the impact of COVID-19 on ICT hiring demand, integrating technology has been a critical survival strategy for businesses forced to quickly adapt operations to comply with provincial COVID-19 restrictions. Adaptations included: new online services, sales and training; website development; apps for curbside delivery; remote offices; and use of various virtual platforms to conduct business.

ICT survey results are also highlighted in a [video](#) featuring Ionic Mechatronics and an [ICT poster](#) for those interested in ICT jobs. The poster identifies jobs in demand, occupation [NOC codes](#), and links to [Canada's Job Bank](#) where job opportunities, education and skills can be explored. ICT is far more than just playing or designing the next video game; it is an integral part of our daily lives and will continue to grow in industries across the globe.



Labour Market Information Tells a Story

Most of us are so immersed in our daily jobs that we know little about other businesses or industries in our community. This is where WPSM plays a role. Each year, data from [Statistics Canada](#) and other credible sources, supplemented by our own research and ongoing stakeholder consultations is examined to see what industries are growing/declining and what jobs are in demand. This information is widely shared to support evidence-based decision-making.

Did you know that in Greater Sudbury and the Districts of Sudbury and Manitoulin, we have close to 14,000 businesses? And that 60-65% have no employees? And that 90% fall into the category of micro, small or medium-sized businesses?

To find out more about our local labour market, check out the [Local Labour Market Plan 2021](#) and other [research reports](#) on the [WPSM website](#).



Explore Our New Job Board

It can be daunting when looking for a new job or career change, or trying to understand what options exist given your education, skills and experience. To help with your job search, WPSM has created [Jobs in Sudbury-Manitoulin](#), a job board that collects postings from 25 other websites and is updated daily. Included are: postings from INDEED and Canada's Job Bank, some of the area's major employers, and several local job-posting sites such as the [Greater Sudbury Chamber of Commerce](#) and the [Manitoulin Expositor](#). While employers are not able to post vacancies directly to this job portal, their posting will be picked up and added to Jobs in Sudbury-Manitoulin if it appears on one of the designated locations.

Jobs in Sudbury-Manitoulin is a great way to see what jobs are out there and to search by various easy-to-use categories such as industry, location and type of job. Jobs in Sudbury-Manitoulin also provides data for a monthly [Job Demand](#) report to shed light on which jobs are in demand, skills required and employers who are posting. Our monthly [Job Search](#) report also helps us to see who is looking.



DID YOU KNOW? Immigrants and newcomers:*

- invest in Canada, work, pay taxes, purchase goods & services
- have launched 200 start-ups since May 2019
- make up 26% of workers in Canada
- have filled 24,000 vacancies through the Global Skills Strategy
- contribute to 75% of Canada's population growth

*taken from Statistics Canada, the Conference Board of Canada and IRCC (Immigration, Refugees and Citizenship Canada)

STAY TUNED – Coming Soon!

- Local Labour Market Plan 2022 report
- Immigration resource for employers
- Feature story on Employment Ontario

[Visit our Website](#)