Local Labour Market Plan 2024-2025

Workforce Planning for

Sudbury & Manitoulin

Planification en main-d'oeuvre

- Conduct research and analyze labour market data
- identify current and emerging workforce issues and trends
- facilitate partnerships to support workforce development

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Local Labour Market Plan

2024-2025

MISSION STATEMENT

To coordinate identified education and training needs in order to generate opportunities for economic growth in the communities we serve.

MANDATE

The Board is active in the following labour market-related areas: labour market information and research; analysis and advice; planning; access and equity; and lifelong learning.

Workforce Planning for Sudbury & Manitoulin (WPSM) is one of 26 local planning boards in Ontario funded by the Ministry of Labour, Immigration, Training and Skills Development (MLITSD). Our mandate is to engage key partners across Greater Sudbury and the Districts of Sudbury and Manitoulin to address local labour market issues. Given our unique and neutral role, we bridge various labour market partners such as: business, labour, employment services, industry leaders, educators/trainers, economic development, and others to identify and address current and emerging workforce needs. The Local Labour Market Plan (LLMP) 2024-2025 provides a foundation on which to build local policies, programs and services. Evidence-based research and data analysis in the LLMP is corroborated by key stakeholder discussions and consultations which in turn contributes to sound planning, decision-making, partnerships, and action.

For more information please go to: www.planningourworkforce.ca
or contact info@planningourworkforce.ca

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Some things change…some things stay the same

It seems like every year, there are new shifts and changes in the labour market. This means we are constantly adjusting and readjusting to keep up. Some of the bigger changes over the last few years include the ongoing and lingering effect of the Covid-19 pandemic, growing awareness about the importance of addressing mental health and well-being, and how Artificial Intelligence (AI) is creeping into every part of our lives, including work.

Let’s look at these impacts individually. The pandemic was a significant shock to all of us. While the number of businesses in the WPSM area continues to grow, the labour market has adjusted for the most part. There are however some less visible impacts. We now see restaurants closed on days and hours when they were previously open, some businesses have shifted to become solo operators, and hybrid work is still very much in the forefront with over 49% of Canadians who report working at home at least one day a week. As well, the reality is that online services to shop, do business and order goods is now a necessary part of business operations that is here to stay.

Mental health and well-being are also no longer in the shadows and employers are being asked to take a more proactive role and not hide their heads in the sand. We have always had good and supportive employers, but more and more, all employers are being asked to step up to the plate and support their employees and to step in to support an employee when something does not seem right. It is no longer good enough for an employer to ignore the mental health of their employees as this also has an impact on their overall business operations.

AI is also creeping into every part of our lives whether we are ready for it or not. Social media, ChatGPT, autonomous equipment, surgeries conducted by robots, simulation training for highly skilled tasks, and interviews done by an AI-generated avatar are only a few of the examples of how AI is becoming immersed into our lives and the world around us.

Apart from the individual impact, as a workforce planning board, we need to keep close tabs on the impact of AI in terms of the world of work, the local labour market, job skills in demand and many other aspects related to workforce development.

While many things are changing, some things are not. We still have a number of jobs in demand and demand continues to outstrip supply though it is getting better in some industries. However, the supply of labour has become challenging particularly when employers from various industries are competing domestically and internationally for highly skilled talent. On the other end of the spectrum many jobs in demand that do not require as many skills and credentials are also in demand, but it is still hard to find people who show up to work and do their job.

The disconnect between education and employment is also not new. Although education offers some Work Integrated Learning (WIL), they can’t do it without employer engagement. Herein lies part of the ongoing problem. Each expects the other to make or have ready-made employees.

Other more challenging trends and barriers are also not going away. Along with inflationary pressures, underemployment, lack of affordable housing, lack of available and affordable childcare and access to reliable transportation are still barriers for many jobseekers. Despite efforts to address each of these, as a society we are not doing a very good job.

So, while some things are getting better, some things are not. While some things are quickly changing, historic problems remain stubborn problems with limited solutions.

As you read this labour market report, think of the things that have changed and the things that haven’t in your own home, your life or at work over the last five years. What impact has the pandemic had? Is employee mental health an issue in your workplace? What AI tools and resources do you, your family and colleagues now use that you didn’t before?

All of these shifts and changes are impacting on the world of work and will require us to remain diligent, nimble and flexible as we move into the future.

About This Report

DATA OVERVIEW

WPSM BOARD AREA
Greater Sudbury
District of Manitoulin
District of Sudbury

Data and changes across various industries and LMI for each census area is provided where available, however some data is only available at a Sudbury CMA level.

LMI includes: labour supply and demand, industry growth/decline, local economy, jobs in demand by industry and current/emerging trends.

This report features Stats Canada data on number of businesses, number of businesses by employee size and other variables.

Local data, research and consultations are used to further supplement information reported. This includes LMI from the WPSM Board of Directors (who represent local unions, businesses/industry leaders, employment services, education, and diverse organizations)

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OVERVIEW

As one of 26 workforce planning boards across Ontario funded by the Ministry of Labour Immigration Training and Skills Development MLITSD, the mandate of Workforce Planning for Sudbury & Manitoulin (WPSM) is to identify and address labour market changes, trends, and issues that impact on local economies, workforce development, business growth, training and employment.

In this report, Labour Market Information (LMI) from Statistics Canada and other evidence-based sources is highlighted. This data is further supplemented by research conducted by WPSM and consultations with key stakeholders such as local unions, business and industry leaders and associations, employment services, economic development leads, educators, government representatives, and others.

The next census across Canada will not be held until May 2026, so data not previously reported is included where relevant. Other data sources include industry-specific reports, research conducted by WPSM, labour market insights from the online job portal hosted by WPSM and data provided by the Employment Ontario branch of MLITSD.

DEMAND SIDE

In trying to understand the local labour market, it is important to consider both the demand and supply side. The ***demand side*** includes industry changes, demand for certain occupations and skill sets as well as the needs of employers. Sometimes this is out of sync with the supply side and over the last few years, we are still seeing demand outstrip supply - in other words, there are not enough people to fill the needs of employers for a variety of reasons we will explore.

SUPPLY SIDE

Data from the ***supply side***, in other words, who is currently available to work is included. Sources include: reports produced by *Statistics Canada* (including the 2021 census) and data from *Employment Ontario (EO)* funded by MLITSD. As noted above, matching jobseekers with industry needs is complex. We have seen that expectations from the supply and the demand side are not always in sync with one another either.

ACTIONS

This report also provides a brief summary and update on the many labour market activities that WPSM leads or supports in local communities as well as expected activities over the next few years. By no means does this represent the numerous efforts that are underway to develop and grow our workforce.

Labour Market Information (LMI)

CENSUS AREA

As noted, WPSM is one of 26 workforce planning boards across Ontario and is responsible for conducting research and analyzing local LMI data in the following census areas: City of Greater Sudbury, the District of Manitoulin, and the District of Sudbury.

DATA LIMITATIONS

The City of Greater Sudbury is a designated Census Metropolitan Area (CMA) as the total population is 100,000+ (and 50,000+ live in the core). As a result, more LMI is available, but less LMI is available for the District of Sudbury or the District of Manitoulin.

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Tax filer data is used in this report to understand employment income and migration patterns but is currently only available from 2017-2022.

STATISTICS CANADA

CANADIAN BUSINESS COUNTS:

A regular part of our annual review of labour market indicators includes profiling Statistics Canada's Canadian Business Counts, which reflects the number of business establishments in a community. We also profile how these numbers have changed, by size of establishment and by industry. As a general rule, Statistics Canada recommends against using its semi-annual count of businesses as a longitudinal barometer of business growth/decline in a given community. They caution against using this data to measure the impact that COVID has had on the number of businesses. We note this caution but use comparisons as an additional piece of evidence that contributes to our understanding of local business and employment patterns.

TAX FILER DATA:

This section provides the latest labour market data for several variables, profiling such indicators as number of tax filers with employment income, median employment income, and net migration numbers based on a comparison of addresses from individual income tax returns for two consecutive years. Where available, data is provided for the Sudbury and Manitoulin Districts and Greater Sudbury, and/or for the economic region to illustrate trends at a broader level.

OTHER DATA SOURCES

Other data sources include: labour market insights from the Jobs in Sudbury Manitoulin job board hosted by WPSM; a survey of local community and social services; Skilled Trades Ontario; and Employment Ontario (on clients who use local employment services and literacy and basic skills programs). Also included is the number of new and registered apprentices. As noted, all data is supplemented with anecdotal information, consultations, and ongoing discussions with local stakeholders.

Greater Sudbury

NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE

TABLE 1 – GREATER SUDBURY NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2024										
INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	74	13	6	5	4	0	0	102	1	18
21 Mining	60	16	9	8	6	5	16	120	1	17
22 Utilities	16	1	1	0	1	1	0	20	0	19
23 Construction	542	263	131	76	56	18	8	1094	9	4
31-33 Manufacturing	112	49	39	33	27	11	9	280	2	12
41 Wholesale Trade	100	65	69	57	39	5	3	338	3	11
44-45 Retail Trade	353	161	177	141	98	33	17	980	8	5
48-49 Transportation/Warehousing	267	50	25	16	9	9	4	380	3	10
51 Information and Cultural	104	26	14	5	5	6	1	161	1	14
52 Finance and Insurance	646	61	29	45	24	5	2	812	7	7
53 Real Estate, Rental, Leasing	3208	173	30	19	13	4	2	3449	27	1
54 Professional Scientific Tech	778	235	52	54	26	15	8	1168	9	3
55 Management of Companies	119	11	3	1	5	1	2	142	1	15
56 Administrative Support	264	87	37	18	26	16	10	458	4	8
61 Educational Services	77	21	11	9	5	1	9	133	1	16
62 Health Care & Social Assist	722	323	110	124	76	12	21	1388	11	2
71 Arts, Entertainment & Rec	133	27	15	18	12	8	3	216	2	13
72 Accommodation & Food	130	63	69	84	86	20	5	457	4	9
81 Other Services	461	229	92	57	30	2	4	875	7	6
91 Public Administration	0	2	1	0	1	3	4	11	0	20
CLASSIFIED BUSINESSES	8166	1876	920	770	549	175	128	12584		
Percentage classified/unclassified	67%	14%	7%	6%	4%	1%	1%	100%		
Cumulative percentage	67%	82%	88%	94%	98%	99%	100%			
ONTARIO % classified/unclassified	73%	16%	5%	3%	2%	1%	1%			

SOURCE: Statistics Canada, Canadian Business Counts June 2024
Highlighted cells: indicate the 3 largest industries (by number of businesses) for each employee-size category
Classified businesses are businesses for which the industry classification is known

CHANGE IN NUMBER OF EMPLOYERS BY INDUSTRY AND BY FIRM SIZE

TABLE 1a GREATER SUDBURY CHANGE IN NUMBER OF EMPLOYERS BY INDUSTRY AND BY FIRM SIZE, JUNE 2023 TO JUNE 2024						
INDUSTRY SECTOR	Firm size (# of employers)					Total # of firms June 2024
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	6	-1	0	0	5	102
Mining and oil and gas extraction	13	1	-1	2	15	120
Utilities	0	-2	0	0	-2	20
Construction	-8	-1	-4	0	-13	1094
Manufacturing	10	-5	-3	-1	1	280
Wholesale trade	-3	-11	5	1	-8	338
Retail trade	16	-34	7	0	-11	980
Transportation and warehousing	25	13	0	-2	36	380
Information and cultural industries	21	-6	-1	1	15	161
Finance and insurance	-14	-7	2	0	-19	812
Real estate and rental and leasing	198	0	1	0	199	3449
Professional, scientific and technical services	56	7	-3	2	62	1168
Management of companies and enterprises	-12	0	1	1	-10	142
Administrative and support	68	9	3	0	80	458
Educational services	7	0	0	0	7	133
Health care and social assistance	69	8	10	-3	84	1388
Arts, entertainment and recreation	6	2	0	1	9	216
Accommodation and food services	13	-4	-2	1	8	457
Other services	32	0	-4	-1	27	875
Public administration	0	0	0	2	2	11
Total net changes 2023-2024	503	-31	11	4	487	12584
Total net changes 2022-2023	394	3	36	3	436	
Total net changes 2021-2022	280	88	30	3	401	

SOURCE: Statistics Canada, Canadian Business Counts, June 2021 – June 2024
Green indicates an increase in number of firms; red indicates a decrease; "0" indicates no change

INSIGHTS: Change in number of employers by industry and by firm size

After two years of increases in number of firms across all employee-size categories, between 2023 and 2024, there was a dip in the number of firms with 1 to 19 employees, continued growth among firms with 20 to 99 employees and 100+ employees, and a continuing surge among firms with zero employees largely due to: an increase in landlords of residential rental units (Real Estate & Rental & Leasing), considerable increases in offices of Mental Health Practitioners and other Out-patient Care Centres (Health Care & Social Assistance), office administrative and janitorial services (Administrative & Support) and Engineering and other Scientific and Technical Consulting Services (Professional, Scientific & Technical). There was also a decline in the number of businesses with 1 to 19 employees in Retail Trade (small declines in: pharmacies and drug stores; cannabis retailers; new car dealers; nursery retailers and garden centres; supermarkets and other grocery retailers; jewellery retailers; and all other sporting goods retailers).

District of Manitoulin

NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE

TABLE 2 – MANITOULIN DISTRICT
NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE
JUNE 2024

INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	121	10	2	3	0	0	0	136	12	2
21 Mining	2	1	0	0	0	0	0	3	0	20
22 Utilities	11	0	0	0	0	0	0	11	1	18
23 Construction	48	41	21	5	0	1	0	116	10	4
31-33 Manufacturing	14	4	5	3	2	0	0	28	2	12
41 Wholesale Trade	8	3	1	1	0	0	0	13	1	16
44-45 Retail Trade	43	25	27	13	7	3	0	118	10	3
48-49 Transportation/Warehousing	34	13	3	4	3	2	2	61	5	9
51 Information and Cultural	6	5	1	1	0	0	0	13	1	16
52 Finance and Insurance	27	3	4	4	0	0	0	38	3	11
53 Real Estate, Rental, Leasing	149	16	2	1	1	0	0	169	15	1
54 Professional Scientific Tech	62	19	4	1	1	1	0	88	8	7
55 Management of Companies	8	0	1	0	0	0	0	9	1	19
56 Administrative Support	22	10	4	2	2	2	2	44	4	10
61 Educational Services	10	2	2	0	0	1	1	16	1	15
62Health Care & Social Assist	21	18	9	7	4	5	2	66	6	8
71 Arts, Entertainment & Rec	16	3	1	2	0	0	0	22	2	13
72 Accommodation & Food	55	18	16	4	5	1	0	99	9	5
81 Other Services	58	22	10	0	3	2	0	95	8	6
91 Public Administration	0	0	2	5	5	5	2	19	2	14
CLASSIFIED BUSINESSES	715	213	115	56	33	23	9	1164		
Percentage classified/unclassified	63%	18%	9%	5%	3%	2%	1%	101%		
Cumulative percentage	63%	81%	90%	95%	97%	99%	100%			
ONTARIO % classified/unclassified	73%	16%	5%	3%	2%	1%	1%			

SOURCE: Statistics Canada, Canadian Business Counts June 2024
Highlighted cells: indicate the 3 largest industries (by number of businesses) for each employee-size category
Classified businesses are businesses for which the industry classification is known

CHANGE IN NUMBER OF EMPLOYERS BY INDUSTRY AND BY FIRM SIZE

TABLE 2a MANITOULIN DISTRICT CHANGE IN THE NUMBER OF EMPLOYERS BY INDUSTRY AND BY FIRM SIZE, JUNE 2023 TO JUNE 2024						
INDUSTRY SECTOR	Firm size (# of employers)					Total # of firms June 2024
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	-2	1	0	0	-1	136
Mining and oil and gas extraction	0	0	0	0	0	3
Utilities	0	-2	0	0	-2	11
Construction	-6	2	1	0	-3	116
Manufacturing	2	0	1	0	3	28
Wholesale trade	-1	-1	0	0	-2	13
Retail trade	-5	-1	0	0	-6	118
Transportation and warehousing	7	2	2	1	12	61
Information and cultural industries	0	0	0	0	0	13
Finance and insurance	1	-2	0	0	-1	38
Real estate and rental and leasing	19	3	0	0	22	169
Professional, scientific and technical services	10	0	1	0	11	88
Management of companies and enterprises	1	0	0	0	1	9
Administrative and support	0	1	3	0	4	44
Educational services	4	-1	0	0	3	16
Health care and social assistance	-3	2	0	0	-1	66
Arts, entertainment and recreation	-1	1	-1	0	-1	22
Accommodation and food services	-1	-3	1	0	-3	99
Other services	8	0	2	0	10	95
Public administration	0	2	-1	0	1	19
Total net changes 2023-2024	33	4	9	1	47	1164
Total net changes 2022-2023	46	14	-2	2	60	
Total net changes 2021-2022	-7	8	1	0	-2	

SOURCE: Statistics Canada, Canadian Business Counts, June 2021 – June 2024
Green indicates an increase in number of firms; red indicates a decrease; "0" indicates no change

INSIGHTS: Change in number of employers by industry and by firm size

In 2023-2024, there was a net increase of 33 firms with no employees, and 14 firms with employees which included one firm with 100 or more employees. By industry, the largest increase in firms was among Real Estate & Rental and Leasing, although most were firms with zero employees (primarily landlords of residential rental units). Increases in the number of firms with employees included: 5 firms in Transportation & Warehousing; 4 in Administrative & Support; and 3 in Construction. The post-COVID recovery in the number of establishments in Manitoulin which started in 2021-22 has continued, although at a slightly slower pace than the year before.

District of Sudbury

NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE

TABLE 3 SUDBURY DISTRICT NUMBER OF BUSINESSES BY EMPLOYEE SIZE RANGE JUNE 2024										
INDUSTRY SECTOR 2-DIGIT NAICS	NUMBER OF EMPLOYEES								%	RANK
	0	1-4	5-9	10-19	20-49	50-99	100+	TOTAL		
11 Agriculture	105	23	2	4	4	0	0	138	10	4
21 Mining	5	1	0	0	1	2	0	9	1	19
22 Utilities	8	2	0	1	0	0	0	11	1	18
23 Construction	91	45	23	7	3	0	0	169	12	2
31-33 Manufacturing	15	3	1	8	2	1	2	32	2	12
41 Wholesale Trade	18	4	0	0	1	1	0	24	2	15
44-45 Retail Trade	47	23	27	20	11	5	0	133	9	5
48-49 Transportation/Warehousing	37	13	3	3	2	2	1	61	4	9
51 Information and Cultural	10	6	1	2	0	0	0	19	1	16
52 Finance and Insurance	38	2	4	4	2	1	0	51	4	10
53 Real Estate, Rental, Leasing	206	13	2	4	1	1	0	227	16	1
54 Professional Scientific Tech	63	13	3	4	1	0	0	84	6	7
55 Management of Companies	6	0	0	0	0	0	0	6	0	20
56 Administrative Support	28	6	6	3	0	0	0	43	3	11
61 Educational Services	8	2	2	0	0	0	0	12	1	17
62Health Care & Social Assist	37	17	4	13	8	0	3	82	6	8
71 Arts, Entertainment & Rec	19	9	1	1	1	0	0	31	2	13
72 Accommodation & Food	83	39	15	10	7	1	0	155	11	3
81 Other Services	70	34	15	2	0	0	0	121	8	6
91 Public Administration	1	3	3	8	5	6	2	28	2	14
CLASSIFIED BUSINESSES	895	258	112	94	49	20	8	1436		
Percentage classified/ unclassified	64%	18%	7%	6%	3%	1%	1%	100%		
Cumulative percentage	64%	82%	89%	95%	98%	100%	100%			
ONTARIO % classified/unclassified	73%	16%	5%	3%	2%	1%	1%			

SOURCE: Statistics Canada, Canadian Business Counts June 2024
Highlighted cells: indicate the 3 largest industries (by number of businesses) for each employee-size category
Classified businesses are businesses for which the industry classification is known

CHANGE IN NUMBER OF EMPLOYERS BY INDUSTRY AND BY FIRM SIZE

TABLE 3a SUDBURY DISTRICT CHANGE IN THE NUMBER OF EMPLOYERS BY INDUSTRY AND BY FIRM SIZE, JUNE 2023 TO JUNE 2024						
INDUSTRY SECTOR	Firm size (# of employers)					Total # of firms June 2024
	0	1-19	20-99	100+	Total	
Agriculture, forestry, fishing and farming	14	-1	0	0	13	138
Mining and oil and gas extraction	0	0	1	0	1	9
Utilities	3	0	0	0	3	11
Construction	5	-3	1	0	3	169
Manufacturing	-1	3	-4	0	-2	32
Wholesale trade	-1	-1	1	0	-1	24
Retail trade	3	-6	3	-1	-1	133
Transportation and warehousing	0	1	0	0	1	61
Information and cultural industries	7	-1	0	0	6	19
Finance and insurance	6	-2	1	0	5	51
Real estate and rental and leasing	-8	2	1	0	-5	227
Professional, scientific and technical services	14	3	1	0	18	84
Management of companies and enterprises	0	0	0	0	0	6
Administrative and support	-2	4	0	0	2	43
Educational services	-4	1	0	0	-3	12
Health care and social assistance	10	-1	2	0	11	82
Arts, entertainment and recreation	1	1	1	0	3	31
Accommodation and food services	4	0	0	0	4	155
Other services	16	3	0	0	19	121
Public administration	1	2	0	1	4	28
Total net changes 2023-2024	68	5	8	0	81	1436
Total net changes 2022-2023	0	5	5	-1	9	
Total net changes 2021-2022	-68	-18	-7	0	-93	

SOURCE: Statistics Canada, Canadian Business Counts, June 2021 – June 2024
Green indicates an increase in number of firms; red indicates a decrease; "0" indicates no change

INSIGHTS: Change in the number of employers by industry and by firm size

Sudbury District witnessed an increase of 81 businesses, largely due to an additional 68 firms with zero employees and an increase of 13 firms with employees (5 firms with 1-19 employees and 8 with 20-99 employees). There was also a decrease in the number of firms in Real Estate & Rental and Leasing with zero employees, but this was offset by 2 firms with 1- 19 employees and one with 20-99 employees. It is likely that net employment actually increased in this sector. There were large increases in the number of firms in: Agriculture, Forestry, Fishing & Farming; Professional, Scientific & Technical Services; Health Care & Social Assistance; and Other Services. Manufacturing saw a decline with the loss of 4 firms with 20 to 99 employees, but this may be the result of those firms reducing their workforce and moving into the category of firms with 1-19 employees. Although there was a 3year decline in the number of firms with employees from 2019-22, there was signs of growth in 2022-23 which continued in 2023-2024.

Other Industry, Income and Migration Data

TOP FIVE INDUSTRIES: by number of businesses

Last year, the top five industries by number of establishments for all four areas were in the same order as the year before (June 2023). As illustrated in Table 4, this year there has been only a slight change: in the Sudbury District, Agriculture, Forestry, Fishing & Farming moved into fourth place, pushing Retail Trade down to fifth. In Greater Sudbury, Professional, Scientific & Technical Services moved into third position, as Construction dropped to fourth.

Greater Sudbury has four of the same top five industries (by number of employers) as Ontario (excluding Transportation & Warehousing), although in a different ranking. The Manitoulin and Sudbury Districts both count Agriculture, Forestry, Fishing & Farming as well as Accommodation & Food Services in their top five, as opposed to both Professional, Scientific & Technical Services and Health Care & Social Assistance, which are on the list for Greater Sudbury and Ontario. In each of the three WPSM areas, the top five industries account for 56% to 57% of all businesses, while in Ontario the top five account for 63%.

TABLE 4 - TOP FIVE INDUSTRIES BY NUMBER OF BUSINESSES: DISTRICTS OF MANITOULIN AND SUDBURY, GREATER SUDBURY AND ONTARIO (June 2024)

Manitoulin District	Sudbury District	Greater Sudbury	Ontario
Real Estate, Rental, Leasing	Real Estate, Rental, Leasing	Real Estate, Rental, Leasing	Real Estate, Rental, Leasing
Agriculture, Forestry, Fishing	Construction	Health Care & Social Assistance	Professional Scientific Technical Services
Retail Trade	Accommodation & Food Services	Professional Scientific Technical Services	Construction
Construction	Agriculture, Forestry, Fishing	Construction	Transportation & Warehousing
Accommodation & Food Services	Retail Trade	Retail Trade	Health Care & Social Assistance

BUSINESSES with solo operators

In all three census areas, Real Estate & Rental & Leasing stands out in terms of the largest number of solo operators, considerably higher than the next two industries (except in Manitoulin, where Agriculture is a closer second). 68% to 76% of these solo operators are landlords of residential rental units; the next two largest categories are landlords of non-residential rental units and real estate agents. Otherwise, larger numbers of solo operators are found as follows:

GREATER SUDBURY: in Health Care and Social Assistance (especially offices of physicians, followed more distantly by offices of all other health practitioners, such as dieticians, naturopaths, midwives, as well as child day-care services); in Professional, Scientific & Technical Services (notably engineering services, administrative, general and other management consulting services); and in Finance and Insurance (60% of these solo operators are termed "*miscellaneous intermediation*" as they are investors who buy and sell for their own account).

MANITOULIN DISTRICT: in Agriculture, Forestry, Fishing & Farming (driven primarily by beef cattle ranching and farming); in Accommodation & Food Services (especially bed and breakfasts, housekeeping cottages, resorts and full-service restaurants); and in Construction (residential building construction, building contractors in equipment, foundations, structure, and exteriors).

SUDBURY DISTRICT: in Agriculture, Forestry, Fishing & Farming (combined beef cattle ranching and farming as well as logging, and dairy cattle and milk production); in Construction (residential building construction, equipment contractors and finishing contractors); and in Accommodation and Food Services (mainly in hunting and fishing camps, resorts, RV parks and campgrounds, and housekeeping cottages).

BUSINESSES with 200+ employees

GREATER SUDBURY: There are 37 establishments with 200-499 employees and 18 establishments with over 500 employees. Among establishments with 500 or more employees, there are: 7 in the Educational Services (4 representing elementary and secondary schools, 2 representing community colleges and one university); 4 in Mining & Oil and Gas Extraction (all nickel-copper ore mining firms); 3 in Administrative & Support (all in janitorial services); 2 in Health Care & Social Assistance (two general hospitals); as well as one in Accommodation and Food Services (a food service contractor) and one in regional government.

MANITOULIN DISTRICT: There are four establishments with 200-499 employees. All 4 are the same as last year and includes: a general freight long-distance trucking firm, one in elementary and secondary schools, a home health care service and one First Nations public administration establishment.

SUDBURY DISTRICT: There is one establishment with 500 or more employees (a home health care service) and 2 establishments with 200-499 employees (one sawmill and a First Nations public administration establishment); compared to last year, a general hospital and an individual and family service moved from the 200-499 employee category to the 100-199 employee category. It is important to note that the sawmill has since shuttered and should be reflected in future reports.

TAX FILERS with employment income

Employment income data is drawn from what is called tax filer data, derived from T1 income tax returns, where income tax forms filled out in the spring provide data on employment income in the previous calendar year. The tax filer data represents over 70% of the total population aged 15 years and older.

Table 5 shows the total number of tax filers with reported employment income for 2017 to 2022 (the most recent year for which there is data). Reported income includes wages, salaries, commissions, gratuities, and tips.

TABLE 5 - TOTAL NUMBER OF TAX FILERS WITH EMPLOYMENT INCOME: GREATER SUDBURY, MANITOULIN DISTRICT AND SUDBURY DISTRICT 2017-2022

	2017	2018	2019	2020	2021	2022
Greater Sudbury	82,950	84,460	83,600	83,140	82,590	85,710
Manitoulin District	5,340	5,500	5,290	5,470	5,360	5,590
Sudbury District	10,590	10,630	9,370	9,320	9,350	10,060
Northeastern Ontario	265,100	268,870	262,540	260,940	263,010	271,950

Statistics Canada, Income and Financial Data of Individuals, Preliminary T1 Family File, 2017-2022

With the exception of the Sudbury District, in all other WPSM areas and across northeastern Ontario, the number of tax filers with employment income in 2022 was higher than at any other time over the previous five years, with some noticeable changes since the peak years of the pandemic.

TAX FILERS median employment income

For males and females in all the geographies profiled, median employment income dropped between 2021 and 2022; this is not because their wages fell in actual dollars, rather it is because when expressed in 2022 dollars, inflation in 2022 rose much faster than the increase in employment income that year, so in real terms, income dropped – which is how it felt, as earners faced rising prices and wages were not keeping up. Of note are a few other observations regarding the data for median employment income:

- In general, the median employment income for males tends to fall within a range of values which is noticeably higher than that for females.
- One exception to this is the median employment income for males in the Manitoulin District which has been consistently lower than the median employment income for females in that district by anywhere from $1,000 to $4,000 in previous years; however, that gap narrowed to less than $400 in 2022.
- The median employment income for females in the Manitoulin District has generally been higher than that for females in the Sudbury District with the exception of 2022 where the median employment income for females in the Manitoulin District dipped a bit below the median employment income for females in the Sudbury District.
- Median employment income is also influenced by the industries that people are employed in and how many people work in that industry.

MIGRATION

Migration data is derived from a dataset compiled by Statistics Canada using a comparison of addresses from individual income tax returns for two consecutive years. The data in this report covers tax years from 2017-2018 to 2021-2022. The figures for each year have been accumulated into a migration summary for the years 2017 to 2022.

Table 6 shows the net migration figures by age group between 2017/18 and 2021/22. Net migration is the difference between the number of individuals migrating into an area minus the number of individuals migrating out. A positive net figure means more individuals migrated in than migrated out.

TABLE 6 – NET MIGRATION BY AGE GROUPS
GREATER SUDBURY, MANITOULIN DISTRICT, SUDBURY DISTRICT 2017-2022

AGE GROUP	0-17	18-24	25-44	45-64	65+	TOTAL
Greater Sudbury	663	1476	2153	38	51	4381
Manitoulin District	232	-37	270	619	-28	1056
Sudbury District	322	-81	390	780	-126	1285

Statistics Canada, Tax filer, Migration estimates, Table B 2017/2018 TO 2021/2022

In the case of Manitoulin District, there was a net in-migration of 1,056 individuals between 2017/18 and 2021/22, with the largest number of in-migrants aged 45-64 years old. Manitoulin experienced small net losses of residents among those aged 18-24 and 65 years and older.

Similarly, in the case of the Sudbury District, there was a net in-migration of 1,285 individuals between 2017/18 and 2021/22, with net losses amongst those aged 18-24 and 65 years and older, however, there was a large influx of individuals aged 45-64 years old.

Greater Sudbury had a different profile of migrants by age, totalling 4,381 individuals with net increases in every age category, with especially large net in-migrants of those aged 18 to 24 and 25 to 44 years old.

Profiling the data by where migrants were coming from and going to provides further insight into migration patterns. Table 7 shows gender migration patterns from the census in 2017/18 combined with the 2021/22 period as per the following categories:

- Intra-provincial: movement to and from Ontario
- Interprovincial: movement to and from Canada, excluding Ontario
- International: movement to and from outside Canada

TABLE 7 – NET MIGRATION BY SOURCE AND DESTINATION GREATER SUDBURY, MANITOULIN DISTRICT, SUDBURY DISTRICT 2017-2022								
	Intra-provincial		Inter-provincial		International		TOTAL	
	Males	Females	Males	Females	Males	Females	Males	Females
Greater Sudbury	240	145	-50	-83	1474	1256	1664	1318
Manitoulin District	382	439	17	43	3	5	402	487
Sudbury District	323	160	40	-11	19	18	382	167

Statistics Canada, Tax filer (T1FF) – Migration Estimates, 2017/18 to 2021/22

The largest number of net migrants to Manitoulin District and Sudbury District are from other parts of Ontario, with very few migrants from the rest of Canada or from international origins. Around 56% of intra-provincial net migrants coming to the Manitoulin District are female, while 55% of net intra-provincial migrants coming into the Sudbury District are male.

In Greater Sudbury, net international migrants account for most total net migrants by far. In fact, Greater Sudbury has fewer net migrants coming from other parts of Ontario or Canada than do the Manitoulin and Sudbury Districts combined.

Local Data Sources and Research

COMMUNITY AND SOCIAL SERVICES INDUSTRY

Given the lack of attention to the essential role that the community and social services sector plays, WPSM felt it was important to explore various aspects of this industry sector not only from the work that they do but how their work supports employability. This includes understanding the community and social services workforce, occupations in demand, credentials, skills and attributes required, as well as hiring practices and recruitment challenges being experienced by employers in this sector. This information could possibly help make the case that many of these non-profit agencies could benefit from increased and more sustainable government funding to not only support the workforce needed, but also to help them to be able to continue to provide the local services that are essential to the well-being of the communities that we live in.

In order to reach local community and social service agencies, approximately 60 names and contacts were selected from a social services database developed by Sudbury District Restorative Justice. Key leaders in this industry sector were surveyed and responses were received from just over one third of those surveyed representing approximately 880 employees. Agency leaders reported the following:

- The majority of employees are women over the age of 25.
- Almost all reported hiring over the last 12 months and plan to hire over the next 12 months.
- Occupations that are in demand and hard to fill include: a) various social service occupation categories and job titles such as child and youth worker, peer support worker, addiction support worker and other-related titles; b) highly skilled occupations include: psychologist, lawyer and registered nurse, and c) administrative roles such as human resources manager, disability management specialist and clinical services director.
- 70 % reported difficulty filling positions.
- Common reasons for hard to fill positions includes: lack of competitive wages (driven by lack of sustainable and increased funding); unrealistic wage expectations; competition from other employers (who can pay better wages such as the hospital); lack of applicants who have the qualifications, skills and experience to do the job; and specific job expectations (i.e. working on weekends, evenings and holidays).
- 80% reported that they had one or more separations where a staff member quit, retired, were laid off or dismissed/fired with *quit* being the number one response.
- 95% provide on-the-job training and mentoring/coaching and just over 75% provide student placements.

JOB BOARD: JOBS IN SUDBURY MANITOULIN

In April 2021, WPSM launched and now hosts the *Jobs in Sudbury Manitoulin* job board which collects job postings from over 30 online job posting sites and several local employers. Job postings are updated daily and can be searched by industry, location, occupation (NOC – National Occupational Classification) and other categories. Newer features include links to: work from home jobs, tools to explore careers and location of occupation, as well as a portal for jobseekers and employers.

Data and average hourly wage "posted" as shown in Table 8 was taken from: Workforce Planning for Sudbury & Manitoulin Labour Market Insights Report as part of the Jobs in Sudbury-Manitoulin job board at: www.planningourworkforce.ca. Calculations were based on an average 40 hour work week and a bi-weekly pay period.

TABLE 8 TOP - 20 ACTIVE ONLINE JOB POSTINGS BY NUMBER OF JOB POSTINGS GREATER SUDBURY JUNE 2023 – JUNE 2024

4-digit NOC	OCCUPATION TITLE	# of job postings	average hourly wage posted
6410	Retail salespersons and non-technical wholesale trade sales and account representatives	1,673	$33.65
6510	Cashiers and others sales support occupations	783	$28.60
6440	Customer and information services representatives	701	$28.85
4220	Paraprofessional occupations (legal, social, community, education)	651	$20.07
1311	Office administrative assistants - general, legal, and medical	650	$25.96
7330	Transport truck and transit drivers	606	$35.00
6002	Retail and wholesale trade managers	603	$25.96
6531	Cleaners	560	$32.25
7241	Automotive service technicians	542	$42.07
7240	Machinery and transportation equipment mechanics (except motor vehicles)	501	$41.11
1410	Office support and court services occupations	483	$25.24
6520	Food support occupations	481	$19.95
7510	Longshore workers and material handlers	479	$31.13
4410	Homecare provider occupations	461	$25.96
1310	Administrative, property and payroll officers	450	$33.65
6320	Cooks, butchers and bakers	431	$18.57
3130	Nursing and allied health professionals	374	$46.61
1110	Auditors, accountants and investment professionals	365	$36.54
3310	Assisting occupations in support of health services	346	$30.53
6201	Retail sales supervisors	326	$N/A
1440	Supply chain logistics, tracking, scheduling coordination occupations	318	$30.53
3210	Technical occupations in therapy and assessment	316	$38.46
7001	Managers in construction and facility operation and maintenance	273	$43.27
7511	Trades helpers and labourers	268	$25.00
6202	Service supervisors	266	$24.04

Taken from: Labour Market Insights, Jobs in Sudbury-Manitoulin, June 2024

DATA LIMITATIONS: Wage data reported in Table 8 is different than average hourly wages that appear on Canada's Job Bank as the job bank's calculations are based on the entire country which greatly varies. As well, job vacancy data provided here does not include job vacancies that are advertised through word-of-mouth, company website postings, window signs and other methods used by employers.

NOTE - new provincial rules regarding job postings and wages: On March 21, 2024, the Working for Workers Four Act, 2024 received Royal Assent. This amended the Ontario Employment Standards Act. As a result of this amendment, employers are now required to comply with the following when it comes to job postings: employers must include expected pay or range of pay for the position; employers are prohibited from including any requirements related to Canadian experience; for any position that is publicly advertised, the employer must disclose the use of Artificial Intelligence to screen, assess or select applicants; and employers are required to retain copies of all advertised jobs and associated applications for a period of three years.

SKILLED TRADES ONTARIO (STO):

Skilled Trades Ontario (STO), was established in 2021 through the *Building Opportunities in the Skilled Trades Act,* replacing the former Ontario College of Trades (OCoT). STO is an agency of the Ministry of Labour Immigration Training and Skills Development and is responsible for: apprenticeships and skilled trades certification in Ontario; promoting trade careers; and addressing labour shortages *(taken from the STO website).*

STO is currently working with workforce planning boards across Ontario to provide relevant and local data on the compulsory trades regarding number, age and gender of certified journeypersons and apprentices. It is important to note that not all of Ontario's 144 skilled trades are compulsory trades, and as a result data is limited on trades such as carpentry which falls into the voluntary category as this trade does not have the same mandatory certification requirements. To legally work, designated compulsory trades require passing an exam to obtain formal certification (Certificate of Qualification) and registration with STO.

While more data will be forthcoming and in future reports, a sample of the top ten trades for journeypersons in the compulsory trades in Greater Sudbury as of June 2024 can be found in Table 9. Apprenticeship data is included under the section Employment Ontario (EO) Programs and Services in this report.

TABLE 9 - MOST ACTIVE TRADES BY NUMBER OF JOURNEYPERSONS, GENDER AND AGE IN THE COMPULSORY TRADES (GREATER SUDBURY) JUNE 2024

TRADE	MALE	FEMALE	YOUNGEST	OLDEST	AVERAGE AGE
Construction electrician	761	21	23	86	47
Automotive Service Technician	684	2	23	83	52
Truck and Coach Technician	529	X	23	83	54
Hairstylist	55	356	23	90	50
Plumber	228	X	23	90	47
Refrigeration and Air Conditioning Systems Mechanic	107	X	27	81	47
Sheet Metal Worker	93	0	27	82	49
Steamfitter	62	0	27	70	50
Hoisting Engineer – Mobile Crane Operator 1	61	0	24	79	46
Autobody and Collision Damage Repairer	47	0	25	82	55

X indicates low counts between 1 and 4
Data provided by: Skilled Trades Ontario, 2024

EO DATA (2023- 2024)

Employment Ontario (EO) Programs and Services

OVERVIEW

Information and programs being offered by EO identified in this section has changed very little from the previous year. Data reported is provided by the Employment Ontario (EO) branch of the Ministry of Labour Immigration Training and Skills Development (MLITSD) and includes data from April 2023 - March 2024 for the following programs: Employment Services; Literacy and Basic Skills; and Apprenticeships. Program and client data from Better Jobs Ontario has also been included in this year's report.

It is however important to note that the way employment services are being delivered across Ontario is changing. Two of the more significant program and reporting structure shifts are as follows.

First, employment programs previously provided to highly barriered clients on Ontario Works (OW) or the Ontario Disability Support Program (ODSP) by social service agencies under the Ministry of Children, Community and Social Services, now fall under the EO branch of MLITSD. Historical funding to support these clients has been scaled back and what this might mean for those who require additional support while seeking employment is still unclear.

Second, a major Employment Services Transformation by MLITSD is almost complete. This ministry has already implemented new Service System Management (SSM) prototypes in many parts of Ontario that are now governed by third party contract holders who oversee transfer payment agreements with local employment services and can make employment system changes in geographic areas they govern. It is important to note that Literacy and Basic Skills and Apprenticeship programs are not part of this transformation.

Employment services across northern Ontario and Toronto are the last regions to be part of this transformation. In northeastern Ontario, Collège Boréal has been awarded the SSM contract and implementation of a new plan for employment services is underway for 2025.

What we do know is that the focus of the Collège Boréal SSM is on designated and highly barriered clients. Metrics have been developed to measure levels of success and to determine agency performance and funding. It is also expected that resource and information services that have been open to the general public (as more of a drop-in location to explore job boards and use EO resources) may or may not be as open to the public as they have been in the past.

While EO data for the WPSM area has been provided for this year and is supplemented by face-to-face consultations with EO service providers, it is unclear what data will be available for the next LLMP and how EO services will be structured in future years.

DATA LIMITATIONS

EO data is presented in aggregate form for the entire WPSM catchment area. Data is also suppressed when the number of clients is too small for one specific category in order to protect privacy.

Educational attainment data does not include date of completion and/or relevance to current labour market conditions.

Client designations are based on self-identification.

Client numbers are driven by program requirements and MLITSD funding that is available.

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EMPLOYMENT SERVICE PROVIDER CONSULTATIONS

Information from annual consultations is also provided in aggregate form.

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GEOGRAPHIC AREAS

Greater Sudbury
Manitoulin District
Sudbury District

EMPLOYMENT SERVICES (ES) DATA

Currently, Employment Services offer a wide range of employment-related services to assist clients with finding a job. Each location across the WPSM catchment area also houses a resource centre where jobseekers can drop in and receive assistance with resumes, online job applications and various government forms, and access job boards, computers, job search sites, and other resources. ES data reported in this LLMP includes the number of individuals who register as a client and a count of *unassisted* clients who do not register as a client but use ES services. These individuals are designated as R & I (resource and information) clients. At this time, ES cannot provide direct client support to international students who are looking for work, but international students have been allowed to use local resource centres.

ES also provides Human Resources (HR) assistance to employers (i.e. screen/review applicant resumes, conduct interviews, etc.) however this service is not promoted or tracked by the ministry. Currently, ES also offers additional financial resources and other supports for clients that they place with an employer such as equipment required, training, and mentorship. It is unclear however what services, and additional financial supports will be available in future years under the new SSM, though allocated money will be capped and based on level of client need.

ES CLIENTS SERVED AND GENDER

It is clear from the data, that each year that mandatory public health guidelines related to the pandemic were in place, the number of clients registered were also impacted. However, although the number of clients has been inching up, they have not returned to pre-pandemic levels. Despite the pandemic, the gender breakdown continues to consistently show that more men use employment services than women, however the gender split remains close to 50% depending on which employment service has been used.

Table 10 illustrates changes over the last five years regarding number of ES clients that were registered and the number of clients that used the ES resource and information centre.

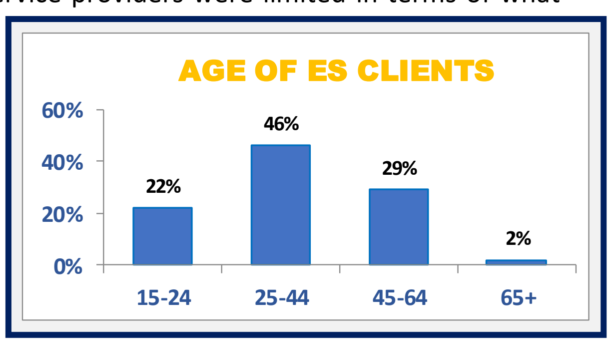
TABLE - 10 ES CLIENTS SERVED

	2023-2024	2022-2023	2021-2022	2020-2021	2019-2020
NUMBER OF CLIENTS					
Assisted clients	2803	2645	2230	2012	3346
R & I clients	14635	6431	5274	4334	8990
TOTAL	17428	9076	7504	6344	12336

The most noticeable change is the significant increase in R & I clients which will be further examined in the section on consultations with EO service providers. What can be said here is that this increase is almost entirely related to the influx on international students looking for work. Even though local employment services are unable to register an international student as a client, resource and information centres have traditionally been open to anyone, including students who are looking for work. It is our understanding that international students were often directed by their post secondary institution to go local employment services for additional supports, even though, as noted, employment service providers were limited in terms of what they could provide.

ES CLIENTS BY AGE GROUP

Similar to gender, the age of clients and the percentage they represent of overall clients that use local employment services has remained relatively stable over the last two years. It is important to note however, that during the EO consultations, it appears that older clients are now using ES services more frequently than before.



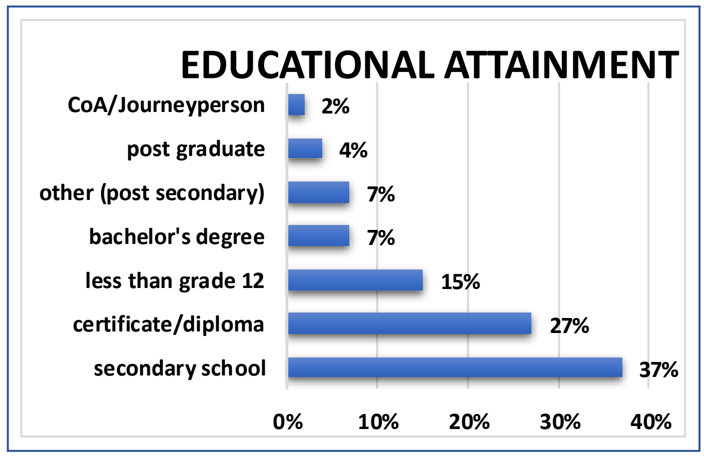
ES CLIENTS BY DESIGNATED GROUPS

Clients that register with ES are asked if they want to self-identify that they belong to a designated group as defined by MLITSD. From the 2,803 people that registered as an ES client in 2023-24: 19% identified as Francophone; 17% as Aboriginal; 16% as a Person with a Disability; 9% as Internationally Trained Professional; 10% as Newcomer; and 6% as Racialized. There was very little change from the previous year with the exception of Person with a Disability which increased by about 3%. However, the numbers can be misleading as registered clients can check more than one designated group which will undoubtedly skew the data.

It is also important to add that while employment services continue to understand and be responsive to diverse populations, international students are not included in this data count of clients in designated groups. As noted, while international students are allowed to use information and resources that are available at ES locations, they are not eligible to register as an ES client.

ES CLIENTS BY EDUCATIONAL ATTAINMENT

It is well documented that lower education results in higher unemployment or underemployment. In the WPSM area, 52% of all ES clients have a secondary school diploma or less. Along with low academic levels, many of these same clients have other barriers to employment. At the other end of the spectrum, roughly 4% have a post graduate degree.

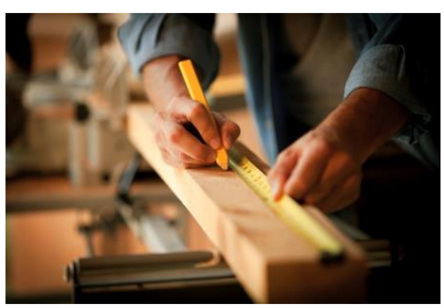


With educational attainment, clients are also assessed to identify what skills are transferrable or may be outdated/no longer relevant in today's labour market. This is particularly true of older ES clients.

Educational attainment of ES clients across the WPSM area has remained fairly constant however this may change when social service clients, who may have lower levels of education, are transferred to employment services under the new SSM system.

ES CLIENTS BY OUTCOMES AT EXIT

Employment Services are expected to meet a quota set each year by the ministry regarding ES clients who exit ES services to employment, education, and/or training. In 2023-24, 66% of ES clients exited to employment which remains constant from the previous year. 9% of those who became employed became employed in a more suitable job or employed in their profession or training choice. Employment categories include: full-time; part-time; as an apprentice; or self-employed. Of the remaining ES clients, 15% exited to education/training and 5% remained unemployed. All others fell into the following categories: *independent; unable to work; volunteer;* or *unknown.*



NEW AND ACTIVE APPRENTICES

Each year, concerns are expressed about the high demand for skilled trades workers and the low number of new entrants into the skilled trades. And while many efforts have focused on pre-apprenticeship programs and educational efforts to encourage students, women and others into the trades, this number remains stubbornly low when compared to industry demand.

The apprenticeship system is challenging to navigate as there are various entry points and there is very little support that is available to connect to employers who are willing to hire an apprentice. This is not a new problem. Currently, a high school student can get a head start by enrolling in OYAP (Ontario Youth Apprenticeship Program) and continue onto a college trade program once they graduate, but there is no guarantee this will result in an employer hiring the trade program student as an apprentice. At the end of the day, the employer is the one who ultimately decides who they hire as an apprentice.

NEW & ACTIVE APPRENTICES (2019-2024)			
	WPSM	NORTH	ON
New 2019-2020	752	2,065	26,771
Active 2019-2020	1,856	5,462	73,924
TOTAL 2019-2020	2,608	7,527	100,695
New 2020-2021	484	1,264	16,730
Active 2020-2021	2,008	5,819	78,733
TOTAL 2020-2021	2,492	7,083	95,463
New 2021-2022	636	1,708	22,056
Active 2021-2022	2,204	6,698	84,937
TOTAL 2021-2022	2,840	8,406	106,993
New 2022-2023	702	1,970	27,178
Active 2022-2023	2,327	6,726	89,482
TOTAL 2022-2023	3,029	8,706	116,660
New 2023-2024	756	2,041	26,296
Active 2023-2024	2,535	7,302	95,343
TOTAL 2023-2024	3,291	9,343	121,639

To become a certified journeyperson, it takes years of practical hands-on experience as an apprentice under a trained and experienced journeyperson, several levels of in-school learning and the successful completion of a trades' qualifying exam known as the Certificate of Qualification.

Although the pandemic certainly created another layer of complication that resulted in a decrease in new apprentices for a few years, the good news is that the numbers are increasing once again.

NEW APPRENTICE REGISTRATIONS 2023-2024	
SKILLED TRADE	#
Heavy duty equipment technician	107
Electrician (construction and maintenance)	93
Powerline Technician	84
General Carpenter	74
Automotive Service Technician	54
Truck and Coach Technician	45
Industrial Mechanic Millwright	39
Industrial Electrician	34
Plumber	31
Construction Craft Worker	19

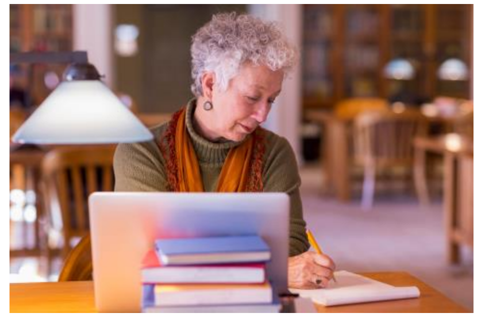
As well, as we have seen, many factors influence the trade that an apprentice chooses. As a result, the top trade programs in demand fluctuate each year. Some of this is based on what trade programs are being offered, the location of those programs, employers that are hiring apprentices and/or employers sending their apprentices to the in-school portion of their training. For some years, this has been unpredictable, particularly for the construction trades where hiring is driven by projects and project funding.

This year's data shows that there has been a shift in the trades that new apprentices are entering. Most noticeably is the difference in the order of choices. For example, there has been a significant decline in the number of new apprentices in a millwright program from 62 new apprentices to 39. Again, it is important to keep in mind that what programs are being offered and where that college is located are factors that influence that decision.

As noted, there have also been shifts and changes in the regulatory framework and provincial agency that has oversight for the apprenticeship system and trades in Ontario. The former Ontario College of Trades is officially closed and has been replaced by Skilled Trades Ontario (STO). This has been done to streamline the application process while maintaining accountability and oversight for all skilled trades.

While still relatively new, STO has embarked on a strategic plan to: "support an innovative apprenticeship and certification model; promote and advance the trades; facilitate research in the skilled trades; and build a diverse, equitable and inclusive skilled trades sector." *(taken from the STO website)*

LITERACY AND BASIC SKILLS (LBS) DATA



According to the Ministry's website, "*Literacy and Basic Skills programs help adults in Ontario to develop and apply communication, numeracy, interpersonal and digital skills to achieve their goals. The LBS program serves learners who have goals to successfully transition to employment, postsecondary, apprenticeship, secondary school, and increased independence. The program includes learners who may have a range of barriers to learning.*"

The total number of learners (new and carry-over in-person e-channel learners) for 2023-24 for the WPSM area was 1,541. This is roughly 200 more learners than the previous year. There was also a decrease in the number of clients who are women from 70% to 64% and an increase in clients who are men from 30% to 35%.

In terms of age, there was an increase in clients aged 15-24 from 25% to 28% and a slight decrease from 52% to 50% who were 25-44 years of age. The percentage of clients who were 45-64 years of age slightly increased from 17% to 18% and there was a slight decrease in clients 65 and older from 5% to 4%. In terms of actual numbers, this represents 57 people who are 65 and older.

During intake, LBS clients are asked about their *Learner Goal Path.* In other words, why are they using LBS services? WPSM area clients reported the following reasons: 39% for post-secondary; 25% for employment; 10% for independence; 5% for an apprenticeship; and 20% to obtain a high school credit. It is important to point out that a high school diploma is a necessary prerequisite for many occupations and/or training programs including the skilled trades. All of these *Learner Goal Paths* remained relatively the same from the previous year.

BETTER JOBS ONTARIO

Better Jobs Ontario provides eligible candidates with skills training for in-demand jobs and provides up to $28,000 in financial supports for costs related to tuition, books, instructional materials, and transportation. According to the Better Jobs Ontario website, this could also include a basic living allowance of up to $500 per week and other expenses such as childcare, disability-related supports, and language training. The focus of Better Jobs Ontario is on training programs that take 52 weeks or less to complete.

This is the first year that data has been provided on the program given how new it is. Between 2023-2024, in the WPSM area: 89 clients took part in this program; 18 were female, 71 were male; 60% were between the ages of 22-44; however, only 36% became employed or continued their education/training. This represents a drop of 14% from the previous year. Skills training programs that were approved locally are: Transport Truck Driver, Heavy Equipment Operator (except cranes) and Underground Production and Development Miner.

WORKPLACE GRANTS AND INCENTIVES

Funding opportunities, incentives, training grants and wage subsidies available through Employment Ontario change from year to year, so it is best to check this website to see what is available and how to access them. Grants such as the Canada Ontario Job Grant (COJG) have been offered for several years and provides direct financial support to all businesses who want to purchase training for their staff. During 2023-24, only 47 employers took advantage of this grant compared to 58 in the previous year. Other programs such as Youth Job Connection are focussed on youth. Last year, the Youth Job Connection and Youth Job Connection Summer helped 376 local youth find work compared to 303 youth in the previous year.

EO Service Provider Consultations

Each year, as a workforce planning board, WPSM undertakes a series of consultations with local employment services. It is recognized that while evidence-based data is important to our understanding of what is happening in the local labour market, it only tells part of the story.

EO managers and ES service providers work directly with clients looking for work and employers looking for workers. Their knowledge, insights, experience, and on-the ground perspectives are invaluable. Their information not only helps supplement research that is conducted and data that is collected but provides an opportunity to hear about current/emerging workforce trends, issues, and challenges from their perspective.

While client numbers are still below pre-pandemic levels, the need for EO services has not declined. ES providers continue to help clients with the supports they need to help them succeed. At the same time, even though many companies have rebounded post-pandemic, employers continue to have attraction, recruitment, and retention challenges. Persistent labour shortages mean vacant jobs go unfilled and demand for workers continues to be high across various occupations. As noted, ES providers attempt to fill that gap by providing supports to both the jobseeker and the employer.

During the consultations, a series of questions were asked to better understand the challenges being experienced, the specialized services that are being provided and strategies that seem to be most successful. While each employment service has a similar mandate, there are some variations in response due to the geographic location of the service, the profile of local industries, clients requiring assistance, and allocated ministry funding.

1. LABOUR MARKET TRENDS

The following questions were asked about some of the trends that ES providers were seeing.

WHAT INDUSTRIES ARE HIRING:

- ES providers noted that almost all industries are hiring, so many of the answers were not industry-specific but more specific to occupations that various industries share.
- For example, the highest number of industries hiring includes: industries that require specific skilled trades workers (primarily construction trades) and drivers (truck, school bus, delivery) and workers in the health care industry (including hospitals and homecare).
- Other industries noted to a lesser degree include: industries that require managers, administrative assistants, security personnel, cleaners and individuals with digital skills and financial skills.

WHAT INDUSTRIES ARE NOT HIRING:

- It was noted that mining jobs no longer appear to be in great demand, however ES providers felt it may be that mining companies are promoting/hiring from within.
- Many of the industries that traditionally provide entry level jobs (such as large department stores, retail, food services, hospitality) are not hiring as they have in past.

WHAT SKILLS ARE IN DEMAND:

- It is hard to separate this from the next question on jobs in demand, but the more noticeable skills in demand include: technical skills, AI, a healthcare background and bilingualism.
- Credentials in demand focussed on the skilled trades and those who are certified or licenced.

WHAT JOBS ARE IN DEMAND:

- Skilled trades: Mechanics, plumbers, welders, carpenters, auto service techs and related occupations such as shipping and receiving, manufacturing; but again, not all trades;
- Healthcare: Personal support workers, RPNs and other support workers;
- IT: data analysts and software developers; and

- other notable jobs in demand: some administrative positions (including customer service, receptionist), retail jobs (more management level), education jobs (teaching), social service jobs, powerline technicians, highly skilled positions (engineer) as well as seasonal, contract or low-wage jobs.
- Some employers are looking to recruit a more diverse workforce.

2. INDUSTRY CHANGES

ES providers shared some of the changes they have seen with industry hiring practices as follows:

LEVEL OF FLEXIBILITY:

- Some industries are far less flexible in their hiring practices, working hours, shifts.
- Some industries are far more flexible and will accept almost any candidate so long as they are reliable and show up for work; some communities are experiencing this more than others.
- More employers are looking for the following: more experienced candidates; higher level of education even for low wage jobs; candidates who are 25 years of age and older; employees who will multitask (take on more responsibilities for the same job); and a more diverse workforce.

RECRUITMENT PRACTICES:

- Some job postings are misleading and have unreasonable work experience requirements for entry level positions.
- Some are using AI tools to recruit (HR software) which may miss suitable candidates.
- In most cases, employers no longer inform unsuccessful candidates.
- Some employers feel there are too many unqualified candidates applying to fill vacancies.
- Some larger companies use local recruiters who then need corporate level hiring approval which creates inefficient timelines (candidate must wait for a long period of time to know if they were successful or not).

3. EMPLOYMENT BARRIERS

CLIENT BARRIERS:

Those who are highly educated, skilled and trained, generally do not seek out Employment Ontario Services. ES related funding and services tend to be more geared towards barriered clients. As a result, many of the employment barriers noted here are similar to previous reports. They include the following:

- unrealistic expectations by clients regarding wages, work expectations (such as no cell phones at work) and employment realities (some want to be self-employed as an "influencer");
- some clients lack motivation and/or job readiness skills;
- some clients have: poor language skills, mental health challenges, addictions, a criminal record (unable to pay for a pardon); and
- some lack necessary equipment; some employers are now asking new employees to bring their own tools and equipment (such as boots) and request targeted wage subsidies from EO - it is important to note that ES will not have money to support some of these needs in future under the new SSM.

MORE SYSTEMIC BARRIERS FOR CLIENTS:

- lack of: affordable housing, childcare, a driver's licence, access to reliable transportation, education and/or necessary credentials, apprenticeship opportunities, digital skills (particularly older workers), proper work permits/documentation;
- employers: some require bilingualism and some exhibit ageism.

SUPPORTING SUCCESS IN THE FUTURE:

- Need to address the various barriers identified.
- Greater flexibility and funding for the employment agency to hire and train more ES staff (including job developers and employment consultants).

- Greater flexibility and funding to provide clients: education, training and workshops on computer literacy and email etiquette; job fairs and networking events; ESL (English as a Second Language); and job retention supports (coaching and mentoring).
- ES providers lament that there is a disconnect between postsecondary programs and workforce needs which compounds other barriers to employment.
- ES providers would like more opportunities to expand their networks and connect with other agencies that can assist specific client needs.
- ES providers are concerned about new metrics that will be used by the SSM to assess client success and agency funding in the future as well as the loss of youth programs, funding and resources.

Final Thoughts

Everyone wants to know what the future of work will look like. This includes parents, educators, job seekers, employers and governments at all levels. While some job projection models do exist, it is next to impossible to predict the future. Even the data that is available on the labour market front or anticipated labour market front, does not provide us with a magical crystal ball to see into the future.

What we can say is that the world of work keeps changing, shifting, and readjusting. New technologies, the growing integration of artificial intelligence, hybrid models of work, limited population growth, and the growing demand for work-life balance are all creating labour market shifts and in some cases, labour market shocks or disruptions. We were witness to a significant disruption from the COVID-19 pandemic and although we have settled into a new routine, the aftereffects are still very prevalent and real.

Employers and employees have also responded in different ways. While some have fallen back into the pre-pandemic status quo, others have not. For employers, some have had to streamline and make adjustments to their business operations. Others have changed their recruitment practices and the scope of work. And yet others have explored AI options and reassessed the skills they are looking for to fill their vacancies and/or grow their business. These are not always in sync with those looking for work.

On the employee side, there is greater attention to the need for better wages and benefits to keep up with inflationary pressures as well as the value of work-life balance, including one's own mental health and well-being. This comes at the same time when population growth across the country is relatively stagnant with the exception of the often untapped and growing Indigenous population. While it appears that labour demand is softening a bit, there still are not enough people to keep up with demand, nor will there be in the future unless something changes. Data from our own job board provided in this report shows us that on average, there are about 2,500 new jobs being posted each month in the WPSM area. This is astounding. And these are only jobs that are posted online.

As a result, any strategy to ease the demand for labour will undoubtedly need to include opportunities to support greater diversity and hiring of international talent to fill some of those gaps. While small population growth in the Manitoulin and Sudbury Districts is from inter or intra-provincial migration, population growth in Greater Sudbury is largely being driven by international migration and international students. Clearly, we are at a bit of a crossroads. Do we keep growing our population or do we continue to have job vacancies that can't be filled by the current supply? What impact does this have on economic growth and prosperity? These are important questions that need to be answered.

Again, no one has a crystal ball, but as a workforce planning board, that is why real-time evidence-based labour market information on a local, provincial, national, and global level is so important. As a workforce planning board, we need to keep assessing and reassessing the shifting labour market not only to understand the factors that impact on the supply side of the labour market but to help our local businesses and our local economies prosper and thrive.

Action Plan Update

WPSM PRIORITY AREAS

Every year, the MLITSD asks all workforce planning boards to provide an update on some of the activities that will be supported in local communities. This includes priority areas, actions, partners, outcomes, and timelines as well as partnership projects led/co-led by the local workforce planning board. Here is a summary of priority areas and some of the actions that WPSM is or will be engaged in.

PRIORITY #1: support local labour market-related initiatives

ACTION	PARTNERS	OUTCOME(S)	TIMELINE
Chamber of Commerce – committees, events, and resources	Greater Sudbury Chamber of Commerce (GSCC) and business-related members	**Provincial Advisory Committee:** participate as a member of this committee mandated to identify and address provincial matters that impact on local businesses. **Events 2024-25:** participate in virtual or in-person roundtables and events related to the workforce.	one-year term as appropriate
LMI and support	Sudbury East Chamber of Commerce	Provide support, sponsorship and sharing of information on LMI issues, initiatives, resources, and employer awards.	ongoing as requested
Indigenous workforce development	Kenjgewin Teg (KT)	LMI support and assistance as requested.	ongoing as requested
	Gezhootjig Employment and Training	Provide LMI support and offer to host ES provider consultations with their staff each year.	ongoing as requested
	Atikameksheng Anishinabek (Whitefish)	Re-engage with Whitefish and provide LMI support and assistance as requested.	ongoing as requested
	N'Swakamok Friendship Centre	Outreach to participate in future events.	ongoing as requested
OYAP	All 4 area school boards (English and French)	Provide LMI and consultations on a broad range of trades and workforce development-related topics.	ongoing
Regional consultations; expert panel interviews	Conference Board of Canada; Future Skills Centre	Continue to participate where requested.	as requested
Immigrant – attraction and retention	Sudbury Local Immigration Partnership (SLIP)	Support SLIP, SLIP stakeholders and partners on immigrant attraction, recruitment, and retention efforts.	ongoing as requested
Rural Northern Immigration Pilot (RNIP)	City of Greater Sudbury	Continue to provide LMI support and job demand information (depends on IRCC funding)	ongoing as requested
Workforce development priorities	Greater Sudbury Economic Development; GSCC; EO services; and others	Continue to provide support to various local agencies on workforce development priorities and other relevant LMI data re: jobs in demand and consult them on an ongoing basis.	ongoing as requested
Service networking event: Greater Sudbury	WPSM lead; various local service agencies	Successful Service Spotlight Summit held in October 2023; Hosted 2nd Summit to connect and share resources with local agencies – included: social services; EO services; housing; mental health; public health; settlement services.	summit Oct 2023 complete; summit Nov 2024 complete
Espanola Lacloche workforce priorities	Town of Espanola, EO, hospital, MLITSD, DOMTAR,	Provided support to the town, local services and the DOMTAR action centre which has recently closed.	November 2024 complete
Services Spotlight Summit	Employment Options, DSAB, and others	Plans underway with EO and other services to host a networking event next fiscal.	co-host summit Sept 2025
Support local employers in hiring international talent	WPSM led; settlement services; RNIP and others	Initial WPSM resource disseminated; continue to work with others to support employers' knowledge on how to hire international talent.	ongoing activity
International students	WPSM led; all three post-secondary institutions; EO; GSCC; RNIP	Explore opportunities to connect international students who want to work and gain Canadian experience more directly with local employers.	continue into 2025
Labour force attraction	Led by Greater Sudbury Mayor; taskforce members	Participate on mayor's taskforce - explore ways to attract people to the city to increase the labour force pool.	ongoing commitment

PRIORITY #2: promote current/forecasted in-demand skilled trades and professions

ACTION	PARTNERS	OUTCOME(S)	TIMELINE
Health Human Resources taskforce	Ontario Health North – regional advisory team and other stakeholders	Ongoing outreach by WPSM; Ontario Health North regional team still waiting for priority approvals; WPSM will engage once they are ready.	delayed at this time
Jill of all Trades	Cambrian College; OYAP at both English school boards	Supported Jill of all Trades for October 2023 event; continue to provide support (financial and swag) for October 2024 and 2025.	2023 and 2024 complete October 2025
Filles dans les métiers	Collège Boréal; OYAP at French school boards	Supported Filles dans les Métiers for October 2023 event; continue to provide support (financial and swag) for October 2024 and 2025.	2023 and 2024 complete October 2025
FONOM (Federation of NEO Municipalities)	Labour Market Group; Far NE Training Board; AWIC	Participated in the 2024 event in Greater Sudbury. Plans to participate in the 2025 event in Parry Sound.	2024 complete May 2025
Construction Outlook	Buildforce Canada; LMI committee northern Ontario	Participate in invite-only annual event to review a preliminary construction labour market outlook report to identify local workforce issues, gaps, and projects.	2024 complete December 2025
Government outreach	Initiated by stakeholders and by WPSM	LMI presentations - local MPs, MPPs, Mayors, Council members, economic development, MLITSD, MND.	ongoing
Tomorrow's Trades	Provincial Building and Trades Council of Ontario	Renewed interest in implementing this initiative in Sudbury again; provided new coordinator with resource connections.	complete
Jobs in demand report	WPSM led	Disseminate labour market jobs-in-demand reports; info taken from the WPSM job board.	semi-annual update reports
Mining workforce roundtable	Cambrian College; Greater Sudbury and mining leaders	Roundtable to begin discussions on a mining workforce strategy; WPSM report used to guide discussion.	ongoing support
Northern Innovation Alliance	Sudbury Innovation Alliance network	Roundtable discussions on current and emerging innovations; WPSM invited to present on mining report.	as requested complete

PRIORITY #3: support labour market research, information, profiles, forecasts

ACTION	PARTNERS	OUTCOME(S)	TIMELINE
Labour market research	Collège Boréal - Service System Manager	Provide labour market information and insights to support SSM activities.	ongoing and as requested
Labour market research - employer needs	Collaboration between all 4 workforce planning boards in the northeast	A survey of employers to identify jobs and skills currently needed and in the future. Two reports: WPSM area and northeast region.	March 2026 March 2026
TV and film – entry level workforce development	Cultural Industries Ontario North (CION); local producers; economic development; unions	Renewed interest with CION and city economic development; conducted producer's survey re: hiring practices; develop new resource for those interested in entering this industry.	survey complete ongoing to completion
Portal: Jobs in Sudbury-Manitoulin Job Board	WPSM led	Continue to support job portal tools developed by Windsor-Essex workforce planning; upgrade as needed; ongoing reports and promotional activities.	ongoing activity
Workforce Planning Ontario (WPO)	Four County planning board (lead); other Ontario workforce planning boards	Provide support for the development of a new WPO website (financial and design input).	ongoing support
Impact of new innovations/technology on mining occupations	WPSM led in collaboration with the Labour Market Group	Mining research project and report complete; ongoing dissemination with key stakeholders and mining leaders.	ongoing dissemination
Northern Ontario mining supply and services roundtable	chaired by MineConnect; various mining partners	Continue to participate at the roundtable to discuss current and emerging mining-related issues, forums, and industry changes.	ongoing
Agriculture industry forum and discussions	OMAFRA; northeast planning boards; North ON Farm Innovation Alliance	Continue to participate in various food and agricultural conferences and roundtable consultations; workforce issues do not appear to be a priority at this time.	participated in 2024 spring forum complete

LMI in manufacturing	EMC (Excellence in Manufacturing Consortium)	Continue to support activities of the consortium; share information; provide LMI where appropriate.	ongoing
Hospitality and tourism	OTEC (Ontario Tourism Education Corporation); various regional industry and municipal partners	Continue to participate on renewed advisory group; provide LMI support and networking opportunities with local stakeholders.	ongoing
Employer survey – social and community services	WPSM led	Conducted survey of social/community services employers to identify hiring practices, recruitment challenges, wages, etc.; prepare a report on the findings.	March 2025
Skilled Trades Ontario (STO) data sharing	WPSM; STO; Windsor Essex workforce planning	Developed parameters for data sharing; engaged other workforce planning boards across Ontario; use STO data in local LMI reports and presentations.	ongoing

PRIORITY #4: support alignment between education/employment & industry need

ACTION	PARTNERS	OUTCOME(S)	TIMELINE
Education Coordinating Team (ECT)	Area school boards; post secondary institutions; MLITSD	Continue to provide opportunities to increase ECT's knowledge re: employer needs to better align education and industry; meetings and events held each year.	quarterly meetings
Stellar Awards	WPSM led; Education Coordinating Team	Host bi-annual Stellar Awards event to recognize employers who provide exemplary learning experiences for students; next event proposed for 2025.	Dec 2025
Employment Ontario (EO) network	WPSM; EO Service Providers	Regular consultations with EO services on EO data, LMI, challenges/needs of employers and jobseekers.	annual consultations
Level-up skilled trades fair	Level up contract holder funded by MLITSD	Continue to provide connections to local school boards, skilled trades' employers and unions to support the annual Level-up event.	2024 complete Next fair - 2025
Support secondary and post secondary school planning and programs	WPSM – initiated by educational institution	LMI research and data to support various requests on occupations in demand; programs needed.	ongoing
Paramedic attraction, recruitment, retention	Sudbury paramedic services; Ontario Health North, local colleges	Facilitate discussions between all parties related to attraction, recruitment and retention challenges and solutions; various initiatives underway.	ongoing support

Key Stakeholders & Resources

GOVERNMENT:
City of Greater Sudbury (Mayor, Council, staff)
Town of Espanola – DOMTAR Action Centre
Local MPs and MPPS
Immigration, Refugees, Citizenship Canada (IRCC)
Ministry of Agriculture, Food & Rural Affairs
Ministry of Northern Development
Ministry of Labour, Immigration, Training and Skills Development
Ministry of Health - Ontario Health (North)
Public Health Unit – Sudbury & District

ASSOCIATIONS:
BuildForce Canada
Canadian Mental Health Association
COMPASS (child and youth services)
Excellence in Manufacturing Consortium
Northeastern Ontario Construction Association
Northern Ontario Farm Alliance
Ontario Construction Secretariat
Ontario Tourism Education Corporation
MineConnect
Sudbury District Restorative Justice
Sudbury Innovation Alliance
United Way

LABOUR:
Various unions/locals

ECONOMIC DEVELOPMENT/BUSINESS:
WPSM area - economic development leads
Greater Sudbury Economic Development
LAMBAC
Greater Sudbury Chamber of Commerce
Sudbury East Chamber of Commerce

INDUSTRY/BUSINESSES (following sectors):
Professional, Scientific Technical
Construction
Education (secondary & postsecondary)
Health, hospitals, and long-term care
Information technology/high-tech
Mining and mining supply services
Television and film
Tourism and Hospitality
Community and social services

INDIGENOUS ORGANIZATIONS:
Gezhtoojig Employment & Training
Kenjgewin Teg
N'Swakamok Friendship Centre
Indigenous Skills & Employment Training (ISET)

IMMIGRATION/INTERNATIONALLY TRAINED:
Sudbury Local Immigration Partnership
Rural Northern Immigration Pilot
Local settlement services
Post-secondary leads – international students

TRAINING, EDUCATION AND EMPLOYMENT:
Cambrian College
Collège Boréal
Conseil scolaire catholique du Nouvel-Ontario
Conseil scolaire public du Grand Nord de l'Ontario
Employment Options Emploi
Laurentian University
March of Dimes
Manitoulin – Sudbury District Services Board
Ontario Disability Employment Network (ODEN)
Rainbow District School Board
SPARK Employment Services
SOY (Support Ontario Youth)
Sudbury Catholic District School Board
Tomorrow's Trades
YMCA Northeast Employment/Immigrant Services

RESEARCH AND INNOVATION:
CEMI (Centre for Excellence in Mining Innovation)
NPI (Northern Policy Institute)
NORCAT
MiHR (Mining industry HR Council)

MEDIA:
CBC
CTV – northern Ontario
Northern Ontario Business
Manitoulin Expositor
Roger's Communication (radio)
Sudbury Star
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Notes

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