

**2020–2021**



# **LOCAL LABOUR MARKET PLAN**

**WINDSOR–ESSEX**



## ACKNOWLEDGMENTS

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## HOW DID WE DO?

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# EXECUTIVE SUMMARY

**T**he Community Labour Market Plan provides an update on the local labour market, including information on demographics, the labour force, Employment Ontario services, and industry in Windsor-Essex. This information is supported by data and feedback from local stakeholders, and the plan outlines challenges and opportunities related to local labour market conditions.

Changes in the age demographics of local residents are likely to affect long-term workforce development strategies, with an 11% increase in those aged 65-74 and a 0.2% decrease for those in the prime working age of 25-54. Windsor-Essex saw a population increase, due to both international permanent residents and interprovincial migration. Current restrictions on mobility may be leading local jobseekers to continue their job search locally, limiting the talent loss to other regions. As many new residents are coming from the Toronto region, and population losses to rural regions, an increase in remote work opportunities may lead to increased migration to and from our region continuing.

The labour force will continue to be negatively impacted as the pandemic continues to affect local businesses, with changing restrictions causing fluctuations in demand for workers throughout various sectors. While Windsor-Essex employers posted thousands of jobs throughout 2020 in a range of sectors, the pandemic has created additional barriers to employment, including safety of the workplace, caregiving responsibilities, and lockdown restrictions on non-essential businesses. These barriers can make it difficult for employers to recruit workers for in-demand occupations, particularly in the manufacturing, agriculture, healthcare, and retail industries.

Employment Ontario service providers continue to support jobseekers in the region, though the number of clients has been subtly declining since 2016. The

number of clients identifying as a newcomer and an internationally trained professional continues to increase dramatically over the last four years. As the majority of clients exit services after becoming employed, many clients exit to participate in education/training.

The alignment of the skills of the labour force with in-demand occupations remains a concern, becoming exaggerated throughout the ongoing pandemic. Apprenticeship registrations have remained consistently low since 2016-17, despite the ever-present demand for skilled tradespeople in multiple industries, particularly manufacturing and construction. While the agriculture and transportation sectors are facing higher demand for workers during these times, both sectors continue to incorporate further technological advancements to increase automation in their operations. The Information Communications Technology sector is highly in-demand as the ongoing pandemic continues to move employment and social activities online. However, a shortage of qualified workers continues to impact the growth of the sector locally.

Workforce WindsorEssex has undertaken many projects during 2020-21 and developed numerous resources to assist in local workforce planning and development. The community has demonstrated great strength and commitment to supporting the workforce in Windsor-Essex and has come together to collaborate on many initiatives to support jobseekers, employers, and employees. Together, we will continue to create and sustain initiatives that support the stability and longevity of the Windsor-Essex workforce.



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# INTRODUCTION

## INTRODUCTION

**Workforce WindsorEssex** is a workforce and community development board whose mission is to lead regional employment and community planning for the development of a strong and sustainable workforce. The local labour market has witnessed a large supply of workers and a small demand for jobs over the last decade; this has contributed to the increase in unemployment in the region. This document acknowledges the effort of industries represented in Windsor-Essex and the commitment to building strong sectors and creating employment opportunities in our growing community.

Unlike previous Workforce WindsorEssex local labour market reports, this project provides the current COVID-19 epidemiological influence on sectoral growth, employment opportunity, and education for industry-related skill development. COVID-19 impacts on industry data analytics are acknowledged throughout this document and demonstrate the difficulties faced by sectors, employers, and current and prospective employees. The global pandemic will have long-term effects on the local labour market. This disruptive change has stimulated and accelerated the growth of the automation industry. An in-depth analysis of industry updates will provide insight into employment trends and the shift in skills needed following the emergence of the automation sector.

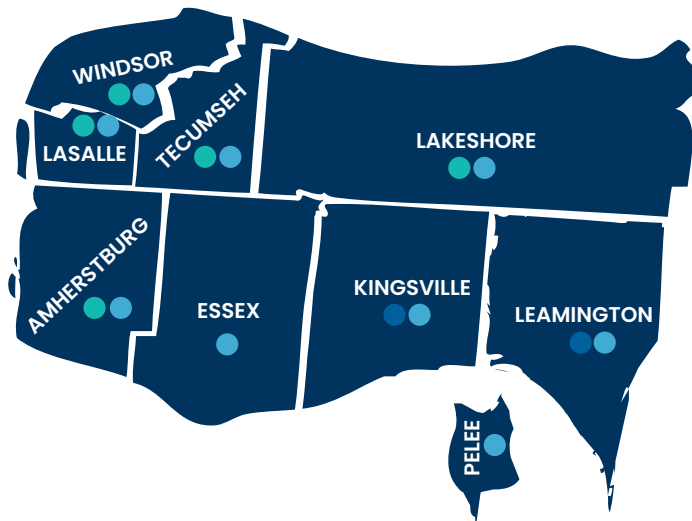
Finally, this report provides the Windsor-Essex workforce with insight into labour force characteristics such as in-demand and hard-to-fill occupations, hard and soft skills necessary for the workplace, promising sectors and occupations, and employer trends. To successfully provide this, Workforce WindsorEssex conducted community consultations with industry representatives across different sectors to identify the challenges employers are facing with the operation, sustainability, recruitment, retention, work-based learning, and growth of their business. Additionally, labour force surveys and employer surveys were used in collaboration with community consultation and administered to gather evidence on the highest-ranked occupations. With this available qualitative and quantitative data, this report intends to act as a guideline for employers and employees with attention to job prospects, skill development, and knowledge of Windsor-Essex's growing sectors.

# METHODOLOGY

## METHODOLOGY

**The Local Labour Market Plan** was written by examining data from a variety of sources, including data from Statistics Canada, Employment Ontario, Emsi Analyst, online job postings, and surveys and consultations conducted by Workforce WindsorEssex. Employer consultations referenced in this report took place in the summer of 2020 with 65 employers and 22 community organizations, including educational institutions, municipal government, and employment and settlement service providers. By examining this data, we were able to paint a picture of the current labour market in Windsor-Essex, detailing trends, challenges, and opportunities related to the labour market in our region. Additionally, Workforce WindsorEssex conducted consultations with various stakeholders to confirm our findings, including members of our Workforce Advisory Committee. The membership of this group represent industry, employment services, government, and community organizations, ensuring the Local Labour Market Plan considers the perspective of the many stakeholders in our community.

In the report, there may be reference made to the geographies of “[Windsor CMA](#)”, “[Leamington CA](#)”, and “[Essex CD](#)”. Each of these is defined as follows:



### LEGEND:

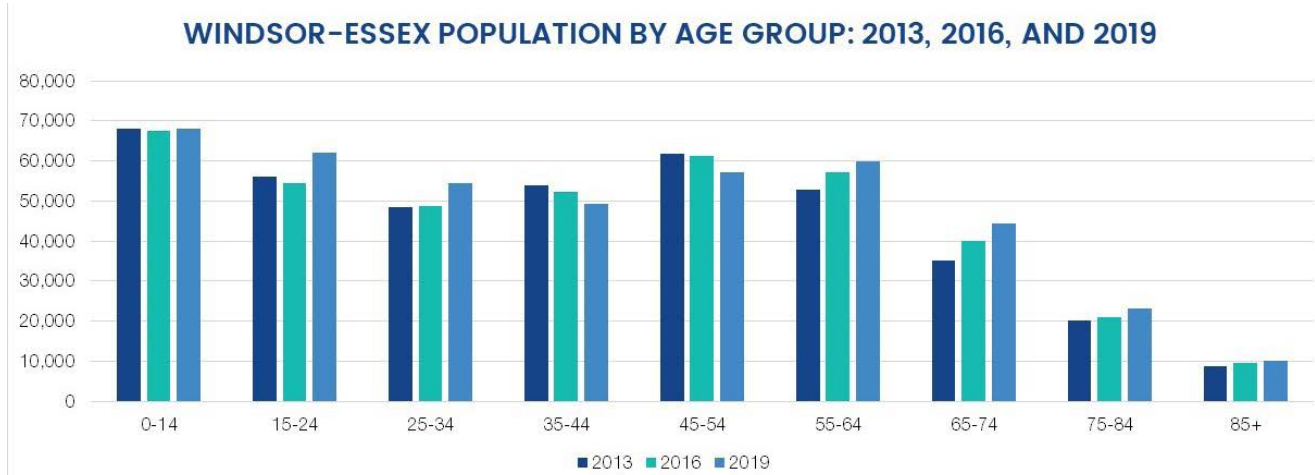
- **Windsor CMA** (Census Metropolitan Area): Includes the municipalities of Windsor, Tecumseh, Lakeshore, Amherstburg, and LaSalle.
- **Leamington CA** (Census Agglomeration): Includes the municipalities of Leamington and Kingsville.
- **Essex CD** (Census Division): Includes the municipalities of Windsor, Tecumseh, Lakeshore, Amherstburg, LaSalle, Essex, Leamington, Kingsville, and Pelee, essentially making up the entirety of “Windsor-Essex”.



# OUR COMMUNITY

## POPULATION

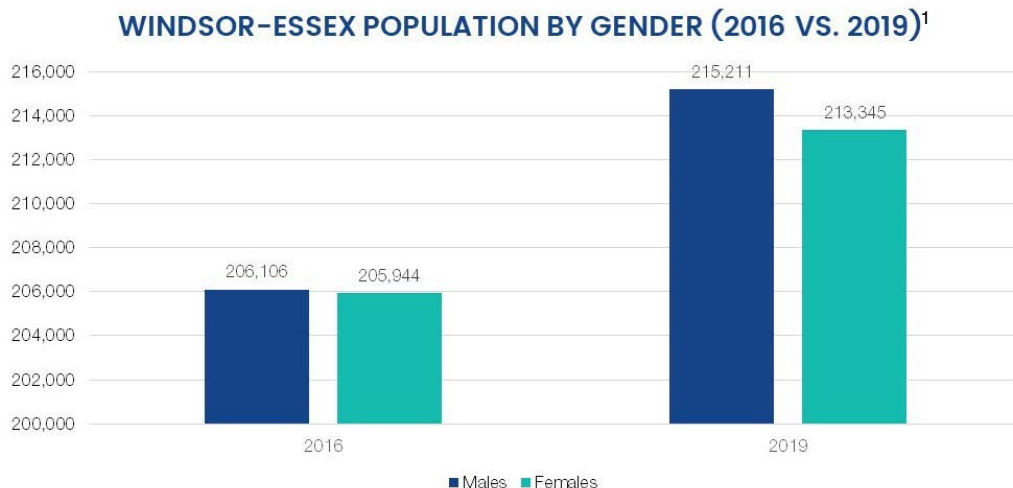
From 2013 to 2019, the population of Windsor-Essex has changed in size as well as age distribution.



### POPULATION CHANGE BY AGE GROUP (2016-2019)<sup>1</sup>

	0-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	TOTAL
2016	67,560	54,451	48,735	52,148	61,329	57,112	39,980	21,021	9,714	412,050
2019	67,927	62,081	54,439	49,334	57,075	59,924	44,376	23,176	10,224	428,556
% change	+0.54	+14.01	+11.70	-5.40	-6.94	+4.92	+11.00	+10.25	+5.25	+4.01%

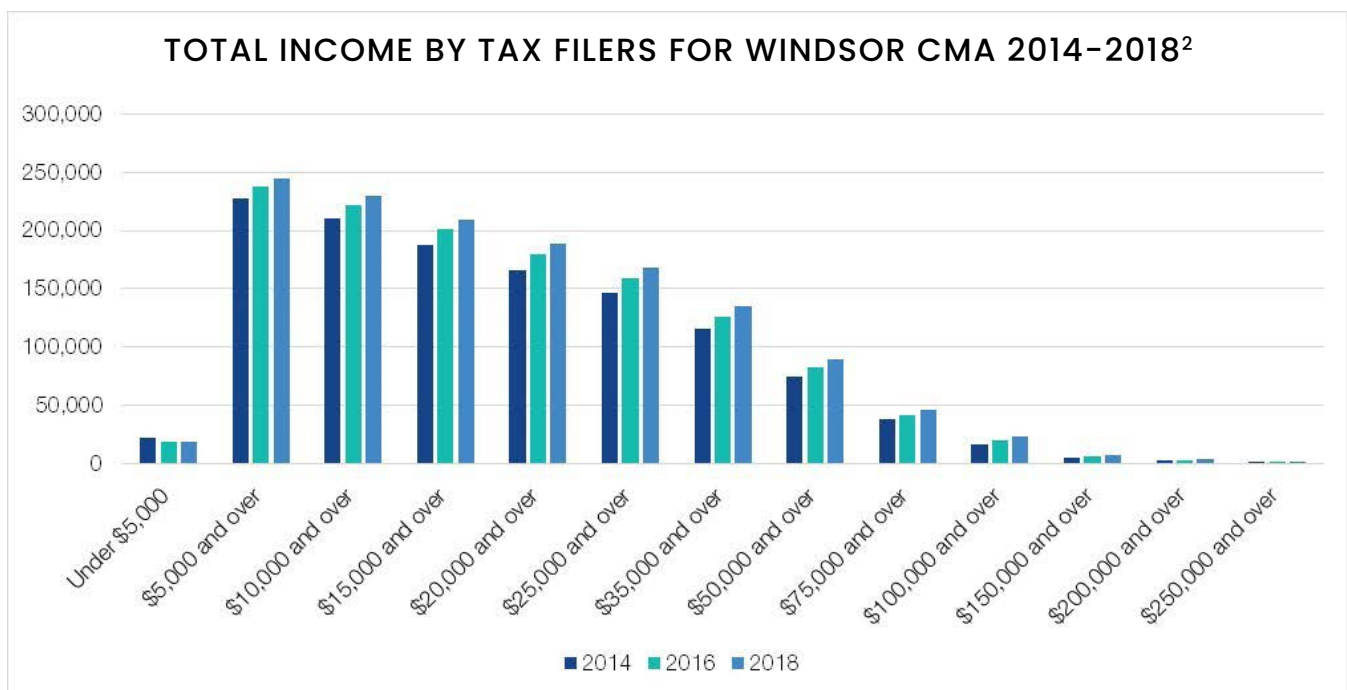
From 2016-2019, the **population of Windsor-Essex grew from 412,050 to 428,556**, which indicates a 4.01% change in population and an increase of 16,506 people. Age groups over the age of 55 saw the greatest percentage increase in their groups between 2016 and 2019, with ages 65-74 experiencing the largest increase of 11.0%. The prime working age population of 25-54 saw an average decrease in population by 0.2%.<sup>1</sup>



<sup>1</sup> Statistics Canada, "Population estimates by census division, 2016 boundaries, annual", Table 17-10-0139-01.



## INCOME



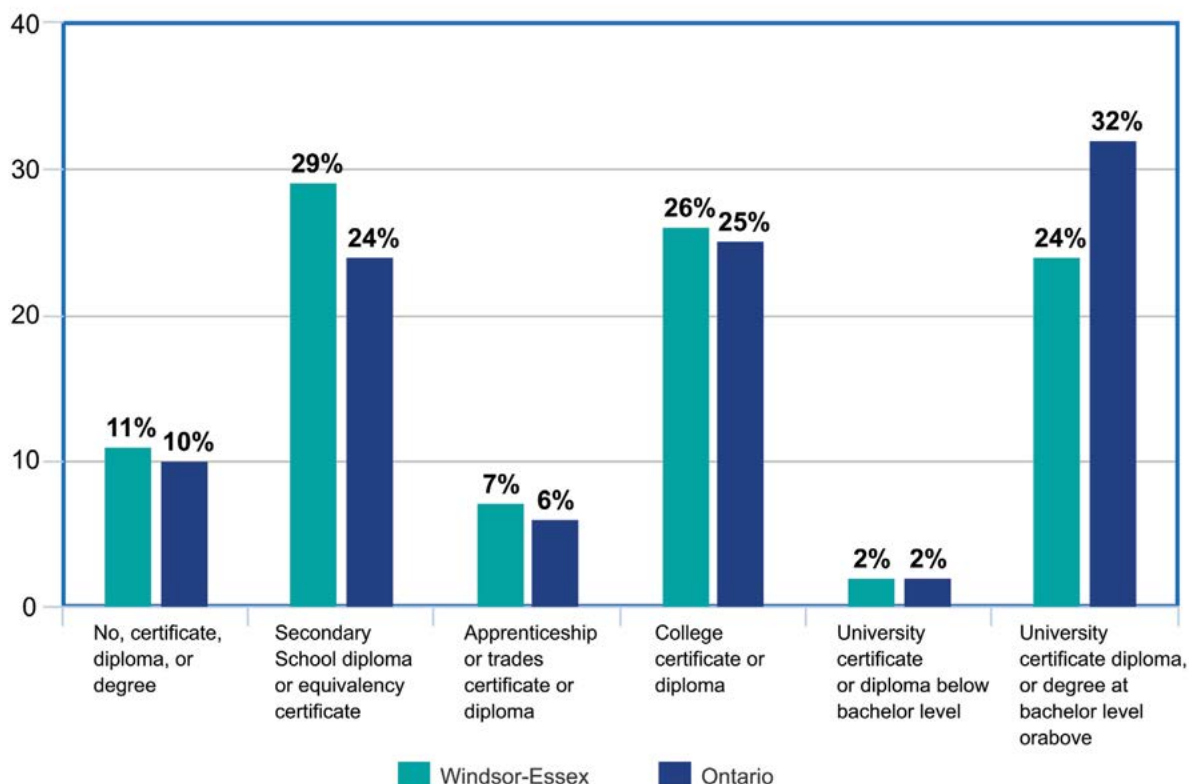
The consistent rise in personal income for tax filers in Windsor CMA since 2014 is promising for the community. The number of those with an income of \$150,000 and over saw the largest increase, 40%, while the number of those earning under \$5,000 decreased by 18% since 2014. While this data is from 2018, it is telling of the ascent that our community was on with rising income levels. The income data for 2020 will likely tell a different story, with unemployment, wage subsidies, and essential business restrictions all impacting local earnings.

<sup>2</sup> Statistics Canada, "Tax filers and dependants with income by total income, sex and age", Table 11-10-0008-01.



## EDUCATIONAL ATTAINMENT

**HIGHEST EDUCATIONAL ATTAINMENT OF THE POPULATION  
AGED 25 TO 64 IN 2016 WINDSOR-ESSEX VS. ONTARIO<sup>3</sup>**



In 2016, it was reported that 40% of local residents had a secondary school diploma or less. While this percentage may have improved over the last few years with new programs being run by local education institutions, there will likely be a decrease following the pandemic as the pressure to begin and/or complete a degree or diploma completely virtual may be too much for new students. Some students may find that they would rather wait to complete their post-secondary education until they can do so in-person, leading to a drop in our local educational attainment.

With new funding model changes coming for provincial colleges and universities, the local educational attainment rates may change as well. With a new performance-based funding model, tying a portion of government funding to student and economic outcomes, educational institutions will place a greater focus on ensuring that students have access to on-the-job experiences and that graduates are career-ready<sup>4</sup>. Educational institutions will need to adjust curriculum and course requirements to guarantee that students are developing the knowledge and skills needed for employment in their field, not only theoretical concepts of study.

<sup>3</sup> Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.

<sup>4</sup> Ministry of Colleges and Universities, "Promoting Excellence: Ontario Implements Performance Based Funding for Postsecondary Institutions", November 26 2020, ([news.ontario.ca/en/release/59368/promoting-excellence-ontario-implements-performance-based-funding-for-postsecondary-institutions](https://news.ontario.ca/en/release/59368/promoting-excellence-ontario-implements-performance-based-funding-for-postsecondary-institutions)).

**CHALLENGE:**

With the consistently low unemployment rates prior to the pandemic, local employers have found it difficult to staff positions. In the 2020 Employer Survey, 42% of employers indicated that the top reason for having hard-to-fill positions was candidates not having the required technical skills for the job.

**OPPORTUNITY:**

PROMOTE CO-OP, INTERNSHIP, AND EXPERIENTIAL LEARNING IN SECONDARY AND POST-SECONDARY SCHOOLS.

Employers believe youth between the ages of 16-24 can be encouraged to enter in-demand jobs in growing industries if secondary and post-secondary schools stressed the opportunities for growth in the skilled trades. The new provincial funding model for post-secondary institutions further promotes experiential learning opportunities for students, which should lead to more skilled and qualified graduates.

## IMMIGRATION

The current COVID-19 pandemic has greatly affected the agriculture sector as they continue to try to employ Temporary Foreign Workers.

There are new challenges present with employing staff that arrive from outside the country, including testing requirements, travel restrictions, and increasing needs for adequate housing. Increased stakeholder engagement has been taking place to support both local employers and the workers they employ to bring attention to the challenges that are present and the supports that are needed from decisionmakers locally and outside the region.

To coordinate local efforts, the Windsor Essex Local Immigration Partnership has been hosting discussions on the issues, including a Community Conversation that included municipal and federal government representatives<sup>5</sup>. Additionally, a positive messaging campaign is being created to share with the public on the benefits that having migrant and Temporary Foreign Workers in our region provides, for both the economic and social wellbeing of our community.

“

BY THE SHEER SCALE OF OUR MIGRANT WORKFORCE HERE, AND BY THE SCALE OF THE OUTBREAKS THAT WE EXPERIENCED, WE HAVE AN INCREDIBLY IMPORTANT LEADERSHIP ROLE TO PLAY IN WHAT IS NOW A NATIONAL CONVERSATION ABOUT TEMPORARY FOREIGN WORKERS.<sup>6</sup>

—MP, IREK KUSMIERCZYK

”

## LANGUAGES

As there are many languages spoken throughout Windsor-Essex, there is currently a language barrier for many when attempting to access local services. This barrier has been exacerbated by the ongoing pandemic as the need for additional supports and clearly explained safety information continues to increase. Surveys conducted by the Windsor-Essex County Health Unit identified language barriers present in the case of accessing food, mental health supports, and explanations of proper PPE requirements and usage.<sup>7</sup>

### THE TOP 5 NON-OFFICIAL LANGUAGES THE POPULATION HAVE A KNOWLEDGE OF IN WINDSOR-ESSEX ARE<sup>8</sup>:

LANGUAGE	NUMBER OF PEOPLE WITH KNOWLEDGE OF LANGUAGE
ARABIC	20,540
ITALIAN	12,535
GERMAN	9,640
SPANISH	7,230
MANDARIN	5,035

As more information is being provided online, there are more opportunities for translation. However, information that is not shared or kept up-to-date online poses a challenge for those requiring translation software.

To better serve those who require health care services with interpretation, We Speak, a language access initiative, is now being used throughout the region by local health care providers to schedule or have on-demand professional interpretation services through in-person, phone, or video calls.<sup>9</sup> This initiative has been used by primary care providers during general appointments and by local hospitals during COVID-19 assessments. The initiative was created as a result of a partnership between the Windsor Essex Local Immigration Partnership and the Erie-St. Clair Local Health Integration Network.



<sup>7</sup> Windsor-Essex County Health Unit, "COVID-19 Surveys for Community Organizations Report", 2020.

<sup>8</sup> Statistics Canada, 2016 Census of Population, Statistics Canada Catalogue no. 98-316-X2016001.

<sup>9</sup> Workforce WindsorEssex, "We Speak", (<https://www.workforcewindsorsex.com/wespeak>).



## MIGRATION

### TOP REGIONS FOR NET MIGRATION INTO THE WINDSOR CMA, 2017–2018:<sup>10</sup>

REGION	NET-GAIN #
Toronto	+754
Greater Vancouver	+97
Saskatoon	+68
Winnipeg	+62

### TOP REGION FOR NET MIGRATION OUT OF WINDSOR CMA, 2017–2018:<sup>11</sup>

REGION	NET-LOSS #
Area outside CMAs and CAs, Ontario	-104
London, Ontario	-97
Ottawa - Gatineau	-61
Kingston, Ontario	-36
Area outside CMAs and CAs, British Columbia	-26

Between 2016 and 2019, Windsor-Essex saw **a net migration of 8,456 people**.<sup>12</sup> The region has seen a steady incline in Net International Permanent Residents since 2016, in addition to its overall population increase. Furthermore, the Net Interprovincial Migration is also seeing an incline since 2016, possibly implying that growing sectors in our region are attracting potential employees to our workforce.



## Net Migration by Migration Categories, 2011 – 2019 <sup>13</sup>



Permanent residents and individuals moving to Windsor-Essex from other provinces are likely looking for employment opportunities. Additionally, with the population rising in age demographics 0 to 34, there is a potential for employers in our growing industries to retain this available labour force now and into the future.

It is evident that the unemployment rate in Windsor-Essex is on average higher compared to provincial and federal rates.<sup>14</sup> After slowly recovering from the 2008 financial crisis and 2009 recession, Windsor-Essex experienced another dent in its employment efforts amid the global COVID-19 pandemic in 2020, which has continued into 2021. Socio-economic mobility has come to a stand-still as a result of physical distancing restrictions. Instead of causing out-migration due to unemployment, restrictions on migration has lead workers and potential workers to re-evaluate their skills utilized in one sector that can be transitioned into another for gainful employment.

<sup>13</sup> Statistics Canada, "Components of population change by census division, 2016 boundaries, annual", Table 17-10-0140-01.

<sup>14</sup> Statistics Canada, "Labour force characteristics by census metropolitan area, three-month moving average, seasonally adjusted and unadjusted, last 5 months", Table 14-10-0294-01.

# OUR LABOUR FORCE

## LABOUR FORCE CHARACTERISTICS

The following section is an overview of the labour force in Windsor-Essex. This data is useful in determining the availability and stability of our workforce.

### JANUARY 2020 LABOUR FORCE SURVEY: WINDSOR CMA<sup>15</sup>

LABOUR FORCE INDICATOR	15 YEARS AND OVER	MALE	FEMALE	15-24 YEARS	25-54 YEARS	55-64 YEARS
<b>Population aged 15 &amp; over</b>	297,700	146,800	150,900	46,500	135,200	47,300
<b>In the labour force</b>	178,000	91,700	86,300	26,000	114,400	26,700
<b>Employed</b>	164,000	83,100	80,900	21,800	106,200	25,100
<b>Full-Time</b>	126,400	68,700	57,700	8,600	92,300	19,800
<b>Part-Time</b>	37,600	14,400	23,200	13,200	14,000	5,300
<b>Unemployed</b>	14,000	8,600	5,400	4,100	8,200	1,600
<b>Not in the labour force</b>	119,600	55,100	64,600	20,600	20,700	20,600
<b>Participation rate (%)</b>	7.9	9.4	6.3	15.8	7.2	6.0
<b>Employment rate (%)</b>	59.8	62.5	57.2	55.9	84.6	56.4
<b>Unemployment rate (%)</b>	55.1	56.6	53.6	46.9	78.6	53.1

x: Indicates data is suppressed to meet the confidentiality requirements of the Statistics Act

### NOVEMBER 2020 LABOUR FORCE SURVEY: WINDSOR CMA<sup>16</sup>

LABOUR FORCE INDICATOR	15 YEARS AND OVER	MALE	FEMALE	15-24 YEARS	25-54 YEARS	55-64 YEARS
<b>Population aged 15 &amp; over</b>	300,300	147,600	152,700	43,300	135,500	50,600
<b>In the labour force</b>	170,300	89,000	81,300	23,300	112,700	26,700
<b>Employed</b>	153,800	80,700	73,100	27,700	105,600	23,100
<b>Full-Time</b>	124,300	73,700	50,600	7,500	92,600	20,200
<b>Part-Time</b>	29,500	7,000	22,500	10,300	13,000	2,900
<b>Unemployed</b>	16,500	8,300	8,200	5,600	7,100	3,600
<b>Not in the labour force</b>	130,100	58,600	71,400	19,900	22,800	23,800
<b>Participation rate (%)</b>	9.7	9.3	10.1	24.0	6.3	13.5
<b>Employment rate (%)</b>	56.7	60.3	53.2	53.8	83.2	52.8
<b>Unemployment rate (%)</b>	51.2	54.7	47.9	40.9	77.9	45.7

x: Indicates data is suppressed to meet the confidentiality requirements of the Statistics Act

<sup>15</sup> Statistics Canada, "Labour Force Survey", Table 14-10-00950-01

<sup>16</sup> Statistics Canada, "Labour Force Survey", Table 14-10-00950-01.



The charts show labour force survey data for the Windsor CMA from January 2020, with a comparison to numbers reported in November 2020. It is obvious that COVID-19 had many negative effects on the labour force in the Windsor CMA, but these numbers have improved slightly since the onset of the pandemic. In January 2020, the Windsor CMA unemployment rate (7.9%) was high compared to the Ontario rate (5.2%). As of November 2020, the unemployment rate in the Windsor CMA (9.7%) was still higher than the provincial rate (8.3%).<sup>17</sup>

It is evident that youth and women unemployment have been affected more in the long-term by the impacts of COVID-19. Youth unemployment in the region climbed from 15.8% in January to 24% in November. This is after the youth unemployment rate improved over the past few months in the region, as it reached levels of 30%+ unemployment in May, June, and July. The unemployment rate for women over the same period increased from 6.3% to 10.1%, reaching a peak rate of 14.7% unemployment in May. Interestingly, the unemployment rate for men has re-stabilized over the course of the pandemic, going from 9.4% in January to 9.3% in November. While male unemployment in the region did reach a peak of 18.1% in May, male unemployment has recovered better than other groups to date.<sup>18</sup>

The participation rate numbers are also a bit concerning, as the number in November (56.7%) is the lowest the region has seen since 2001. This number is also worse for both women (53.2%) and youth (53.8%). Again, this is most likely because of the COVID-19 pandemic and the unforeseen circumstances it has caused.<sup>19</sup>

The total labour force in Windsor-Essex has decreased from 174,400 in November 2016 to 170,300 as of November 2020. The unemployment rate has also climbed from 5.1% in November 2016 to 9.7% as of November 2020. Obviously, much of this decline is due to the recent COVID-19 pandemic. We are currently in an unprecedented time where labour markets around the globe have all suffered as a result of the pandemic.<sup>20</sup>

#### **CHALLENGE:**

Youth and women's unemployment have been impacted the most during the pandemic.

#### **OPPORTUNITY:**

As youth and women have historically worked in the sectors hit hardest by the pandemic, including retail, tourism, and food services, there is a local need for retraining programs in more in-demand sectors. Training programs that offer opportunities for jobseekers to use their transferable skills will best support those unable to retrain through formal education programs. Short-term training opportunities will best support those looking to re-enter the workforce quickly.

<sup>17</sup> Statistics Canada, "Labour Force Survey", Table 14-10-0017-01.

<sup>18</sup> Statistics Canada, "Labour Force Survey", Table 14-10-00950-01.

<sup>19</sup> Ibid.

<sup>20</sup> Ibid.

## IN-DEMAND AND HARD-TO-FILL POSITIONS

In order to collect data about in-demand and hard-to-fill occupations in Windsor-Essex, Workforce WindsorEssex conducted a total of 50 consultations from July – August 2020 with local employers from various sectors, and conducted an employer survey which was open from September – October 2020 and collected 80 total responses. In-demand and hard-to-fill occupations are also tracked using Emsi Analyst, an online labour market information database.

First, we should define the difference between in-demand and hard-to-fill occupations. Occupations can be in-demand, hard-to-fill, or even both. A position that is in-demand is one that employers are currently hiring many workers for. A position that is hard-to-fill is one that employers are having difficulty filling, whether that is due to a lack of qualified candidates or other reasons. In the region of Windsor-Essex, truck drivers are a highly in-demand job. They are constantly being looked for because of the geography of our region. However, truck drivers are also a hard-to-fill job, as there is a massive shortage of trained drivers in the region and there are plenty of positions to be filled.

Employer consultations included questions about in-demand and hard-to-fill occupations, workforce challenges employers are facing (such as recruitment and retention issues), thoughts on educational programs in the region, and how the COVID-19 pandemic has affected their business. The employer survey also asked some similar questions about the workforce in Windsor-Essex, but allowed employers to go into more detail than in the consultations. The employer consultation design was aimed to collect qualitative data and asked 10 key questions throughout the conversation. The employer survey was designed to collect more detailed quantitative data, with 118 optional questions for employers to answer, taking an average of 17 minutes to complete.

Through surveying local employers, we learned that the top six most hired occupations, and therefore most in-demand, from March – August 2020 were as follows:

1. **TRUCK DRIVER**
2. **GENERAL LABOURER – MANUFACTURING**
3. **RETAIL SALESPERSON**
4. **MANUFACTURING MANAGER**
5. **WELDER**
6. **MACHINE OPERATOR**



“  
**59%** OF EMPLOYERS  
INDICATED THEY HAVE  
POSITIONS THAT ARE  
HARD TO FILL.  
”



These hires tell the tale of Windsor-Essex's industry landscape. Truck drivers are often the top in-demand job in the region due to the proximity to the U.S. border and the amount of truck trade that crosses the border daily. Manufacturing in Windsor-Essex is the largest sector by employment, so it makes sense that four out of six of the top hired occupations would be considered part of the manufacturing industry. Retail salespersons are often near the top of in-demand job lists mainly due to the high turnover rate and constant hiring of new employees. Another explanation for the high need for manufacturing occupations and retail salespersons may be that the COVID-19 pandemic was more impactful in terms of layoffs for both the manufacturing and retail sector. The survey was conducted during months that may be considered a "recovery" period for both sectors after the designated "first wave", aligning with the need to hire or re-hire employees during this timeframe.

The top barrier for growth indicated by employers was "recovering from the impacts of the COVID-19 pandemic". This response was expected as we are still enduring the pandemic and many businesses are still experiencing economic hardships as a result.<sup>21</sup>

#### Top **HARD SKILLS** that employers were searching for:

1. **COMPUTER LITERACY**
2. **BLUEPRINT READING**
3. **MECHANICAL APTITUDE/ASSEMBLY**
4. **CUSTOMER SERVICE**
5. **WRITTEN COMMUNICATION**

#### Top **SOFT SKILLS** that employers were searching for:

1. **WORK ETHIC**
2. **COMMUNICATION**
3. **GOOD ATTITUDE**
4. **TEAMWORK**
5. **EMPATHY**

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<sup>21</sup> Workforce WindsorEssex, "2020 Employer Survey," Workforce WindsorEssex 2020, ([www.workforcewindsoressex.com/employer-survey-results/](http://www.workforcewindsoressex.com/employer-survey-results/)).

When asked about hard-to-fill occupations, 42% of employers indicated they have positions that are hard-to-fill. The top reason for having hard-to-fill positions was candidates not having the required technical skills for the job. This aligns with the belief by many local employers that secondary and post-secondary schools are not doing enough to train individuals for the jobs our region has. Many employers stressed the need for more students to be provided co-op, internships, and other experiential learning opportunities.

### **Top HARD-TO FILL JOBS:**

1. **WELDER**
2. **PROJECT MANAGER – MANUFACTURING**
3. **MILLWRIGHT**
4. **CNC OPERATOR**
5. **HVAC TECHNICIAN**
6. **TOOL AND DIE MAKERS**

These hard-to-fill jobs show that there is a continuing skilled trades shortage in Windsor-Essex. Five of the six jobs on this list are apprenticeable positions, and all five could potentially lead into the Project Manager – Manufacturing position as a potential career path. This list may also be attributed to the manufacturing sector having difficulty recruiting workers due to the health and safety implications of COVID-19 when working in close proximity at a manufacturing facility, which is often the case for workers in the sector.<sup>22</sup>

The most commonly used form of recruitment for employers in the region, according to the employer survey, is the use of online job boards. This method is followed by word of mouth/personal contacts/referrals/informal networks and then by social media rounding out the top three methods for recruitment.<sup>23</sup>

**THROUGH THE EMPLOYER SURVEY, 46% OF  
EMPLOYERS INDICATED THEY FACE CHALLENGES  
WITH THE RETENTION OF EMPLOYEES.**

### **Most commonly used methods to combat retention issues:**

1. **RECOGNITION FOR SERVICE AND/OR OUTSTANDING WORK**
2. **PROVIDING TRAINING OPPORTUNITIES TO EMPLOYEES**
3. **REGULAR INCREASES IN SALARY/RAISES**
4. **OFFERING JOB FLEXIBILITY**

Some other specific examples given by employers in consultations to combat employee retention issues included providing a good work environment, good benefits packages, and making sure employees enjoy the work they are doing.<sup>24</sup>

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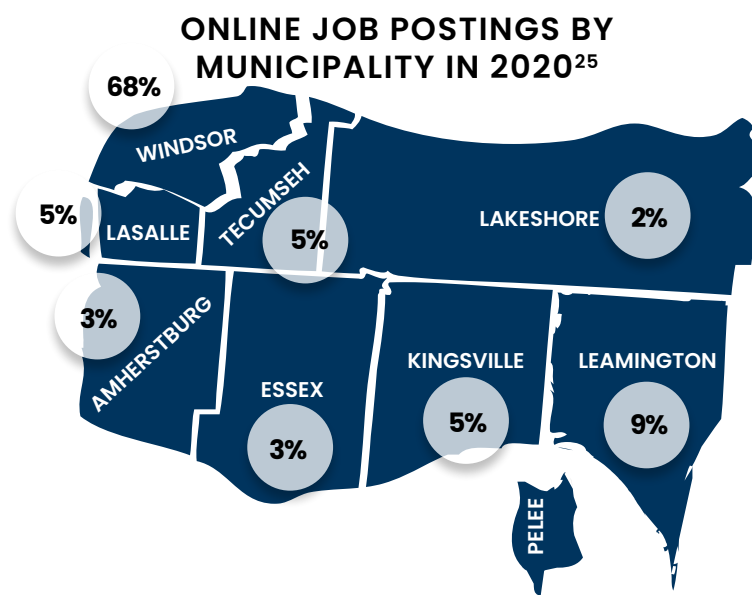
<sup>22</sup> Workforce WindsorEssex, "2020 Employer Survey," Workforce WindsorEssex 2020, ([www.workforcewindsorsex.com/employer-survey-results/](http://www.workforcewindsorsex.com/employer-survey-results/)).

<sup>23</sup> Ibid.

<sup>24</sup> Ibid.

Examining online job postings captured internally in 2020 helps to further demonstrate demand for an available and skilled workforce in Windsor-Essex. This list reflects the number of times occupations were posted for in 2020, not the occupations that have been hired. Therefore, the results will differ slightly from the in-demand occupations list developed from the employer consultations seen on page 12 of this report.

In 2020, there were 24,393 unique job postings in the region of Windsor-Essex.<sup>25</sup>



### THE TOP 10 POSTED FOR OCCUPATIONS WERE:<sup>25</sup>

1. RETAIL SALESPERSONS
2. TRANSPORT TRUCK DRIVERS
3. HOME SUPPORT WORKERS, HOUSEKEEPERS AND RELATED OCCUPATIONS
4. OTHER CUSTOMER AND INFORMATION SERVICES REPRESENTATIVES
5. MATERIAL HANDLERS
6. DELIVERY AND COURIER SERVICE DRIVERS
7. NURSERY AND GREENHOUSE WORKERS
8. ADMINISTRATIVE ASSISTANTS
9. RETAIL AND WHOLESALE TRADE MANAGERS
10. COOKS

### CHALLENGE:

Some local employers believe that secondary and post-secondary institutions are not doing enough to prepare individuals for the jobs the region has available.

### OPPORTUNITY:

Secondary and post-secondary institutions should collaborate on efforts to better align curriculum with industry needs, using labour market information and industry contacts to inform curriculum changes.

From 2020-2025, the Ontario government will begin to unroll a new program that measures institutions' graduation rates, employment rates, and the institution's engagement with the community, as well as research funding, experiential learning opportunities and graduate earnings, among others.

By 2025, up to 60% of government funding for post-secondary institutions will be dependent on performance measures. While this change will encourage educational institutions in the region to adopt LMI to create more industry-based curriculums, further collaboration with industry is needed to ensure that program offerings are reflective of the jobs that are available in Windsor-Essex.<sup>26</sup>

<sup>25</sup> Workforce WindsorEssex, Online Job Postings by Sector, 2020.

<sup>26</sup> Ontario, "Promoting Excellence: Ontario Implements Performance Based Funding for Postsecondary Institutions", November 26 2020, (<https://news.ontario.ca/en/release/59368/promoting-excellence-ontario-implements-performance-based-funding-for-postsecondary-institutions>)



## THE LABOUR FORCE BY OCCUPATION AND INDUSTRY

There is a range of occupations within different industries in Windsor-Essex. Here is a breakdown of the regional labour force by its top ten industries ranked by employment and as a percentage of the total labour force in the Windsor CMA as of November 2020 and compared to November 2019:<sup>27</sup>

INDUSTRY	NOVEMBER 2019	NOVEMBER 2020
Manufacturing	37,700 (22%)	39,100 (25%)
Healthcare and Social Assistance	20,900 (12%)	17,400 (11%)
Wholesale and Retail Trade	22,000 (13%)	14,900 (10%)
Construction	12,500 (7%)	14,500 (9%)
Educational Services	10,100 (6%)	11,700 (8%)
Accommodation and Food Services	11,600 (7%)	8,900 (6%)
Transportation and Warehousing	5,900 (4%)	8,500 (6%)
Professional, Scientific, and Technical Services	6,700 (4%)	8,100 (5%)
Other services (except public administration)	5,800 (3%)	7,300 (5%)
Finance, Insurance, Real Estate, and Leasing	10,900 (6%)	6,900 (4%)

## PROMISING SECTORS AND OCCUPATIONS

This section of the LLMP predicts growth in certain occupations from 2019-2024. These results were found using Emsi Analyst:

### PREDICTED TOP 10 GROWTH OCCUPATIONS IN WINDSOR-ESSEX: 2019-2024<sup>28</sup>

NOC	Occupation	2019 Jobs	2024 Jobs	2019-2024 Change:	2019-2024 % Change:
3012	Registered nurses and registered psychiatric nurses	4,182	4,772	590	+1.41%
3413	Nurse aides, orderlies and patient service associates	3,880	4,345	465	+11.98%
7231	Machinists and machining and tooling inspectors	2,041	2,454	413	+20.24%
9418	Other metal products machine operators	2,378	2,710	332	+13.96%
6641	Cashiers	4,547	4,847	300	+6.60%
9416	Metalworking and forging machine operators	1,867	2,120	253	+13.55%
6552	Other customer and information services representatives	2,203	2,442	239	+10.85%
2132	Mechanical engineers	1,410	1,634	224	+15.89%
9522	Motor vehicle assemblers, inspectors and testers	4,486	4,671	185	+4.12%
6622	Store shelf stockers, clerks and order fillers	2,307	2,489	182	+7.89%

<sup>27</sup> Statistics Canada, "Labour Force Survey", Table 14-10-0097-01.

<sup>28</sup> Emsi Analyst, 2020.3



**NOC: The National Occupational Classification is Canada's national system of organizing and describing occupations. Every occupation is identified by a four-digit code, called the NOC code.**

**NAICS: The North American Industry Classification System is a classification of business establishments used in North America. Each establishment is classified to an industry (with a 6 digit code) according to the primary business activity taking place there.**

#### **PREDICTED TOP 10 GROWTH INDUSTRIES IN WINDSOR-ESSEX: 2016-2021<sup>29</sup>**

<b>NAICS</b>	<b>Industry Description</b>	<b>2016 Jobs</b>	<b>2021 Jobs</b>	<b>2016-2021 Change:</b>	<b>2019-2024 % Change:</b>
<b>62</b>	Health care and social assistance	23,758	26,263	2,505	+2.61%
<b>31-33</b>	Manufacturing	38,938	39,956	1,018	+2.61%
<b>56</b>	Administrative and support, waste management and remediation services	9,796	10,565	769	+7.85%
<b>72</b>	Accommodation and food services	14,545	15,197	652	+4.48%
<b>54</b>	Professional, scientific and technical service	5,605	6,127	522	+9.31%
<b>44-45</b>	Retail trade	19,376	19,845	469	+2.42%
<b>41</b>	Wholesale trade	7,054	7,474	420	+5.95%
<b>48-49</b>	Transportation and warehousing	7,274	7,595	321	+4.41%
<b>52</b>	Finance and insurance	4,709	4,989	280	+5.95%
<b>23</b>	Construction	8,765	9,039	274	+3.13%

Although the region is predicted to have strong growth into 2024, there must be some skepticism applied to the above results. These projections were made before the beginning of the COVID-19 pandemic, and may only hold true if we are to emerge from the pandemic in the very near future and are able to recover in a comparable or positive position.

It is unlikely that Windsor-Essex will see this type of growth in the next five years at the rate the economy is recovering during the COVID-19 pandemic. Although regional unemployment rates have been generally improving since the onset of the pandemic, the number of new cases have spiked throughout subsequent waves. This will surely lead to more closures and lockdown guidelines from the government of Ontario, leading to more potential layoffs and less hiring taking place. As stated earlier, these projections were made pre-COVID-19. It is still expected that projected employment numbers will rise by 2024 from where they currently stand, but the actual growth may not be as generous as these current projections.

<sup>29</sup> Emsi Analyst, 2020.3

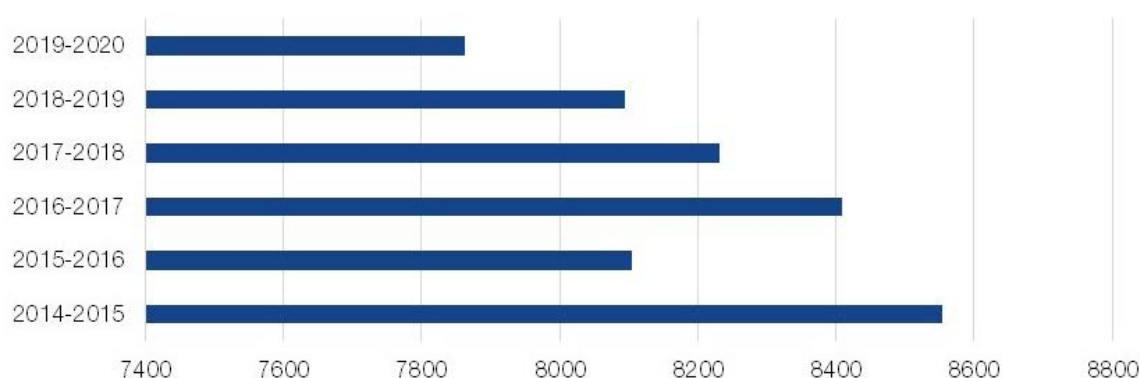
# EMPLOYMENT ONTARIO DATA

Workforce WindsorEssex was provided with client data for those accessing Employment Ontario services during the reporting period of 2019-2020. The scope of Employment Ontario services includes Employment Services (ES), Second Career, Literacy and Basic Skills, and Apprenticeships. All programs are maintained under the Ministry of Labour, Training and Skills Development and have been developed to connect clients with opportunities to engage in the local workforce. Analysis of this data set provides some of the year-over-year trends and outcomes of individuals accessing Employment Ontario services. The data reported and presented reflects closed cases for the given fiscal year, which runs from April 1 to March 31. A closed case refers to a client's service plan closure.

## DEMOGRAPHIC INFORMATION OF CLIENTS SERVED – EMPLOYMENT SERVICES

The number of clients served in Windsor-Essex during the reporting period was 7,862.<sup>30</sup> This was a decrease of 232 clients from 2018-2019, a consistent decrease continuing from 2016-2017.

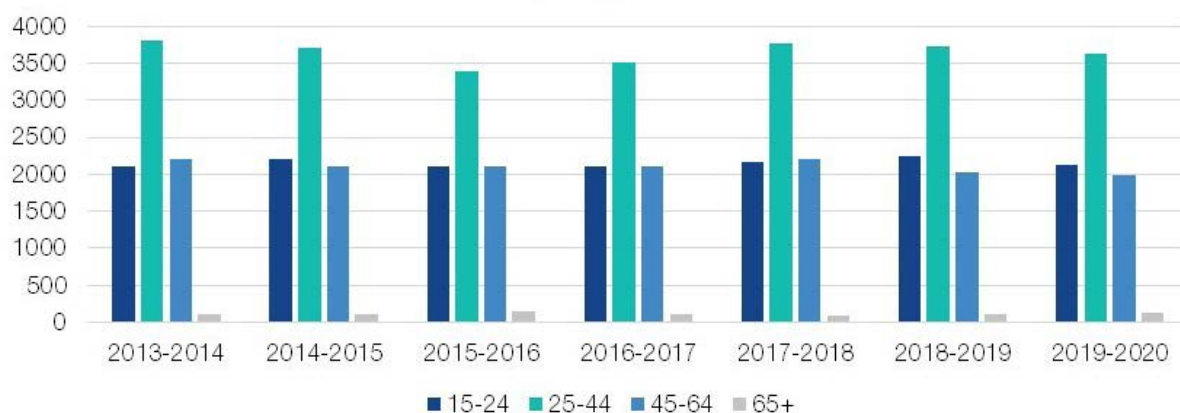
**Number of Employment Services Clients Served<sup>31</sup>  
in Windsor-Essex**



The adjacent graph shows the breakdown of clients, year-over-year and by age range. As has been the case since 2014, the highest served group were those aged 25-44. A total of 46% of clients served are those in these prime working years, the same share as reported in 2018-2019. While the total number of clients decreased, there was a slight increase in clients over the age of 65 with 16 additional persons served compared to the previous period. As the age range reported is quite large, clients accessing services can include students who have recently completed post-secondary education and are looking to enter the workforce, individuals looking to change their career paths, those who have experienced a layoff, or those looking to take advantage of specific programming offered through Employment Services Service Providers (ESSP).



## Clients Served by Age in Windsor-Essex<sup>32</sup>



In 2019-2020, 54% of employment service clients in Windsor Essex identified as male and 46% identified as female. Those identifying as other gender identities represented 0.2% of clients. Windsor-Essex's population as a whole identifies as 51% female and 49% male as per the 2016 census; moving forward in the context of the COVID-19 pandemic, gender disparities continue to be reflected Canada-wide. While male labour force participation in Canada has exceeded its pre-pandemic levels, female labour force participation remains lower as of December 2020.

### CHALLENGE:

The continued disparity between male and female labour force participation is likely attributed to a disproportionate reliance on women for childcare. Nationally, the employment rate of women with young children fell 7%, while men with young children fell 4%. The employment rate of single women with young children decreased 12%, 5% more than their male counterparts.<sup>33</sup> While this is not a new issue locally, it has been exasperated by the pandemic, as the sectors most-prevalent to employ women have been negatively affected, including retail and tourism.

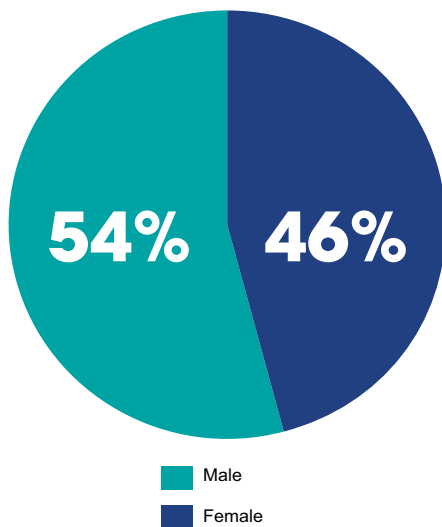
### OPPORTUNITY:

This same research suggests that increased childcare subsidies are a globally-tested policy choice that may enable this gap to be narrowed. When provided with public childcare support, women have found themselves more able to seek a sufficient level of employment while ensuring their children are supervised, fed, and engaged. Such measures have the potential to bring Windsor-Essex closer to gender parity in the labour force. Both short-term and long-term solutions are needed to ensure that women's participation in the labour force improves in a sustainable and meaningful way.

<sup>32</sup> Ministry of Labour, Training and Skills Development, Local Board Report, 2020.

<sup>33</sup> Simeon Djakov, Tea Trumbic, and Eva (Yiwen) Zhang. "COVID-19 and the Gender Gap in Advanced Economies." VOX, CEPR Policy Portal. December 14, 2020. ([voxeu.org/article/covid-19-and-gender-gap-advanced-economies](https://voxeu.org/article/covid-19-and-gender-gap-advanced-economies)).

## CLIENTS SERVED BY GENDER IN WINDSOR-ESSEX: 2019-2020<sup>34</sup>



The largest served client population in a designated group in 2019-2020 were newcomers; there were 1,342 served in the most recent fiscal year, an increase of 124 from 2018-2019. The number of internationally trained professional clients followed closely behind at 1,229. While the number of clients identifying as Francophone and as visible minorities decreased from the previous year, those identifying as persons with disabilities and as Aboriginal continued to grow.

### CHALLENGE:

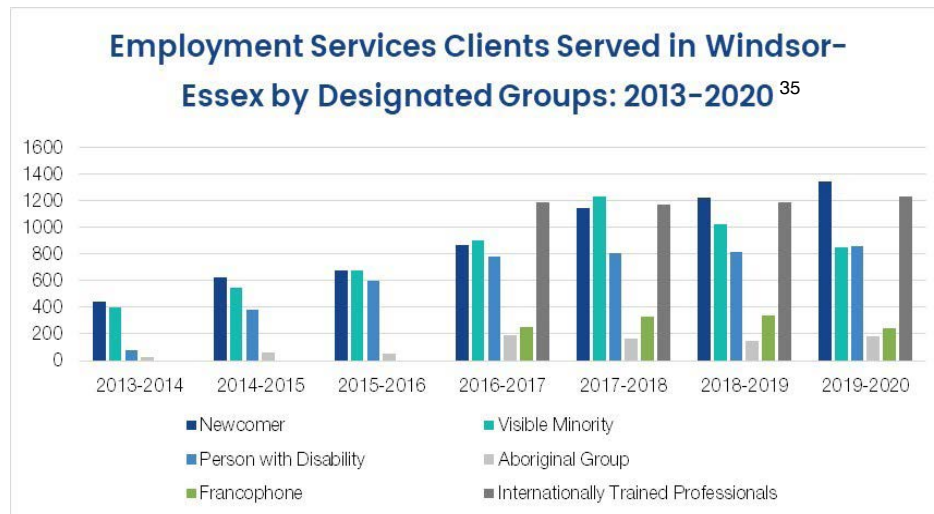
The consistent increase in clients who identify as newcomers re-emphasizes the necessity of adequate opportunities for those arriving in Canada who may not have a professional background. Newcomers are generally more disconnected from local industry and professional networks, resulting in less opportunities to earn Canadian work experience.

### OPPORTUNITY:

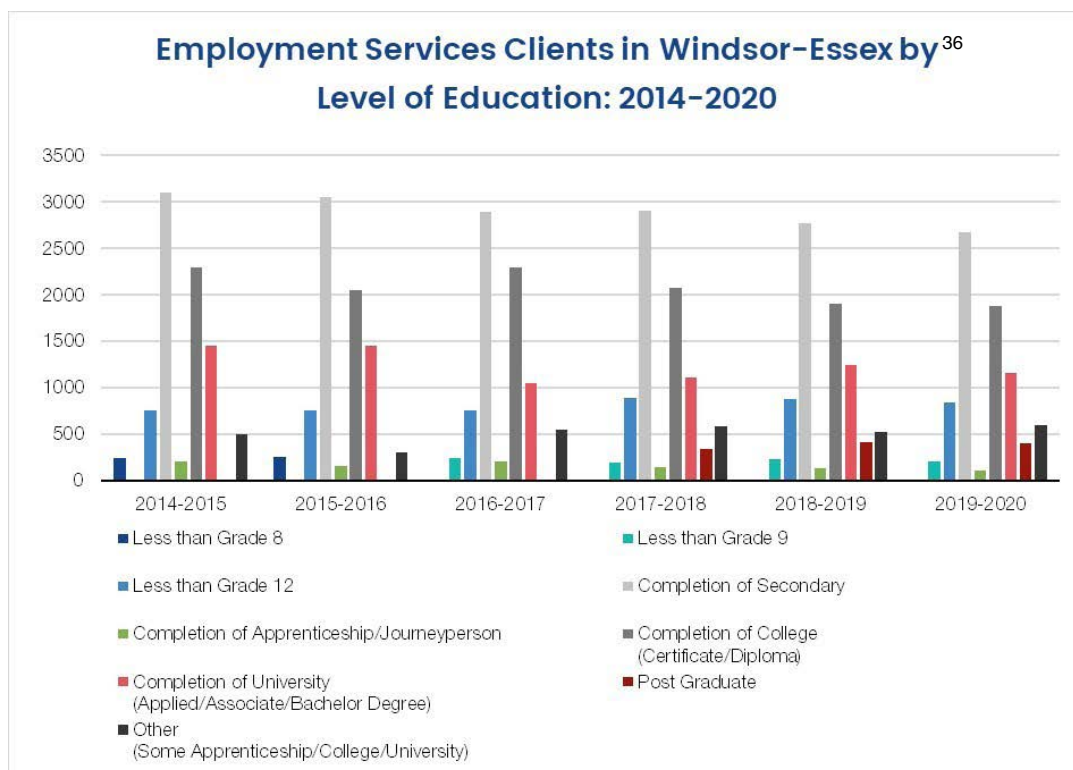
Local employers may benefit from the knowledge of this reliably increasing pool of new workers that are seeking employment when they arrive in Windsor-Essex. This could benefit newcomers through new job opportunities. Existing partnerships like the Windsor Essex Local Immigration Partnership (WE LIP) should continue to have the opportunity to connect those immigrating to the region with services they need to become acclimated to Canada. Through this, newcomer clients can find themselves able to enter the local labour force with a greater chance of success.







A total of 53% of clients have completed a post-secondary program, including an apprenticeship certificate, college diploma, or university degree. This represents a 1% increase from 2018-2019. These figures may reinforce the perceived necessity of post-secondary education as a baseline for achieving employment in the contemporary labour climate. Clients that have a high school diploma as their highest level of certification remained the largest individual demographic at 34%, a figure identical to the previous year.

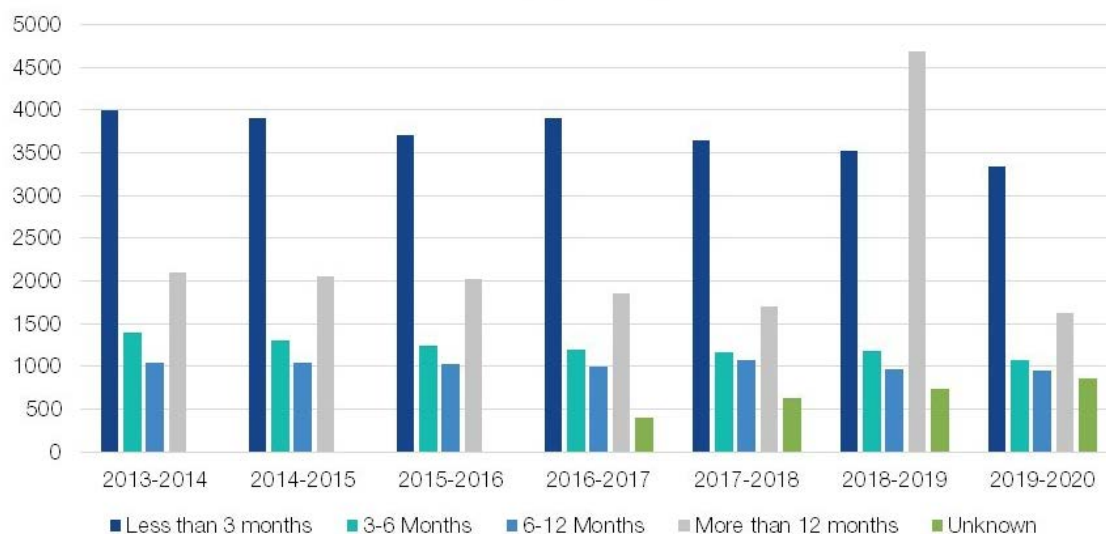


A total of 43% of new clients working with ESSPs had been out of work for less than three months. There was a modest decrease for those who had been out of work from 0-12 months since 2018-19. The share of clients that had been unemployed for more than 12 months saw a more significant decline of nearly two-thirds compared to 2018-2019. However, the data reported since 2014 suggests that 2018-2019 had an uncharacteristically high number of clients in this demographic.

<sup>35</sup> Ministry of Labour, Training and Skills Development, Local Board Report, 2020.

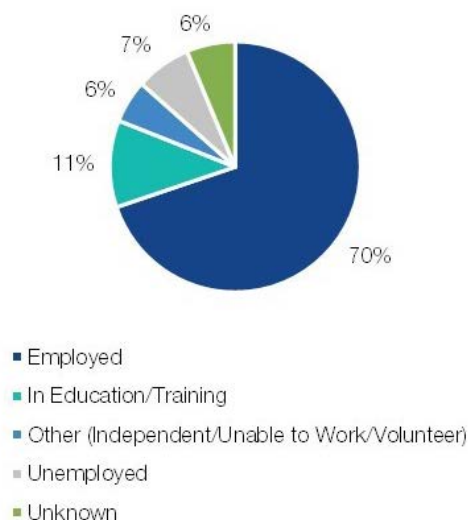
<sup>36</sup> Ibid.

## Employment Services Clients in Windsor-Essex by Length of Time Out of Employment/Training: 2013-2020<sup>37</sup>



As clients complete programming specific to employment services, there are five reasons their files can be closed: Employed, In Training/Education, Unemployed, Other, and Unknown. The outcome of Other no longer includes Unknown client outcomes, but can include clients who have chosen to not pursue employment/training, those who are volunteering, those unable to work, those who may have a health impairment limiting their engagement with employment/training, and other factors. In 70% of cases accessing Employment Services in Windsor-Essex in 2019-2020, clients were reported as being Employed at their exit. This represented the largest share of outcomes by a wide margin, followed by those In Training/Education at 11%.

## Outcome at Exit for Employment Services Clients Served in 2019-2020<sup>38</sup>





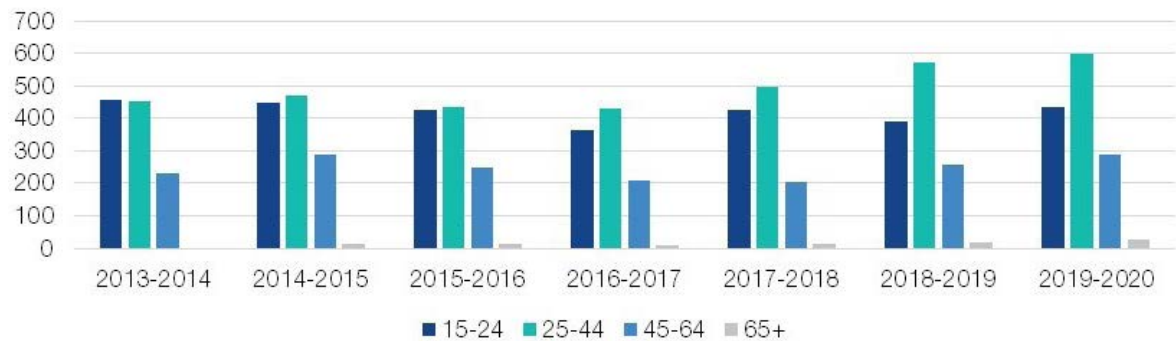


# LITERACY AND BASIC SKILLS

The Literacy and Basic Skills (LBS) program provides free training in reading, writing, math, and basic work skills. Clients accessing LBS will typically have reading, writing, math, and essential skills levels below a grade nine level. Programs are created with each client to achieve specific goals, allowing clients to engage in the workforce, continue their education, undertake training, or achieve greater independence in their everyday lives.

There were 1,351 clients served through LBS in 2019-2020, an increase of 113 from 2018-2019.<sup>39</sup> Clients aged 25-44 were the most-served demographic at 44%, followed by clients aged 15-24 at 32%. Of the 807 clients who exited the program in 2020, 14% of learners were in further education and 14% of learners had obtained employment. It is important to note the aforementioned wide spectrum of individual needs and goals amongst LBS clients and that not all clients enter the program with the same employment or education goals.

LBS Clients by Age Group in Windsor-Essex:  
2013-2020<sup>40</sup>

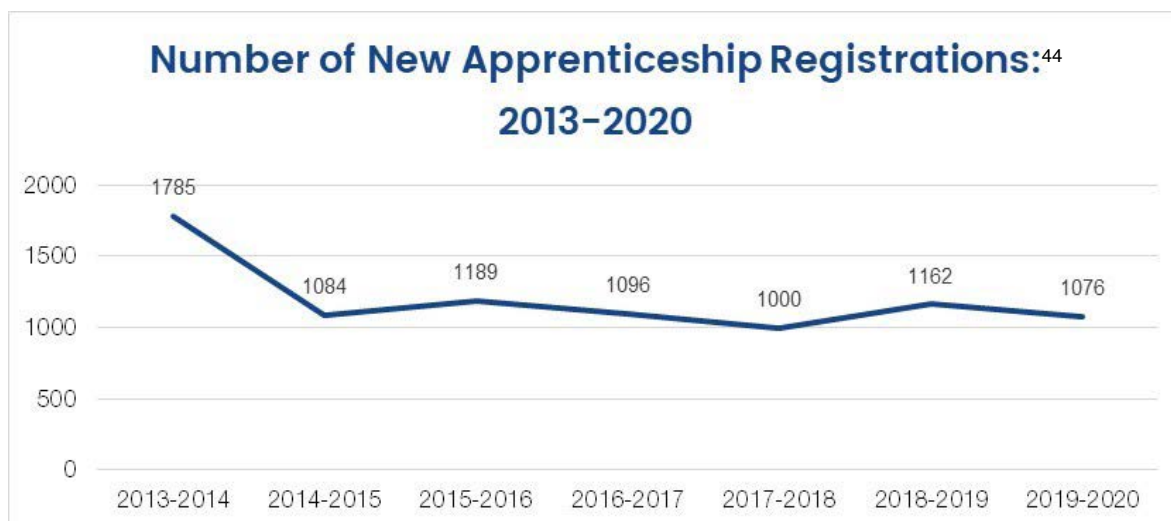
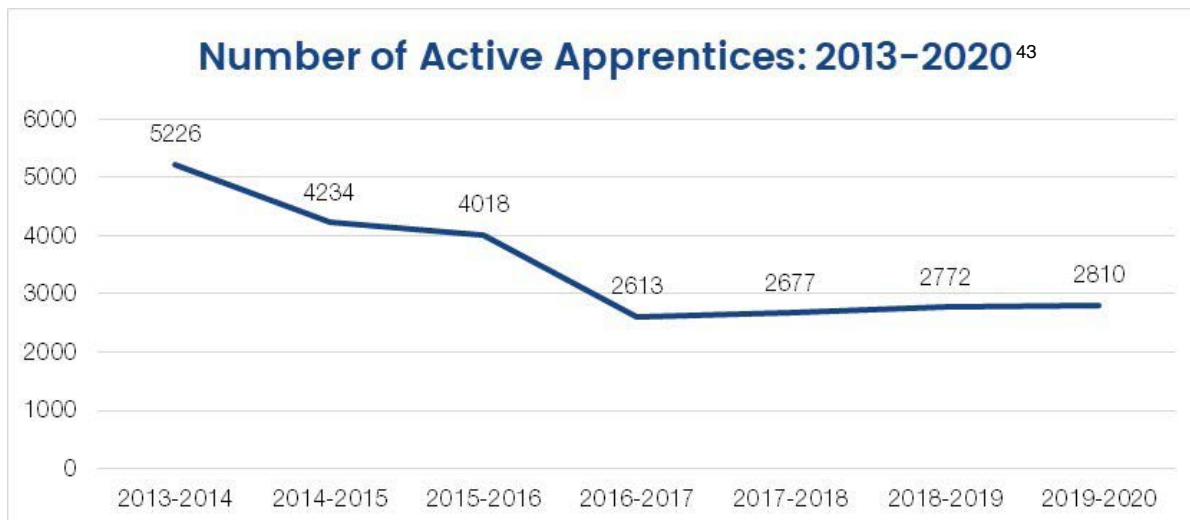


<sup>39</sup> Ministry of Labour, Training and Skills Development, Local Board Report, 2020.

<sup>40</sup> Ibid.

## APPRENTICESHIP

The number of new apprenticeship registrations for 2019-2020 was 1,076, a slight decrease from 2018-2019.<sup>41</sup> However, the number of active apprentices increased slightly to 2,810. The most common trades for new apprentices were Construction and Maintenance Electrician (143 registrants), General Machinist (143 registrants), and Automotive Service Technician (112 registrants). The average age of an apprentice remained 25, leading more credence to the suggestion that apprenticeship is often a choice made after entering the workforce or completing other educational programs. While the number of new apprentices did not continue the increase seen in previous years, the new Group Sponsorship Grant program may assist in reversing this trend positively. Announced by the Ministry of Labour, Training and Skills Development in December 2020, the program will allocate \$20 million in apprentice training and sponsorship funding to small-and medium-sized employers.<sup>42</sup> Employers that were previously unable to sponsor an apprentice due to limited work demands, limited paid work opportunities, or limited exposure to required training practices, will now have the opportunity to co-sponsor an apprentice with multiple employers to ensure that the apprentice is properly trained while providing the employers with more flexibility when hiring and training apprentices.



<sup>41</sup> Ministry of Labour, Training and Skills Development, Local Board Report, 2020.

<sup>42</sup> Andrew Graham, "Ontario Government Announces \$20 Million To Spur Apprenticeships in Skilled Trades", December 4 2020, (<https://globalnews.ca/news/7502593/ontario-20-million-apprenticeships-skilled-trades/>).

<sup>43</sup> Ministry of Labour, Training and Skills Development, Local Board Report, 2020.

<sup>44</sup> Ibid.

# OUR LOCAL INDUSTRIES

## BUSINESS COUNTS

Windsor-Essex has a diversity of industries, with hundreds of businesses in the largest sectors. The tables below provide information on the industries (NAICS) with the most businesses by business size in Windsor-Essex, with and without employees. The business size classifications are micro (1-4 employees), small (5-99 employees), medium (100-499 employees), large (500+ employees), and without employees.

### TOP 5 INDUSTRIES WITH THE MOST MICRO BUSINESSES IN WINDSOR-ESSEX: JUNE 2020<sup>45</sup>

Industry	Total # of Businesses
484 - Truck transportation	676
621 - Ambulatory health care services	589
541 - Professional, scientific and technical services	579
238 - Specialty trade contractors	491
531 - Real estate	331

### TOP 5 INDUSTRIES WITH THE MOST SMALL BUSINESSES IN WINDSOR-ESSEX: JUNE 2020<sup>45</sup>

Industry	Total # of Businesses
621 - Ambulatory health care services	950
238 - Specialty trade contractors	908
541 - Professional, scientific and technical services	850
722 - Food services and drinking places	835
484 - Truck transportation	780

### TOP 5 INDUSTRIES WITH THE MOST MEDIUM-SIZED BUSINESSES IN WINDSOR-ESSEX: JUNE 2020<sup>45</sup>

Industry	Total # of Businesses
333 - Machinery manufacturing	24
336 - Transportation equipment manufacturing	22
722 - Food services and drinking places	19
111 - Crop production	16
623 - Nursing and residential care facilities	16

### TOP 5 INDUSTRIES WITH THE MOST LARGE BUSINESSES IN WINDSOR-ESSEX: JUNE 2020<sup>45</sup>

Industry	Total # of Businesses
336 - Transportation equipment manufacturing	8
611 - Educational services	5
622 - Hospitals	4
111 - Crop production	3
561 - Administrative and support services	3

### TOP 5 INDUSTRIES IN WINDSOR-ESSEX BY NUMBER OF BUSINESSES WITHOUT EMPLOYEES: JUNE 2020<sup>62</sup>

Industry	Total # of Businesses
531 - Real estate	5,441
541 - Professional, scientific and technical services	1,907
484 - Truck transportation	1,387
523 - Securities, commodity contracts, and other financial investment and related activities	1,253
111 - Crop production	1,085

<sup>45</sup> Statistics Canada, Canadian Business Counts, June 2020.

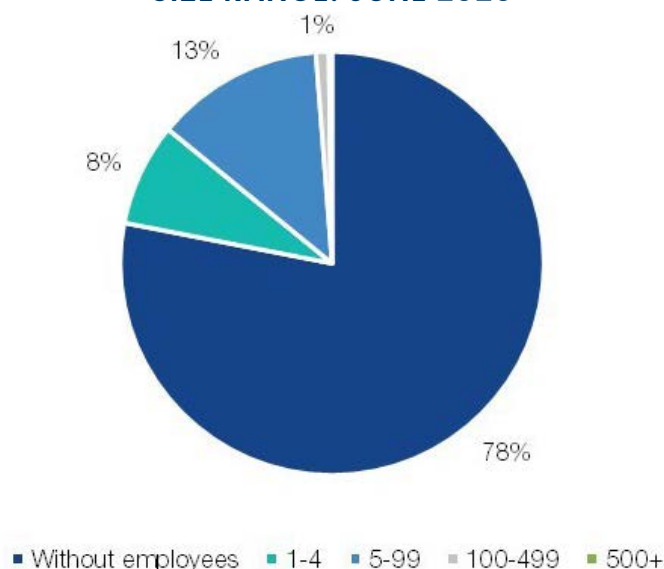
## INDUSTRY UPDATES

This section provides updates for Windsor-Essex's largest and/or most promising industries. This data was compiled using Statistics Canada's Canadian Business Counts<sup>46</sup> data to determine number of businesses and employee size range, Emsi Analyst<sup>47</sup> data for industry and occupation statistics and projections, internal job posting data for the number of online job postings by sector<sup>48</sup>, and consultations with community stakeholders for trends and highlights.

## AGRICULTURE:

- **NAICS CODE:** 11
- **JUNE 2020 TOTAL BUSINESSES:** 1,683
- **JUNE 2018 TOTAL BUSINESSES:** 1,656
- **CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020:** +27
- **2019 NUMBER OF EMPLOYEES:** 3,466
- **JOB POSTINGS IN 2020:** 1700
- **PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024):** -3.0%
- **AVERAGE YEARLY WAGE (2019):** \$35,489
- **PROJECTED GROWTH OCCUPATIONS:**
  1. 8431 – General farm workers
  2. 8432 – Nursery and greenhouse workers
  3. 8613 – Aquaculture and marine harvest labourers
  4. 7231 – Machinists and machining and tooling inspectors
  5. 7384 – Other trades related occupations, n.e.c.

**WINDSOR-ESSEX AGRICULTURE INDUSTRY  
BY NUMBER OF BUSINESSES AND EMPLOYEE  
SIZE RANGE: JUNE 2020**



### INDUSTRY TRENDS & HIGHLIGHTS:

- The majority of agricultural companies in Windsor-Essex are located in the Kingsville-Leamington area, specifically companies located in the greenhouse sector. The majority of these companies are engaged in classic crop growing operations, such as tomatoes, cucumbers, and bell peppers. Many companies in the industry have also made recent ventures into cannabis growing operations, a quickly growing segment of the agricultural industry.
- As most of these greenhouse operations are located in Kingsville and Leamington, transportation is often identified as a barrier by employers attempting to attract talent from neighbouring communities.
- The rapid growth of greenhouses in the Kingsville and Leamington area has allowed for more year-round farming opportunities, leading to more employment opportunities and more security for employees in the fall and winter seasons. However, the majority of labour positions are still filled by Temporary Foreign Workers, and the industry would be crippled without access to these workers. As the agriculture sector reported \$2.9 billion in lost sales due to unfilled positions in 2019,<sup>49</sup> this rate is likely to increase due to the many disruptions in the sector throughout the ongoing pandemic.
- Companies in this industry offer a wide array of employment opportunities, some of which might not seem traditional to the agriculture sector. For example, larger companies like Mucci Farms, Nature Fresh, Bonduelle, and Dainty Foods offer employment for occupations in marketing, logistics, graphic design, IT and automation, and skilled trades/maintenance.
- The 3% projected decline in the next five years in this industry could be due to various reasons. It is most likely due to farm and greenhouse employers investing in technology to increase productivity, including automated machinery and other technology that replaces the need for lower-skilled and lower-paid labour. A lot of agricultural positions are also located in rural settings, and growing populations have the tendency to relocate in larger cities, limiting the pool of talent that agricultural employers have access to.

<sup>46</sup> Statistics Canada, Canadian Business Counts, June 2020.

<sup>47</sup> Emsi Analyst, 2020

<sup>48</sup> Workforce WindsorEssex, Online Job Postings by Sector, 2020.

<sup>49</sup> UFCW Canada and the Agriculture Workers Alliance, "The Status of Migrant Farm Workers in Canada", 2020.

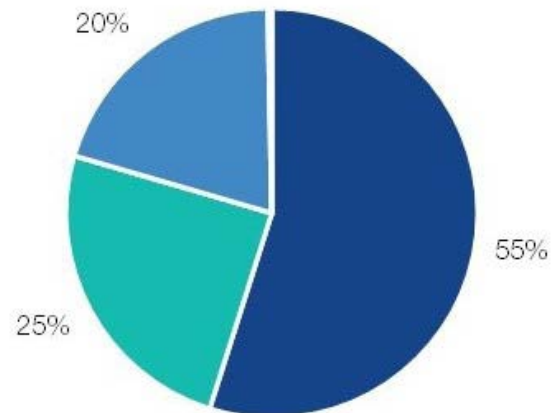
# CONSTRUCTION:



## INDUSTRY TRENDS & HIGHLIGHTS:

- Construction on the Gordie Howe International Bridge officially began in July 2018, with completion slated for 2024. This project is expected to employ approximately 2,500 individuals on both sides of the Canadian-U.S. border during the construction phase. There will be a strong demand for construction labourers and skilled trades occupations such as electricians and carpenters when the construction reaches its peak in 2021-2022. The COVID-19 pandemic has had minor disruptions on the construction timeline of the bridge, and construction continues on-schedule.
- As identified in previous reports, and still evident today, employers in Windsor-Essex have experienced shortages in talent for skilled trades occupations. The ongoing Construction Academy by the Windsor-Essex Catholic District School Board is an example of a positive action that will help address the region's skilled trades shortage and lead students into the construction industry. All four school boards in Windsor-Essex have made increased efforts over the past few years in promoting the skilled trades as a legitimate career path for their students, which is promising for the future of the construction industry in Windsor-Essex.
- In October 2020, Windsor Regional Hospital purchased 60 acres of property at the corner of County Road 42 and the 9th Concession. This area will potentially act as the location for the new acute care hospital. Once underway, this project will create many employment opportunities in the construction industry. However, the ongoing skilled trades shortage may impact the capacity for local workers to support the project. Local training delivery agents and educational institutions should note the expected increased need for construction workers for this project, in addition to consistent construction work done throughout the region.

## WINDSOR-ESSEX CONSTRUCTION INDUSTRY BY NUMBER OF BUSINESSES AND EMPLOYEE SIZE RANGE: JUNE 2020



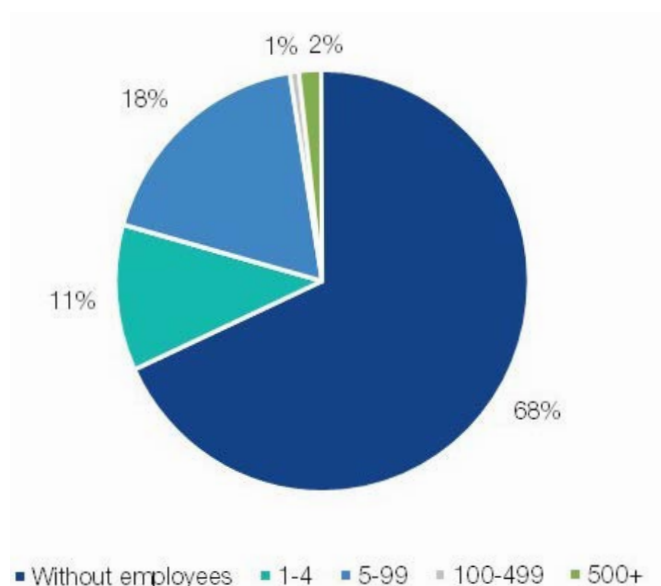
■ Without employees ■ 1-4 ■ 5-99 ■ 100-499 ■ 500+

- NAICS CODE: 23**
- JUNE 2020 TOTAL BUSINESSES: 2,968**
- JUNE 2018 TOTAL BUSINESSES: 2,833**
- CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020: +135**
- 2019 NUMBER OF EMPLOYEES: 8,765**
- JOB POSTINGS IN 2020: 885**
- PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024): +3.1%**
- AVERAGE YEARLY WAGE (2019): \$55,507**
- PROJECTED GROWTH OCCUPATIONS:**
  - 7271 – Carpenters
  - 7611 – Construction trades helpers and labourers
  - 7241 – Electricians (except industrial and power system)
  - 7302 – Contractors and supervisors, heavy equipment operator crews
  - 7252 – Steamfitters, pipefitters and sprinkler system installers



# EDUCATIONAL SERVICES:

## WINDSOR-ESSEX EDUCATIONAL SERVICES INDUSTRY BY NUMBER OF BUSINESSES AND EMPLOYEE SIZE RANGE: JUNE 2020



- **NAICS CODE:** 61
- **JUNE 2020 TOTAL BUSINESSES:** 286
- **JUNE 2018 TOTAL BUSINESSES:** 146
- **CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020:** +140
- **2019 NUMBER OF EMPLOYEES:** 12,608
- **JOB POSTINGS IN 2020:** 418
- **PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024):** +0.6%
- **AVERAGE YEARLY WAGE (2019):** \$60,141
- **PROJECTED GROWTH OCCUPATIONS:**
  1. 4030 – Secondary and elementary school teachers and educational counsellors, n.e.c.
  2. 4032 – Elementary school and kindergarten teachers
  3. 4012 – Post-secondary teaching and research assistants
  4. 4413 – Elementary and secondary school teacher assistants
  5. 4021 – College and other vocational instructors

### INDUSTRY TRENDS & HIGHLIGHTS:

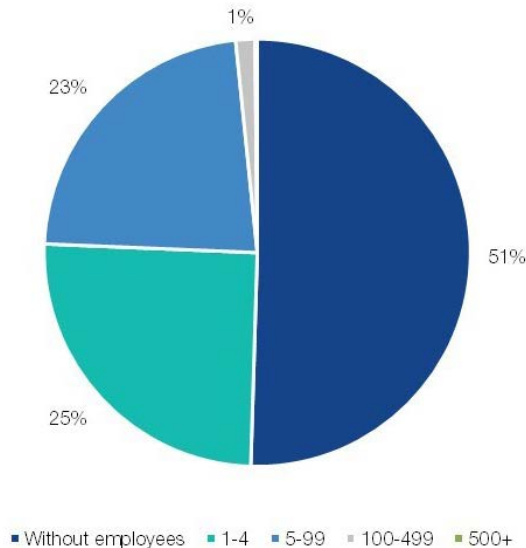
- Educational Services were one of the most-affected industries by the ongoing COVID-19 pandemic. As a result of the pandemic, the end of the 2019-2020 school year looked completely different as classes were moved online, creating technological, logistical, and social issues for teachers, students, and other support staff.
- Schools were opened again for in-class learning in September for the beginning of the 2020-2021 school year, but not without difficulties. Some schools experienced COVID-19 outbreaks, causing many students and staff in these schools to move back to an online platform. In December 2020, schools were closed and in-class learning was made unavailable by an executive order from the Windsor-Essex County Health Unit, one week before the scheduled winter break for students. This was due to the rapid rise of COVID-19 cases in what could be considered a second wave of the epidemic in Windsor-Essex and all of Ontario.
- The youth population continues to rise in Windsor-Essex, especially within the newcomer population. This has created a higher demand for teachers and support staff, such as English as a Second Language (ESL) instructors.





# HEALTHCARE AND SOCIAL ASSISTANCE:

## WINDSOR-ESSEX HEALTHCARE AND SOCIAL ASSISTANCE INDUSTRY BY NUMBER OF BUSINESSES AND EMPLOYEE SIZE RANGE: JUNE 2020



- **NAICS CODE:** 62
- **JUNE 2020 TOTAL BUSINESSES:** 2,448
- **JUNE 2018 TOTAL BUSINESSES:** 2,242
- **CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020:** +260
- **2019 NUMBER OF EMPLOYEES:** 23,758
- **JOB POSTINGS IN 2020:** 2458
- **PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024):** +10.5%
- **AVERAGE YEARLY WAGE (2019):** \$47,177
- **PROJECTED GROWTH OCCUPATIONS:**
  1. 3012 – Registered nurses and registered psychiatric nurses
  2. 3413 – Nurse aides, orderlies and patient service associates
  3. 3414 – Other assisting occupations in support of health services
  4. 4214 – Early childhood educators and assistants
  5. 3411 – Dental assistants

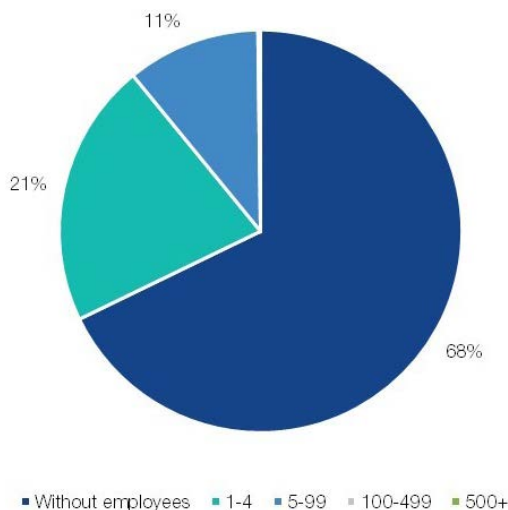
### INDUSTRY TRENDS & HIGHLIGHTS:

- The healthcare and social assistance industry was arguably the most affected by COVID-19. Employees in this industry are the first line of defence when it comes to dealing with the pandemic. As a result, demand for talent in this industry drastically increased, and remains high during the ongoing pandemic. A large percentage of hospital workers in this industry were required to work much longer hours and many part-time roles became full-time roles due to the demand for talent. When the overall amount of COVID-19 cases in Windsor-Essex declined after the first wave, hospitals were temporarily relieved in that their emergency rooms and overall patient capacities were not constantly over suggested limits. However, when the second wave of the pandemic hit the region, hospitals began to fill up and reach capacity again, causing many of the same stressors experienced at the beginning of the pandemic.
- Personal support workers (PSWs) are perhaps the most greatly affected occupation due to the pandemic. Due to prevalent COVID-19 outbreaks in nursing homes and other similar care facilities, the provincial government imposed a rule that all PSWs would only be able to work for a single employer during the pandemic. This has caused a large rise in demand for PSWs, further highlighting a shortage of PSWs that Windsor-Essex has been dealing with for many years previous to the pandemic.
- In the coming years, construction on the new acute care center for the Windsor Regional Hospital will potentially begin, creating demand for various healthcare occupations in various roles and departments.
- The need for workers in this field is still extremely high during the COVID-19 pandemic. Not only does Windsor-Essex's aging population mean that the sector has had to deal with filling retirement vacancies more vigilantly over the past few years, but current healthcare and social assistance workers are becoming overwhelmed with the amount of hard work they are having to do during the pandemic. On top of this workforce becoming exhausted with hospitals filling up and outbreaks in retirement and senior age care homes, these front-line workers are also more susceptible to becoming infected with COVID-19. When a front-line worker becomes infected, this means there are more vacancies their colleagues need to fill, adding stress to an already overloaded workforce.<sup>50</sup> (<https://windsorstar.com/news/local-news/front-line-health-care-workers-on-the-brink-study-shows>)

<sup>50</sup> Dave Battagello, "Front-line health care workers on the brink, study shows", December 9 2020, (<https://windsorstar.com/news/local-news/front-line-health-care-workers-on-the-brink-study-shows>).

# INFORMATION AND COMMUNICATION TECHNOLOGY (ICT):

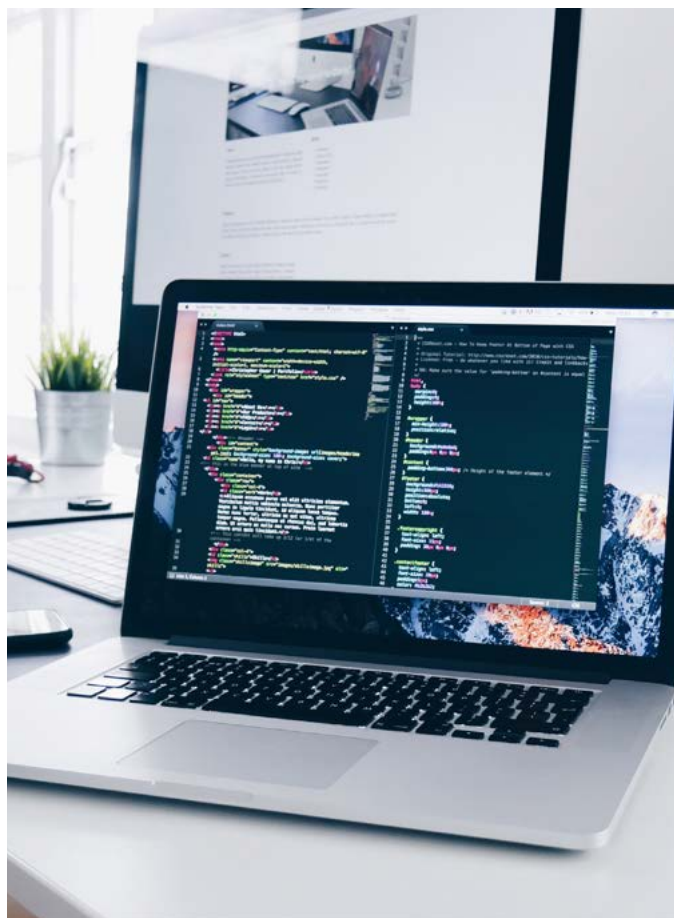
**WINDSOR-ESSEX ICT INDUSTRY BY NUMBER OF BUSINESSES AND EMPLOYEE SIZE RANGE: JUNE 2020**



- **NAICS CODE:** 511, 517, 518, 541
- **JUNE 2020 TOTAL BUSINESSES:** 2,902
- **JUNE 2018 TOTAL BUSINESSES:** 2,737
- **CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020:** +165
- **2019 NUMBER OF EMPLOYEES:** 6,545
- **JOB POSTINGS IN 2020:** 220
- **PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024):** +7.2%
- **AVERAGE YEARLY WAGE (2019):** \$60,620
- **PROJECTED GROWTH OCCUPATIONS:**
  1. 2132 – Mechanical engineers
  2. 3213 – Animal health technologists and veterinary technicians
  3. 2282 – User support technicians
  4. 1431 – Accounting and related clerks
  5. 1111 – Financial auditors and accountants

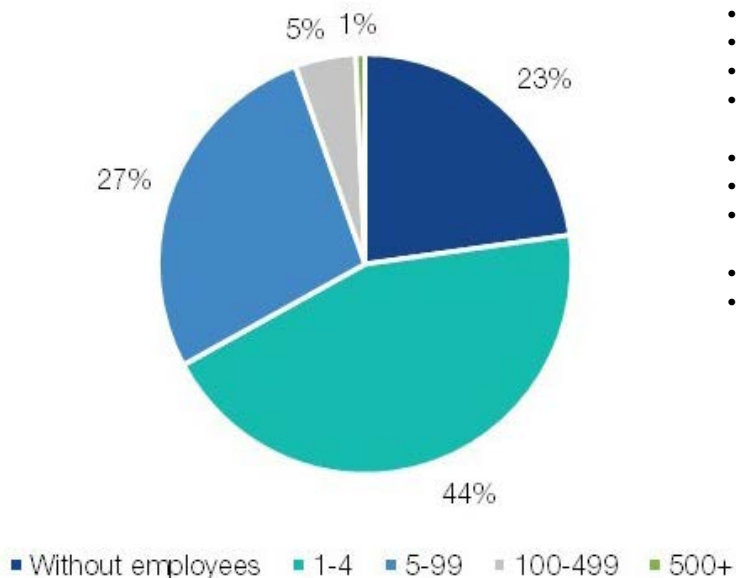
## INDUSTRY TRENDS & HIGHLIGHTS:

- Local employers in the ICT industry still indicate a high need for workers with software development and/or engineering skills. In particular, it is often difficult for local employers to fill more senior roles, such as project managers, or hire those with multiple years of experience in the industry.
- Employers in the industry also still indicate that it can be a challenge to retain highly-skilled ICT graduates. Many have indicated that these graduates often migrate to regions more well-known as hubs for technology, such as the Greater Toronto Area or Kitchener-Waterloo. It is also important to note that many of the graduates of local post-secondary ICT programs are international students who do not possess much or any Canadian work experience and often face language barriers. A stronger ecosystem for tech workers is needed to bring awareness to students and recent graduates of the available ICT employment opportunities and employers in our region.
- Local employers continue to stress the need for more up-to-date training of ICT talent in the region, but respect that it is often difficult for post-secondary programs to keep up with rapidly changing technology in their curriculums. There is also a desire for ICT curriculum to be expanded and promoted more at the secondary school level.



# MANUFACTURING:

## WINDSOR-ESSEX MANUFACTURING INDUSTRY BY NUMBER OF BUSINESSES AND EMPLOYEE SIZE RANGE: JUNE 2020



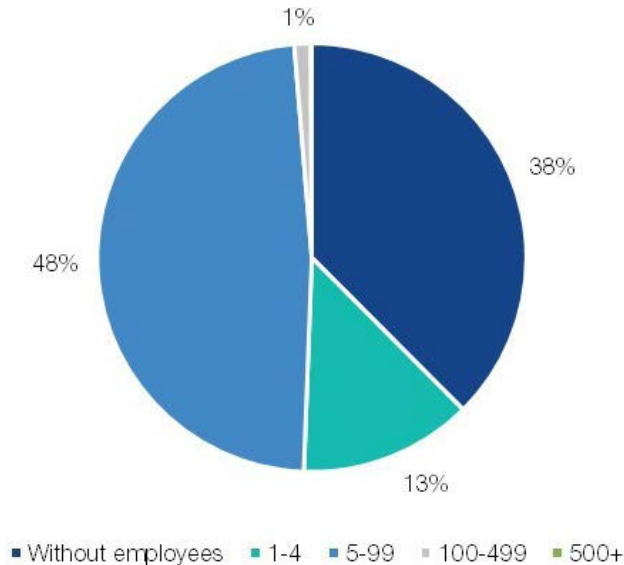
- **NAICS CODE:** 31-33
- **JUNE 2020 TOTAL BUSINESSES:** 1,115
- **JUNE 2018 TOTAL BUSINESSES:** 1,146
- **CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020:** -31
- **2019 NUMBER OF EMPLOYEES:** 38,938
- **JOB POSTINGS IN 2020:** 2792
- **PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024):** +2.6%
- **AVERAGE YEARLY WAGE (2019):** \$61,141
- **PROJECTED GROWTH OCCUPATIONS:**
  1. 7231 – Machinists and machining and tooling inspectors
  2. 9418 – Other metal products machine operators
  3. 9416 – Metalworking and forging machine operators
  4. 9522 – Motor vehicle assemblers, inspectors and testers
  5. 9612 – Labourers in metal fabrication

### INDUSTRY TRENDS & HIGHLIGHTS:

- The manufacturing industry was greatly affected by COVID-19, with local employers reporting large numbers of layoffs during the pandemic. Some of these workers have been brought back to work, but the pandemic is still causing a lot of uncertainty for local employers.
- In response to the pandemic, some local employers pivoted to manufacturing health and safety equipment/supplies in order to help with the shortage of these materials experienced in the healthcare sector and to create more demand for their businesses, in turn supporting their employees.
- Despite the pandemic, employers continue to state they are experiencing challenges attracting and retaining youth to available positions. However, experiential learning opportunities for students have been limited during these times, which may lead to a long-term impact with youth having less awareness of career opportunities in the manufacturing sector, including skilled trades.
- Employers still identify having difficulties with attracting skilled and semi-skilled occupations. According to the job demand report in December 2020, the top five most posted for occupations in manufacturing were Metalworking and Forging Machine Operators, Tool and Die Makers, Other Labourers in Processing, Manufacturing, and Utilities, Industrial and Manufacturing Engineers, and Material Handlers. In order to attract higher skilled occupations such as Tool and Die Makers and Industrial and Manufacturing Engineers, some manufacturing employers have established relationships with secondary school co-op, Ontario Youth Apprenticeship Programs (OYAP), and post-secondary schools in order to gain access to direct streams of graduates trained and educated in these areas. For a more semi-skilled occupation like Material Handlers, some employers are hiring candidates to drive forklifts before they are licensed, and paying for and providing them with the necessary training before they are allowed to operate a forklift on the premises.
- There has been a recent rise in demand for individuals with great soft skills to fill available occupations, as this has become more of an issue in the past couple years and identified by numerous local employers. In consultations, it was commonly mentioned by manufacturing employers that they are often looking for a candidate with strong work ethic and reliability.
- The evolution of technology and innovation (specifically in automation) remains vital to the sector. The use of robotics, automated machines, and software has created a shift of the skillsets local employers are looking for. Employers are beginning to seek qualified workers with experience or training in automation, cybersecurity, software programming, and machine learning.

# TOURISM AND HOSPITALITY:

## WINDSOR-ESSEX TOURISM & HOSPITALITY INDUSTRY BY NUMBER OF BUSINESSES AND EMPLOYEE SIZE RANGE: JUNE 2020



- **NAICS CODE:** 711, 712, 713, 721, 722
- **JUNE 2020 TOTAL BUSINESSES:** 1,670
- **JUNE 2018 TOTAL BUSINESSES:** 1,583
- **CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020:** +87
- **2019 NUMBER OF EMPLOYEES:** 18,008
- **JOB POSTINGS IN 2020:** 1136
- **PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024):** +1.6%
- **AVERAGE YEARLY WAGE (2019):** \$20,700
- **PROJECTED GROWTH OCCUPATIONS:**
  1. 6311 – Food service supervisors
  2. 6711 – Food counter attendants, kitchen helpers and related support occupations
  3. 6611 – Cashiers
  4. 6511 – Maîtres d'hôtel and hosts/hostesses
  5. 5254 – Program leaders and instructors in recreation, sport and fitness

### INDUSTRY TRENDS & HIGHLIGHTS:

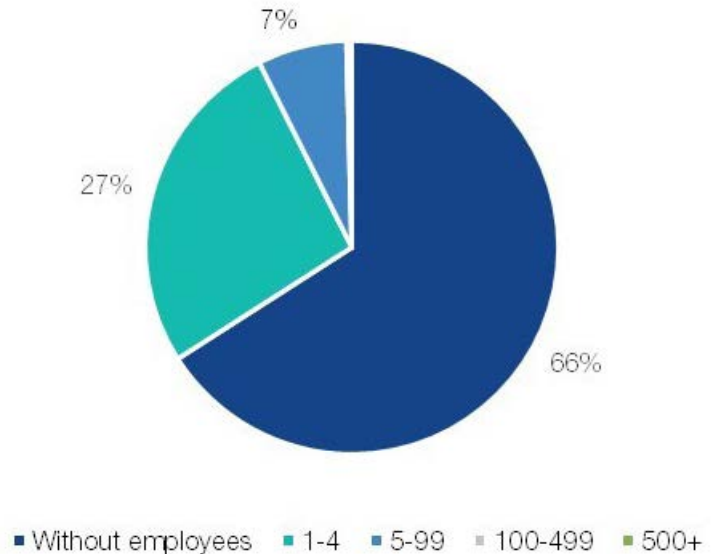
- The tourism & hospitality industry in Windsor-Essex was crippled by COVID-19, leading to mass amounts of layoffs. Local employers and tourism organizations have been scrambling to create digital campaigns to promote local attractions and businesses. A great example of a similar initiative is the Digital Main Street programs for Ontario businesses developed by the government of Ontario. For example, this program allows small businesses to apply for grants to help support them move to more digital platforms for sales and marketing, reflecting the demand of consumers during the COVID-19 pandemic. Tourism Windsor Essex Pelee Island (TWEPI) also made efforts to support small businesses in the region by creating a COVID-19 hub with information about webinars and education, business resources, and other workplace health and safety information.
- The second wave of the pandemic caused more problems for the sector, and local employers continue to look for methods to cope with the fact that most in-person activities have been limited or cancelled, including the region entering a lockdown status for the holidays.
- Some local employers anticipate a revival of the industry when the pandemic ends, but major efforts in the industry continue to be focused on maintaining resilience throughout the pandemic.
  - o During the early stages of the pandemic local restaurants relied on foodservice and hospitality technology platforms to assist with maintaining resiliency (i.e. SkipTheDishes, DoorDash, and Uber Eats). While these platforms have reduced their commission fees and provided options for restaurants to use their own staff for delivery services, this has not been a sustainable method for local independent restaurateurs as the pandemic progresses and we have entered a second provincial lockdown. Foodservice and Hospitality initiatives like Jubzi have stepped in during the second wave to connect customers with local independent restaurants, allowing the customer to take on the sur charge for their order so that local restaurants can accept online orders for pickup and delivery without having to pay for the service. The initiative is two-fold. By using this service, local restaurants have agreed to donate 5% cost of the order to the Windsor Downtown Mission, also allowing for the not-for-profit to maintain resiliency throughout the second wave.
  - o In October 2020, the Ontario Tourism Innovation Lab and its founding partners, TWEPI, Ontario Ministry of Heritage, Sport Tourism & Culture Industries, Southwest Ontario Tourism Corporation, and Libro Credit Union, reopened the successful 2018 “Spark” Program. This program provides a \$3,000 grant during the pandemic to help individuals, small businesses, and not-for-profit organizations create new tourism ideas for the Windsor-Essex region.
- Tourism & hospitality support programs offered in the early stages of the pandemic, that were then closed at the end of the summer, need to be reassessed now that we are in a second lockdown. For example, the Regional Relief and Recovery Fund was extended to support struggling sectors like tourism & hospitality in November 2020.



# TRANSPORTATION AND WAREHOUSING:



**WINDSOR-ESSEX TRANSPORTATION AND WAREHOUSING INDUSTRY BY NUMBER OF BUSINESSES AND EMPLOYEE SIZE RANGE: JUNE 2020**



## INDUSTRY TRENDS & HIGHLIGHTS:

- COVID-19 has had differing effects on the transportation and warehousing industry locally. There have been some issues with trade due to new border regulations and some economic slowdowns due to supporting industries experiencing economic downturns, such as the manufacturing sector. However, online shopping and deliveries are at an all-time high due to the pandemic, creating a higher demand for workers involved in these activities, such as dispatchers, delivery drivers, and material handlers.
- Truck drivers continue to be one of the most in-demand and hard-to-fill occupations for local employers in this industry. Many employers are having difficulties locating skilled drivers with relevant experience.
- New skillsets are also being sought after as the transportation and warehousing sector increases its use of technology within its operations, including software programming, electrical engineering, block chain, and automotive cybersecurity.
- **NAICS CODE:** 48-49
- **JUNE 2020 TOTAL BUSINESSES:** 2,928
- **JUNE 2018 TOTAL BUSINESSES:** 2,496
- **CHANGE IN NUMBER OF BUSINESSES JUNE 2018 – JUNE 2020:** +432
- **2019 NUMBER OF EMPLOYEES:** 7,274
- **JOB POSTINGS IN 2020:** 1375
- **PROJECTED INDUSTRY EMPLOYMENT GROWTH (2019 – 2024):** +4.4%
- **AVERAGE YEARLY WAGE (2019):** \$49,381
- **PROJECTED GROWTH OCCUPATIONS:**
  1. 7511 – Transport truck drivers
  2. 7452 – Material handlers
  3. 1215 – Supervisors, supply chain, tracking and scheduling co-ordination occupations
  4. 1525 – Dispatchers
  5. 1431 – Accounting and related clerks



# COVID-19 IMPACTS ON THE LOCAL LABOUR MARKET

Windsor-Essex has had historically high rates of unemployment compared to Ontario and federal averages. Unfortunately, the global pandemic has further disrupted employment and operations across all sectors in the Windsor-Essex region. Public health restrictions put into place to mitigate the spread of the virus are changing within weeks, and industries are finding it difficult to maintain employment and production amid the pandemic. To gain further insight regarding COVID-19 and the local labour market, Workforce WindsorEssex researchers held community consultation meetings with industry representatives. These meetings helped reveal ongoing challenges faced by sectors within the region. Engagement with industry representatives also helped to identify policies and existing research to act as guidelines for industry sustainability and growth as we acknowledge the virus' labour market impact for years to come.

Our stakeholders have consistently reported physical distancing to be the most difficult component for the operation of their business. Sectors like tourism and hospitality, healthcare and social assistance, retail, manufacturing, education, agriculture, not-for-profit, and construction are reliant on close physical proximity for the production of goods and distribution of services. Many of these sectors involve interacting with colleagues, distributors, and consumers through face-to-face communication. The first wave of COVID-19 cases made maintaining physical distance even more challenging as there was a severe lack of access to Personal Protective Equipment (PPE). There was uncertainty of

where PPE supply and inventory would come from to respond to the shortages of PPE across the world. In August of 2020, Statistics Canada released a report regarding businesses' need for PPE to safely operate. It was found that four of five businesses in sectors such as accommodation and food services, private health care and social assistance, retail trade, and construction required PPE.<sup>51</sup> By the end of May 2020, Public Health Ontario released the summary of COVID-19 cases in Ontario since January 15, 2020. At the end of May 2020, the Ontario government extended all emergency orders with a confirmed Covid-19 case count of 28,263.<sup>52</sup> During this time, Statistics Canada also reported that businesses in the sectors of accommodation and food services, health care, and retail trade were among the top sectors in need of PPE<sup>53</sup> to protect employees and their consumers.

It is known that during Wave 1 of the pandemic, PPE was allocated first to healthcare and frontline workers as an urgent priority. While this was incredibly necessary, it resulted in other industries with less priority to scale back on employees in the workplace to reduce the spread of the virus. This ultimately led to less workers participating in the production of goods and services. This next section will use the healthcare sector to demonstrate the demand for occupational skill types during Wave 1<sup>54</sup> in order to illustrate the need for PPE to operate, sustain, and grow. This is highlighted to determine the increasing need of PPE for this sector in order to operate, sustain, and grow during Wave 2.<sup>55</sup>

<sup>51</sup> Steve Martin, "Gearing up to restart: Businesses' need for personal protective equipment", August 14 2020, ([www150.statcan.gc.ca/n1/pub/45-28-0001/2020001/article/00068-eng.htm](http://www150.statcan.gc.ca/n1/pub/45-28-0001/2020001/article/00068-eng.htm)).

<sup>52</sup> Public Health Ontario is an agency of the Government of Ontario dedicated to protecting and promoting the health of all Ontarians and reducing inequities in health. Public Health Ontario links public health practitioners, front-line health workers and researchers to the best scientific intelligence and knowledge from around the world.

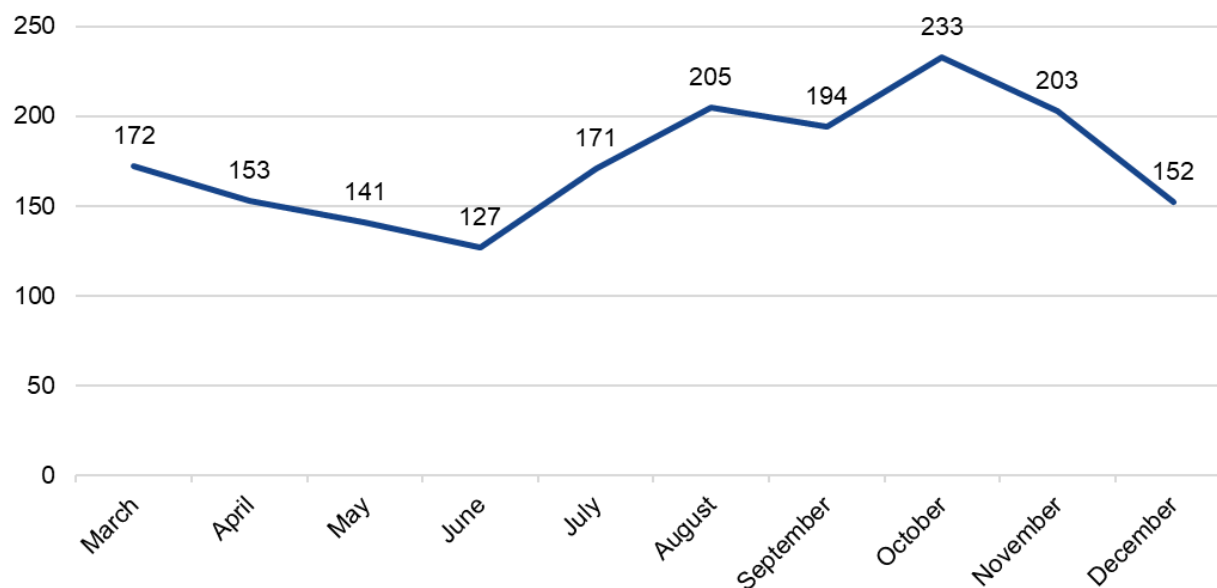
<sup>53</sup> Statistics Canada, "Canadian Survey of Business Conditions: Impact of COVID-19 on businesses in Canada, May 2020", July 14 2020, Statistics Canada catalogue 11-001-X.

<sup>54</sup> The Ontario Agency for Health Protection and Promotion (Public Health Ontario) acknowledges Wave 1 of Covid-19 cases to have taken place between January 15, 2020- June 30, 2020.

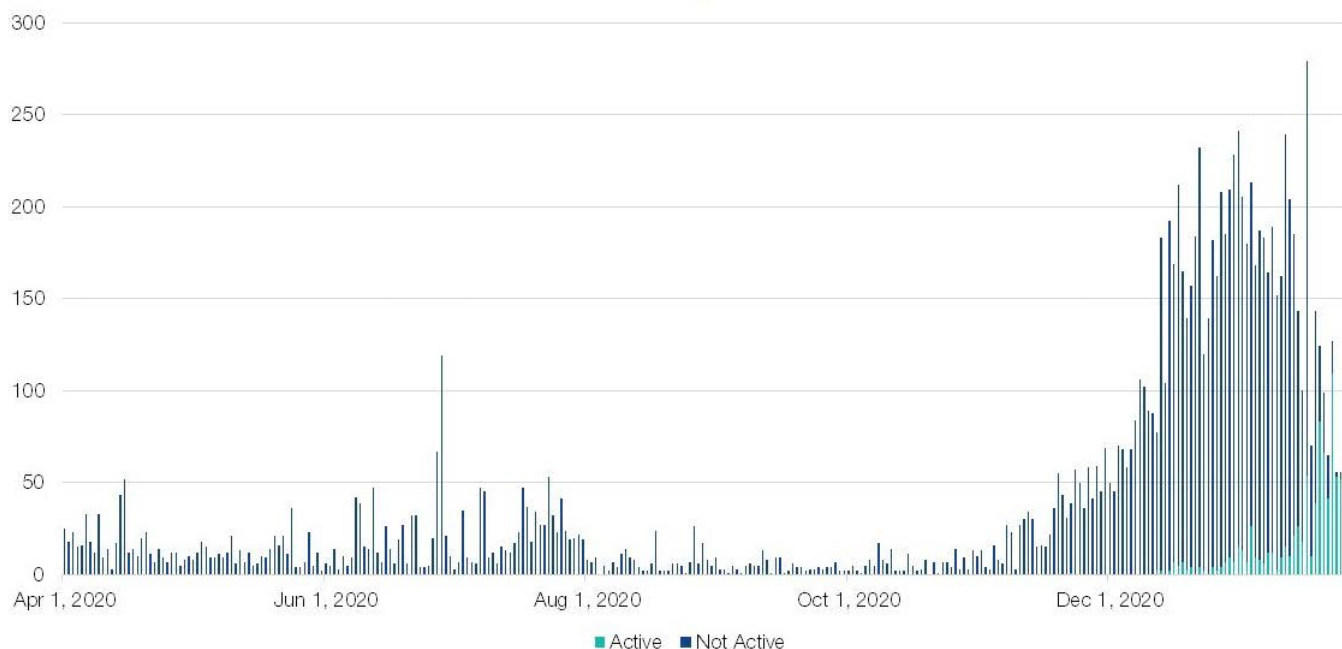
Ontario Agency for Health Protection and Promotion (Public Health Ontario), "Enhanced epidemiological summary: COVID-19 in Ontario: a summary of wave 1 transmission patterns and case identification", Toronto, ON: Queen's Printer for Ontario, 2020.

<sup>55</sup> It is assumed that Ontario entered Wave 2 sometime at the end of September 2020 and is ongoing.

### JOB POSTINGS FOR HEALTH OCCUPATIONS MARCH 2020 – DECEMBER 2020<sup>56</sup>



### COVID-19 CASE BY DATE IN WINDSOR-ESSEX<sup>57</sup>

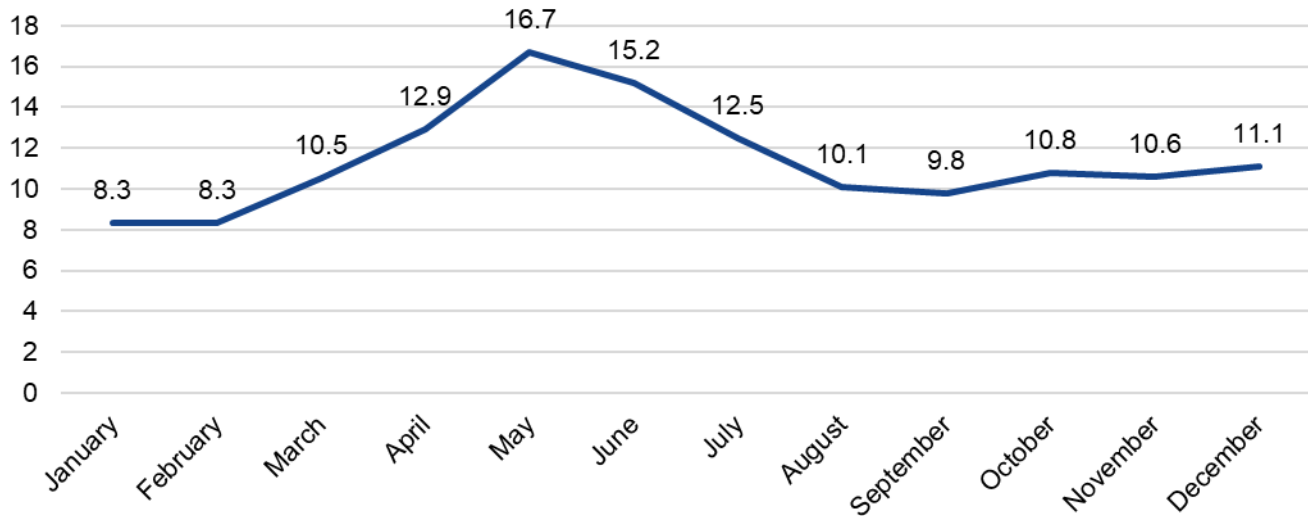


The above graph shows that between the dates of Wave 1, the region's record case count appeared sometime in June 2020. At this time, healthcare job postings trended downward from March to June. There could be many causal mechanisms for this downward trend, such as the immediate availability and access to PPE, proximity of physical distancing between workers, early mass-hiring at the beginning of the pandemic to respond to case increase, or the flattening of cases between April and some of May. What is significant across the provided figures is the highest record case count in June, the low demand for job postings in health occupations in June, and the 15.2 per cent unemployment rate in June (a 4.7 per cent increase from the beginning of lockdown in March).

<sup>56</sup> Workforce WindsorEssex, "Monthly Job Demand Report", (<https://www.workforcewindsorsex.com/jobdemand>)

<sup>57</sup> Recreated from Windsor-Essex County Health Unit, "Covid-19 Interactive Local Data Dashboard", ([www.wechu.org/cv/local-updates](http://www.wechu.org/cv/local-updates)).

### WINDSOR CMA UNEMPLOYMENT RATE (%) JANUARY 2020 – DECEMBER 2020<sup>58</sup>



Regional COVID-19 cases seen in December surpassed the record high case count seen in June on multiple occasions. The December 2020 unemployment rate was 11.1%, increasing to rates seen previously at the beginning of the pandemic and in late summer of 2020. This increase was expected, and is predicted to continue in January 2021 as case counts remain high and with provincial lockdown measures in place beginning in December 2020. Furthermore, there will likely be greater demand for PPE with healthcare services and frontline workers receiving priority if case counts continue to remain high in the region and province; and the industries will once again witness the business disruption felt at the beginning of the pandemic.

Our manufacturing sector has secured funding and investments for industry growth through initiatives like [The Federal Economic Development Agency for Southern Ontario \(FedDev Ontario\)](#) and [Fiat Chrysler Automobiles \(FCA\)](#). However, representatives from the manufacturing industry have communicated that the first wave has demonstrated the need for better guidance from the province regarding the COVID-19 Response Framework. Although many initiatives have emerged to protect and support industries, the risk of contracting the virus and public health restrictions results in involuntary unemployment.

# CONCLUSION

Industries in the Windsor-Essex region have experienced severe impacts as a result of the pandemic. Promising sectors face employment challenges and reduced growth while responding to health and safety restrictions. The health of the labour force is slowly improving, but has shifted direction for supply and demand amid the pandemic. Employers continue to find it difficult to recruit and retain workers for in-demand occupations, particularly in the manufacturing, construction, agriculture, information and communication technology, healthcare, tourism and hospitality, and educational industries. The safety restrictions implemented to mitigate the pandemic have impeded recruitment, training, and work-based learning opportunities in these sectors.

Community consultations with industry leaders has demonstrated that our growing sectors continue to look ahead and beyond the pandemic. In the meantime, employers are rebuilding and reimagining jobs necessary for industry growth and for fighting the pandemic. Employers continue to seek federal, provincial, and regional support and investment in order to strengthen the workforce in Windsor-Essex. Our community and industry representatives have demonstrated care by collaborating with Workforce WindsorEssex, as well seeking out opportunities outside of our organization, to create and sustain initiatives that support the availability, stability, and growth of the Windsor-Essex workforce.



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# APPENDIX: CHALLENGES AND OPPORTUNITIES

## 1. CHALLENGE:

With the consistently low unemployment rates prior to the pandemic, local employers have found it difficult to staff positions. In the 2020 Employer Survey, 42% of employers indicated that the top reason for having hard-to-fill positions was candidates not having the required technical skills for the job.

## OPPORTUNITY:

Promote co-op, internship, and experiential learning in secondary and post-secondary schools. Employers believe youth between the ages of 16-24 can be encouraged to enter in-demand jobs in growing industries if secondary and post-secondary schools stressed the opportunities for growth in the skilled trades. The new provincial funding model for post-secondary institutions further promotes experiential learning opportunities for students, which should lead to more skilled and qualified graduates.

## 2. CHALLENGE:

Youth and women's unemployment have been impacted the most during the pandemic.

## OPPORTUNITY:

As youth and women have historically worked in the sectors hit hardest by the pandemic, including retail, tourism, and food services, there is a local need for retraining programs in more in-demand sectors. Training programs that offer opportunities for jobseekers to use their transferable skills will best support those unable to retrain through formal education programs. Short-term training opportunities will best support those looking to re-enter the workforce quickly.

## 3. CHALLENGE:

Some local employers believe that secondary and post-secondary institutions are not doing enough to prepare individuals for the jobs the region has available.

## OPPORTUNITY:

Secondary and post-secondary institutions should collaborate on efforts to better align curriculum with industry needs, using labour market information and industry contacts to inform curriculum changes. From 2020-2025, the Ontario government will begin to unroll a new program that measures institutions' graduation rates, employment rates, and the institution's engagement with the community, as well as research funding, experiential learning opportunities and graduate earnings, among others. By 2025, up to 60% of government funding for post-secondary institutions will be dependent on performance measures. While this change will encourage educational institutions in the region to adopt LMI to create more industry-based curriculums, further collaboration with industry is needed to ensure that program offerings are reflective of the jobs that are available in Windsor-Essex.

#### 4. CHALLENGE:

The continued disparity between male and female labour force participation is likely attributed to a disproportionate reliance on women for childcare. Nationally, the employment rate of women with young children fell 7%, while men with young children fell 4%. The employment rate of single women with young children decreased 12%, 5% more than their male counterparts. While this is not a new issue locally, it has been exasperated by the pandemic, as the sectors most-prevalent to employ women have been negatively affected, including retail and tourism.

#### OPPORTUNITY:

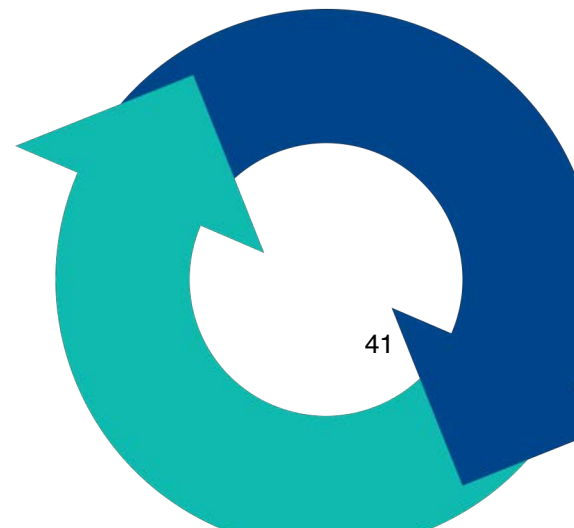
This same research suggests that increased childcare subsidies are a globally-tested policy choice that may enable this gap to be narrowed. When provided with public childcare support, women have found themselves more able to seek a sufficient level of employment while ensuring their children are supervised, fed, and engaged. Such measures have the potential to bring Windsor-Essex closer to gender parity in the labour force. Both short-term and long-term solutions are needed to ensure that women's participation in the labour force improves in a sustainable and meaningful way.

#### 5. CHALLENGE:

The consistent increase in clients who identify as newcomers re-emphasizes the necessity of adequate opportunities for those arriving in Canada who may not have a professional background. Newcomers are generally more disconnected from local industry and professional networks, resulting in less opportunities to earn Canadian work experience.

#### OPPORTUNITY:

Local employers may benefit from the knowledge of this reliably increasing pool of new workers that are seeking employment when they arrive in Windsor-Essex. This could benefit newcomers through new job opportunities. Existing partnerships like the Windsor Essex Local Immigration Partnership (WE LIP) should continue to have the opportunity to connect those immigrating to the region with services they need to become acclimated to Canada. Through this, newcomer clients can find themselves able to enter the local labour force with a greater chance of success.



# workforce WindsorEssex

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