

ARE JOBS
AVAILABLE IN
MY INDUSTRY?

DID I CHOOSE
THE **RIGHT**
FIELD OF STUDY?

WILL I **SUCCEED**?

IS MY
EDUCATION
ENOUGH?

DOES
EXPERIENCE
MATTER?



LABOUR MARKET INTELLIGENCE

YOUR DEFINITIVE GUIDE TO LABOUR MARKET INFORMATION

**EMPLOYMENT
ONTARIO**
Your job is out there. We'll help you find it.

This Employment Ontario
project is funded in part by the
Government of Canada.

Proud Partner
Chatham-Kent
Cultivating Growth, Shore to Shore



ABOUT THIS GUIDE

This guide was created by the Chatham-Kent Workforce Planning Board (CKWPB) to help you understand Labour Market Information (LMI). LMI includes career, occupational, learning and labour market information. This information is used by people looking for work, people currently employed, employers, educators, organizations or individuals who provide services and the public in general. When accurately prepared, LMI helps all of us to make careful decisions about the labour market and about the transitions that affect our lives.

Once you have finished reading this guide, you will have the following questions answered...

- + **What is LMI?**
- + **Why do we use LMI?**
- + **Who can benefit from LMI?**
- + **How do we use LMI to our advantage?**
- + **Where does LMI comes from?**
- + **Tips for using LMI.**

Also included in this guide is a glossary of terms meant to help you navigate your way through LMI. This guide is not a source of LMI; rather, it is meant to show you how to access the information and how to use it once you find it.

TABLE OF CONTENTS

Section One: Understanding LMI 4

What is Labour Market Information? 4

Why use LMI? 6

Finding Appropriate LMI Sources 6

Who needs LMI? 8

How Do We Use It? 14

Section Two: Where Does LMI Come From? 17

National 17

Provincial/Territorial and Regional 19

Local 21

Section Three: Implementing Good Practice 23

Section Four: Looking For This? Try Here! 25

Section Five: Labour Market Definitions 26

Sources 31

LABOUR MARKET INFORMATION

DEMAND

- + **Businesses/industries**
- + **Employment rates by geographical region, occupation and industry**
- + **Skill, education and qualifications required by employers**
- + **Current and expected level of production required**

SUPPLY

- + **Workers' availability by geographical region, occupation and industry**
- + **Skill and educational levels of workers**
- + **Demographic projections related to retirement, immigration, emigration and graduation from educational institutions and training programs**

LMI can tell us what has happened in the past, what is happening now, and what will likely happen in the years ahead. The following examples of LMI help identify trends at international, national, provincial/territorial and local levels:

- + Information on the workforce such as age, education levels, skills, and location (National Household Survey, etc.);
- + Information on employment, including job openings, the skills and education needed for specific jobs, salaries, compensation packages and working conditions (Job Bank, National Occupation Classification, Job Futures, etc.);
- + The training, education and skills-upgrading that are available and how they may affect your job prospects and future income (employer surveys, CanLearn); and
- + Breakdown of available information to forecast and project how the above information will likely change in the future (CKWPB reports including the Local Labour Market Planning Document, which can be found on their website at www.ckworkforcedev.com).

LMI normally takes the form of quantitative or numerical data, yet qualitative information can also shed light on the labour market and trends. While a survey of the working age population will provide you with the number of people that are unemployed, unstructured interviews or case studies may better capture the real-life experiences of unemployed individuals. Community agencies and associations such as the CKWPB collect information through focus groups and/or employer surveys to obtain local LMI. (You'll learn more about the CKWPB and local LMI later in the guide).





WHY USE LMI?

Whether you are a young person exploring career options, an unemployed worker looking for a job that matches your skillset and education level or a prospective newcomers needing reliable LMI to determine your opportunities in Chatham-Kent, you will benefit from being able to base your decision on LMI.

LMI is important because the labour market is always changing. Understanding and interpreting LMI is a great device to help you with your decision. Making sense of LMI will give you an advantage. It will allow you to:

- + Identify key information that will help you develop your career path,
- + Make informed decisions about choosing an occupation and
- + Identify sources of training and education.

Many people are unaware that LMI exists, while others are too overwhelmed by the information or don't understand the value that it brings. Too often people will say, "I don't need LMI. I just need a job." People are unaware that their life can be made simpler by researching and understanding LMI.

Produced by the Forum of Labour Market Ministers, the chart below highlights how different types of information will address a person's job and career search questions.

FINDING APPROPRIATE LMI SOURCES

TYPES OF CONCERNS/ISSUES	TYPES OF LMI TO ADDRESS THESE ISSUES
Develop a realistic return-to-work plan	• Job requirements • Working conditions • Local labour market outlook/ trends • Wages • Employment opportunities • Possible employers
Make decisions around a change of a job	• Wages • Education, employment and skills requirements • Job duties, tasks • Working conditions • Employers who are hiring • Available labour force for that job

TYPES OF CONCERNS/ISSUES	TYPES OF LMI TO ADDRESS THESE ISSUES
Find out where the best prospects for employment are	• Potential employers in the area • Employers who are hiring • Skills required by employers • Hiring rates from training programs • New businesses/expansion of existing businesses • Community information profile • Current local employment opportunities • Occupation trends/outlook • Employment trends by industry • Classified ads • Online job banks
Measure job expectations against the conditions of the local labour market	• Current local employment opportunities • Wages • Work conditions
Identify training/education opportunities	• Hiring rates from training programs • Available training programs in private training institutes or community colleges • Post-secondary education opportunities
Find lists of potential employers	• Companies who hire • Business directories • Associations, unions • Classified ads • Online job banks • Networking
Find out about pay, working conditions and hours of work	• Wage information for starting and experienced positions • Work conditions for starting and experienced positions
Discover the educational qualifications needed for specific jobs	• Graduate placement surveys • Employer surveys
Understand employers' recruiting strategies	• Potential employers • Industries that hire this occupation • Employer surveys
Learn how to start a business	• Information on local business start-up • Local business improvement association • Community information profile
Explore career paths	• Occupational profiles • Industry profiles • Occupational and industry environments
Make an informed choice of field of employment, career and education	• Employment trends by industry • Occupational trends/outlook • Industry and occupation profiles

It is important to remember that LMI research does not begin and end with the Internet. A great way to gather the information listed above is by making local connections within your community. This method of research gives you a better idea of what is going on around you, whereas the Internet may present you with an information overload. Learn more about gathering local LMI in the “Where Does LMI Come From?” section.



WHO NEEDS LMI?

A better question might be “*who doesn’t need LMI?*”

At some point you may have to decide which school to go to, what career you want to pursue or where you want to set up your new business. You may need to make decisions as an educator, an employer or an employee or even help guide decisions as a parent.

Whether you are planning your career, writing a business plan, looking for advice or advising others, you will be able to make a decision after exploring the available labour market.

This next section will focus on how LMI can help you depending on your specific situation.

ARE YOU A STUDENT?

Your decisions about education, training and other career choices are some of the most important decisions you will ever make. They will have a huge impact on your quality of life for many years to come.

It is important to consider what you’re good at and what you’re interested in, but you also need to know how to use LMI to help find a career that matches your goals—and find employment.

LMI CAN:

- + Help you choose a career that fits your interests and natural abilities,
- + Show you what careers are available and how much you can earn,
- + Predict what career will have the best job outlook in the future and
- + Help you choose the right school or training program for your needs.

Don’t make decisions in the dark! Do your research, and choose a career path that best suits your abilities and allows you a chance for success in years to come. Check out the “*Where Does LMI Come From?*” section to learn more about different sources of LMI and where to find them.

ARE YOU A JOB SEEKER?

LMI forms the base of an effective job search. It supports all aspects of your job search by providing a wealth of information to help you frame an actionable plan.

THE ROLE OF LMI



LMI is a key ingredient to understanding the workplace and the dynamics that influence job search. Having the right information and resources can help make your job search easier to navigate.

LMI CAN:

- + Help you focus or change your career,
- + Show you where the jobs are and predict where they are going to be,
- + Tell you what training you will need now and in the future and
- + Predict salary ranges for careers that you may be interested in.

There are lots of websites, employment service providers and community organizations ready to help you make decisions in our “Where Does LMI Come From?” section.





ARE YOU AN ENTREPRENEUR, A BUSINESS LEADER OR A MANAGER?

Thinking of moving your business to Chatham-Kent? Expanding your existing business? Make informed decisions by educating yourself on the latest LMI.

LMI CAN:

- + Predict changes to the workforce and population to help you plan for your business,
- + Show you how your company compares to the rest of your industry and
- + Show you what you need to know and how to be competitive for years to come.

Relevant LMI can help you make decisions about where and when to open or expand a business or how to attract and develop a skilled and talented workforce. Without an understanding of the latest LMI, you may be making important decisions in the dark.

Check out our “*Where Does LMI Come From?*” section to equip yourself with the resources necessary to make informed decisions for your business.

ARE YOU AN EMPLOYER OR HUMAN RESOURCES PROFESSIONAL?

LMI CAN:

- + **Predict changes to the workforce and the population to help plan for human resource needs,**
- + **Help attract quality employees by showing how your company compares to the rest of your industry and**
- + **Show what training your employees may need to keep you competitive for years to come.**

No matter what industry you are in, it's always best to know the facts. The right LMI will make your decisions easier and will help ensure your HR decisions are on target—now, and for many years to come.

.....

ARE YOU A COMMUNITY BASED DECISION-MAKER OR PLANNER?

LMI CAN:

- + **Tell you which industries are growing and which are declining;**
- + **Show you what type of training will best support individuals; and**
- + **Help you decide which direction to take your community in terms of immigrations, investments and long-term planning.**

As a decision-maker, you likely want to attract new families to your region or find new ways to support those already living in your area. LMI can help identify how things are and suggest how they may evolve over time.

.....

ARE YOU A PUBLIC SECTOR LEADER, DECISION-MAKER OR POLICY DEVELOPER?

LMI CAN:

- + **Provide the data you need to make informed decisions about where to invest public funds;**
- + **Explain the changing trends in age demographics, regional difference and employment; and**
- + **Show you what training and education will be most valuable in the future.**

As a public sector leader, you may be faced with decisions about which programs your government organization should invest in to help Chatham-Kent residents find work. LMI delivers facts about today and projections for the future.



ARE YOU A GUIDANCE OR EMPLOYMENT COUNSELLOR?

LMI CAN:

- + Identify hot careers for the future and explain the training required,
- + Show how training and education can help increase someone's career prospects and
- + Predict future salaries in potential job markets.

As a guidance counsellor helping students making education and career decisions, or as an employment counsellor helping people look for work, LMI is an essential tool. Careers and training expectations are continually changing, and it's important to be up-to-date on the latest LMI.

ARE YOU A PARENT OR A GUARDIAN?

LMI CAN:

- + Help you identify a career choice that matches your child's interests and natural abilities,
- + Identify the skills and training required for careers and
- + Identify which jobs will be high in demand in years to come and how much they will pay.

Decisions about education and career will have a huge impact on the quality of life for your child in years to come, so it is extremely important that you become informed and learn more about the career possibilities out there.

ARE YOU A RECENT NEWCOMER OR CONSIDERING RELOCATING TO CHATHAM-KENT?

There are many employers anxious to attract you to their company and many great communities who would love to have you settle with them. It is up to you to learn as much as you can about the prospects and to prepare yourself with the training or education that may be required.

LMI CAN:

- + Help you choose a career or find a job by identifying for you which industries are growing and which are declining,
- + Help you find out what training and education you may need for your career path and
- + Help you choose an educational institution and/or training programs that best suit your chosen career path.

Having the necessary information will help you settle into your new community and enjoy your new life to the fullest.



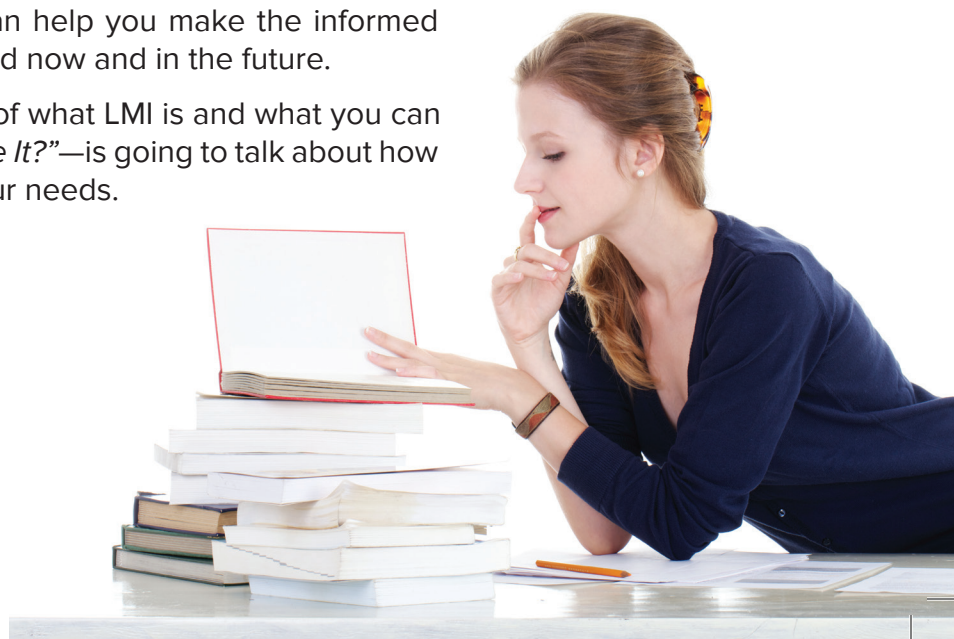


As you can see, the question is not “*Who needs LMI?*” but better yet is “*Who doesn’t need LMI?*”

LMI comes in many forms and is meant for a wide range of demographic groups. Whether you are a student making career choices or a family moving to Chatham-Kent to start a new life, LMI can help you make the informed decisions that are going to help you succeed now and in the future.

Now that you have a better understanding of what LMI is and what you can use it for, our next section—“*How Do We Use It?*”—is going to talk about how you can effectively use LMI to best suits your needs.

HAPPY READING!





HOW DO WE USE IT?

LABOUR MARKET INTELLIGENCE

When looking at a chart filled with LMI, you are likely thinking to yourself, *“What does all this information mean?”* Without knowing what to look for, you could spend hours looking at the same data and have no idea what you are looking at.

There is a difference between labour market information and labour market intelligence. Where labour market information refers to quantitative or qualitative data found in original sources such as tables, spreadsheets, graphs and charts, labour market intelligence relates to the understanding of labour market information, referring to information that has been further reviewed and condensed.

When making decisions about your future with regards to the labour market, it is important to ensure that you have the labour market intelligence to make decisions that are going to pay off later.

So, you might ask yourself, *“How do I successfully use labour market information and turn it into labour market intelligence?”*

Even though the information has already been broken down into the charts and graphs that you find, you must now use it to fit your own needs.

WHEN YOU UNDERSTAND A PIECE OF LMI, YOU CAN:

- + Summarize the key message,
- + Support it with facts and
- + Draw conclusions and apply the message to your findings.

WHICH MEANS YOU MAY NEED TO:

- + Find and make sense of additional information;
- + Compare the main messages from the new material with your original source—local demography, geography or unexpected influences which have occurred since the information was researched may affect the original message; and
- + Revise your conclusions if necessary.

To review, labour market information is descriptive—charts, graphs and statistics, etc., and labour market intelligence is an understanding meant to help a person make a point.

LABOUR MARKET

INFORMATION

- + Descriptive
- + Statistics
- + Tables
- + Graphs
- + Charts
- + Maps

INTELLIGENCE

- + Interpretive
- + Interpreting to aid understanding or make point
- + Summarizing
- + Analyzing
- + Forecasting
- + Describing overall trends

DID YOU KNOW?

A TIM HORTONS® ANALOGY FOR LABOUR MARKET INTELLIGENCE

If your practice with LMI means handing out the same list of websites to every client, student, etc. who comes through your door, that's not necessarily a bad thing. You're busy, and time is precious.

Now let's imagine you run a Tim Hortons® instead. Giving all your clients that LMI website handout is like giving your customers a bag of coffee grinds. There's a lot of material in there, and they can do many things with it on their own.

But maybe not every customer wants plain coffee grinds. They come to you because someone wants an Iced Cappuccino, someone else wants an Iced Vanilla Coffee and someone else wants a French Vanilla. As the owner, you have the ability to put a lot of different ingredients together to make those items. You know where to get them, and you know how to put them all together in a way that creates a presentable product.

It's the same thing with LMI. Your handout is labour market information. The process of really digging through many sources, analyzing and interpreting data, using it to test original conclusions and make future forecasts—that's labour market intelligence.

So when your next client comes through your door, ask yourself: "Am I handing them coffee grinds, or am I tailoring something into a product that meets this individual's specific needs?"

The concept behind this example was taken and adapted from the Careers Nova Scotia web page.





Sharing LMI with clients, students, etc. begins with the wide range of resources listed in the next section—“*Where Does LMI come from?*”—including up-to-date handouts (contact the Chatham-Kent Workforce Planning Board for up-to-date reports), computer-based programs and lists of useful links. However, the sharing does not stop here. Now that you know about “labour market intelligence,” you are able to produce information into something that addresses your client’s specific needs.

Truly effective information sharing means engaging your audience in thoughtful discussions that help them further understand the data and apply what they have learned.

WHEN EFFECTIVELY SHARING LMI, YOU WILL BE ABLE TO:

- + **Help individuals relate the information to their own situation,**
- + **Check that the individual understands what you are telling them,**
- + **Make sure that the LMI is appropriate for the individual’s ability level and age and**
- + **Ensure the LMI is as reliable and as up-to-date as possible.**

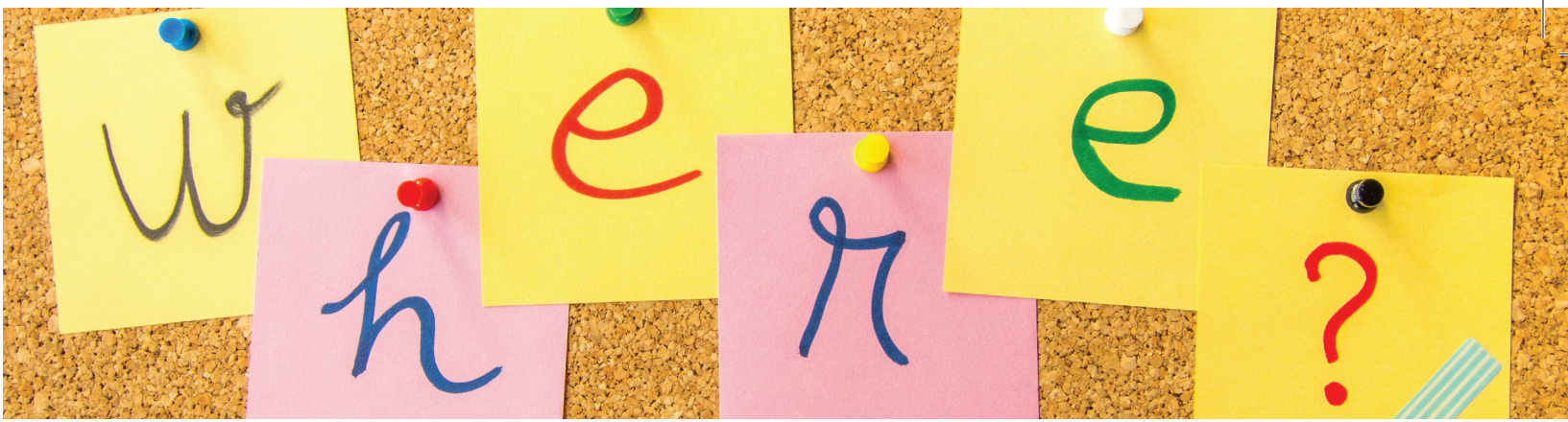
Individuals coming to you may believe that you have all of the answers, but that is never going to be the case. LMI is constantly changing, so it is important to prepare those individuals with the tools necessary to do research on their own.

BEING CURRENT IN YOUR LMI SEARCH

LMI is very easy to come by on the Internet, so long as you are searching for information on a large-scale, whether you need international, national, provincial or industry-wide data—but it becomes more difficult to come by at the local level.

Finding quality local LMI is key to your search because it provides you with information about what’s currently going on in your community. Web-based LMI can keep you busy for hours at a time, but if you want to get local and up-to-date information, it is important to get away from the computer and go out into the community to do research.

Forming external partnerships is a great way to gain access to local LMI. Potential partners could include local employers, labour market analysts, professional associations or local post-secondary institutions. Arrange meetings to explore issues ranging from the hiring process to the required education and training. Learn more about some local Chatham-Kent resources for LMI in the next section, “*Where Does LMI Come From?*”



WHERE DOES LMI COME FROM?

Now that you have a basic understanding of what LMI is and how you can use it, you might be asking yourself: Where does all of this information come from? Who gathers it? Analyzes it? Organizes it? The answer is... it comes from many sources and is gathered, analyzed and organized at different levels.

Government of Canada agencies produce formal LMI such as the Statistics Canada National Household Survey (formerly Census) that is conducted every five years. In addition to the formal LMI that you will find in official labour market- and career-related websites, you also have a wealth of informal information at your fingertips, including newspaper reports, university post-graduate rates, etc. Just make sure to verify your sources and understand that one newspaper story does not indicate a trend. The following collection of resources has been adapted from *Making Career Sense of Labour Market Information* by Dawn Schell, Flo Follero-Pugh & Denise Lloyd (2010).

NATIONAL

World-class information resources from a variety of government, community agencies, industry sector councils and private sector providers are readily available to you in print, video, computer and Internet formats.

STATISTICS CANADA www.statcan.gc.ca/

Statistics Canada is a rich source of LMI. The StatsCan website states that under the Statistics Act, Statistics Canada is required to “collect, compile, analyze, abstract and publish statistical information relating to the commercial, industrial, financial, social, economic and general activities and conditions of the people of Canada.” In addition to conducting a national census every five years (the next census is planned for 2016), Statistics Canada has “about 350 active surveys on virtually all aspects of Canadian life.”

One weakness to using information from StatsCan is that, because the information is tied to the census, the information is not current, and it is difficult to get accurate information for smaller areas.

GOVERNMENT OF CANADA—Employment & Social Development Canada www.esdc.gc.ca

Employment and Social Development Canada is the department of the Government of Canada responsible for developing, managing and delivering social programs and services. From 2006 to 2008 the department operated under the applied title Human Resources and Social Development Canada. By 2014 the department had rebranded to Employment and Social Development Canada.

According to the website, “Employment and Skills Development Canada (ESDC) is committed to improving the quality and dissemination of learning and labour market information. This commitment ensures that learning- and employment-related programs are responsive to evolving socio-economic conditions. Improving the quality of LMI by providing insight into the functioning of the labour market contributes to a skilled, adaptable and inclusive labour force and an efficient labour market.”

CITIZENSHIP AND IMMIGRATION CANADA www.cic.gc.ca

Citizenship and Immigration Canada provides LMI for potential immigrants, new arrivals, foreign students, temporary workers and refugees in order to help newcomers become established in Canada.

INDUSTRY CANADA www.ic.gc.ca

Industry Canada's mission is "to foster a growing, competitive, knowledge-based Canadian economy." Industry Canada "fosters competitiveness by developing and administering economic framework policies that promote competition and innovation; support investment and entrepreneurial activity; and instill consumer, investor and business confidence."

CANLEARN www.canlearn.ca

CanLearn "provides Canadians with the information and services they need to decide what and where to study and how to cover the costs."

CanLearn aims to deliver trusted, useful and whole information and services to help Canadians save, plan and pay for their education. Their goal is to provide all the necessary resources to Canadians facing important decisions about what to study, where to study and how to save for and pay for education after high school.

NATIONAL OCCUPATIONAL CLASSIFICATION

<http://www.esdc.gc.ca/eng/jobs/lmi/noc/index.shtml>

According to their website, the "National Occupational Classification (NOC), provides a standardized language for describing the work performed by Canadians in the labour market. It gives statisticians, labour market analysts, career counselors, employers and individual job seekers a consistent way to collect data and describe and understand the nature of work."

The NOC is used for:

- + Defining and collecting statistics,
- + Managing information databases,
- + Studying labour market trends and
- + Extracting practical career planning information.

The NOC is developed and updated in partnership with Statistics Canada according to 5-year Census cycles. It is based on large-scale occupational research and sessions conducted across the country, reflecting the growth of the Canadian labour market.

JOB BANK <http://www.jobbank.gc.ca>

Job Bank is the Government of Canada's leading source for jobs and labour market information. It offers users free occupational and career information such as that related to job opportunities, educational requirements, main duties, wage rates and salaries, current employment trends and outlooks.

The site can help people search for work, make career decisions, see what jobs will be in demand and much more. Employers can also advertise jobs for free. Regional information is also available.





PROVINCIAL/TERRITORIAL AND REGIONAL

Each province and territory produces its own LMI resources, though the breadth of information varies widely. It is beneficial to look at what is going on in other provinces to compare numbers and make wholesome decisions knowing all of the information available to you.

BRITISH COLUMBIA

Immigrants

www.WelcomeBC.ca

Ministry of Advanced Education and Labour Market Development

www.gov.bc.ca/aved/

BC Stats

www.bcstats.gov.bc.ca/Home

WorkBC

www.workbc.ca

Industry Training Authority

www.itabc.ca

TradesRock

www.tradesrock.com

ALBERTA

Employment and Immigration

www.employment.alberta.ca

Office of Statistics and Information

www.finance.alberta.ca/aboutalberta/osi

Alberta Jobs, Skills, Training and Labour

www.work.alberta.ca

Alberta Learning Information Service

www.alis.alberta.ca

Occupational Profiles

www.alis.alberta.ca/occinfo

SASKATCHEWAN

Ministry of Advanced Education, Employment and Labour

www.aeel.gov.sk.ca

Saskatchewan Bureau of Statistics

www.stats.gov.sk.ca

Government of Saskatchewan Labour Market Development Programs and Services

www.economy.gov.sk.ca/LMI

SaskCareers

www.saskjobfutures.ca

Future Paths

www.futurepaths.ca

SaskNetWork

www.sasknetwork.gov.sk.ca/

MANITOBA

Manitoba Bureau of Statistics

www.gov.mb.ca/mbs

Labour and Immigration

www.gov.mb.ca/labour/

Manitoba's Labour Market Information and Labour Mobility Website

www.gov.mb.ca/tce/lmi

Job Futures

www.gov.mb.ca/opportunities/highdemand,careers

ONTARIO

Ministry of Training, Colleges and Universities

www.edu.gov.on.ca/eng/tcu/

Ontario Monthly Labour Market Reports

www.tcu.gov.on.ca/eng/labourmarket/currenttrends/monthly

Employment Ontario

www.tcu.gov.on.ca/eng/employmentontario/

Ontario Job Futures

www.tcu.gov.on.ca/eng/labourmarket/ojf/

Ontario WorkinfoNet

www.onwin.ca/english

QUÉBEC

Emploi-Québec

www.emploi.quebec.gouv.qc.ca/

Job Futures Québec

www.servicecanada.gc.ca/eng/qc/job_futures

NEW BRUNSWICK

Post-Secondary Education, Training and Labour

www.gnb.ca

PRINCE EDWARD ISLAND

Innovation and Advanced Learning

www.gov.pe.ca/ial/

Prince Edward Island Labour Market Information

www.gov.pe.ca

Opportunities PEI

www.opportunitiespei.ca

NOVA SCOTIA

Labour and Advanced Education

www.novascotia.ca/lae/

Career Options

www.novascotiacaareeroptions.ca/default

Job Profiles

www.careers.novascotia.ca/searchjobprofiles

NEWFOUNDLAND AND LABRADOR

Department of Human Resources, Labour and Employment

www.hrle.gov.nl.ca/hrle/

LMIWorks Labour Market and Career

Information for Newfoundland and Labrador

www.lmiworks.nl.ca/

YUKON

Yukon Bureau of Statistics

www.eco.gov.yk.ca/stats/

Yukon WorkinfoNET

www.yuwin.ca/

NORTHWEST TERRITORIES

NWT Bureau of Statistics

www.statsnwt.ca/

Education, Culture and Employment

www.ece.gov.nt.ca/

Job Futures

www.jobfutures.statsnwt.ca

NUNAVUT

Nunavut Bureau of Statistics

www.stats.gov.nu.ca/en/home

Department of Education

www.edu.gov.nu.ca/





LOCAL

The best way to look for local LMI is to seek it out in person. Sure, the Internet might be more convenient, but consider the gain to be made when you make partnerships in your community:

- + You can gain insider information about an employer or organization that you wouldn't normally find posted on their website,
- + You can find new opportunities such as work placements or mentorships and
- + You have the potential to create long-lasting partnerships that will benefit you for years to come.

The possibilities for external visits include:

- + Employers
- + Schools and training institutions
- + Professional associations
- + Chambers of commerce
- + Economic development
- + Municipal offices
- + Community service agencies
- + Informal networks

Some local resources for LMI in Chatham-Kent include:

CHATHAM-KENT WORKFORCE PLANNING BOARD (CKWPB)

http://www.ckworkforcedev.com/labour_market_info/

The CKWPB works with community partners to produce LMI at a local level. Recent projects include:

- + EmployerOne Survey
- + Local Labour Market Planning Document
- + Job Demands Report
- + Green Careers in Chatham-Kent Report

Each of these documents is packed with information at the local level and can be found on their website.

ECONOMIC DEVELOPMENT SERVICES

<http://www.chatham-kent.ca/EconomicDevelopment/LabourForceStatistics/>

Economic Development Services' mandate is to promote Chatham-Kent as a location for business, industry and tourism destinations. Economic Development Services is qualified to assist the communities of Chatham-Kent to strengthen local economies and business infrastructure.

Chatham-Kent Economic Development Services provides confidential business assistance with available site and building information, community briefings and tours, statistics, research, grant writing and customized information packages.

CK COUNTS

<http://www.chatham-kent.ca/measuringourprogress/ckcounts/Pages/default.aspx>

CK Counts is a planning tool that provides a snapshot on the quality of life in CK that reports on population indicators in 10 categories. These 10 categories are:

- + Community context
- + Community belonging
- + Healthy population
- + Leisure and culture
- + Learning and education
- + Household finances
- + Work and economy
- + Housing
- + Environment
- + Safety

ONTARIO MINISTRY OF AGRICULTURE, FOOD AND RURAL AFFAIRS (OMAFRA)

<http://www.omafra.gov.on.ca>

The Ontario Ministry of Agriculture, Food and Rural Affairs is committed to the success of Ontario's rural communities and its food and agriculture sectors.

EDUCATION AND TRAINING OPTIONS

The following links will take you to information related to options for school and training. However, we must remember that any list can become out-dated quickly, and therefore it is important to look further where appropriate.

Post-secondary Institutions:

- + www.schoolfinder.com/
- + www.canlearn.ca/eng/index.shtml

Trades/Apprenticeships:

- + www.red-seal.ca
- + www.apprenticetrades.ca/

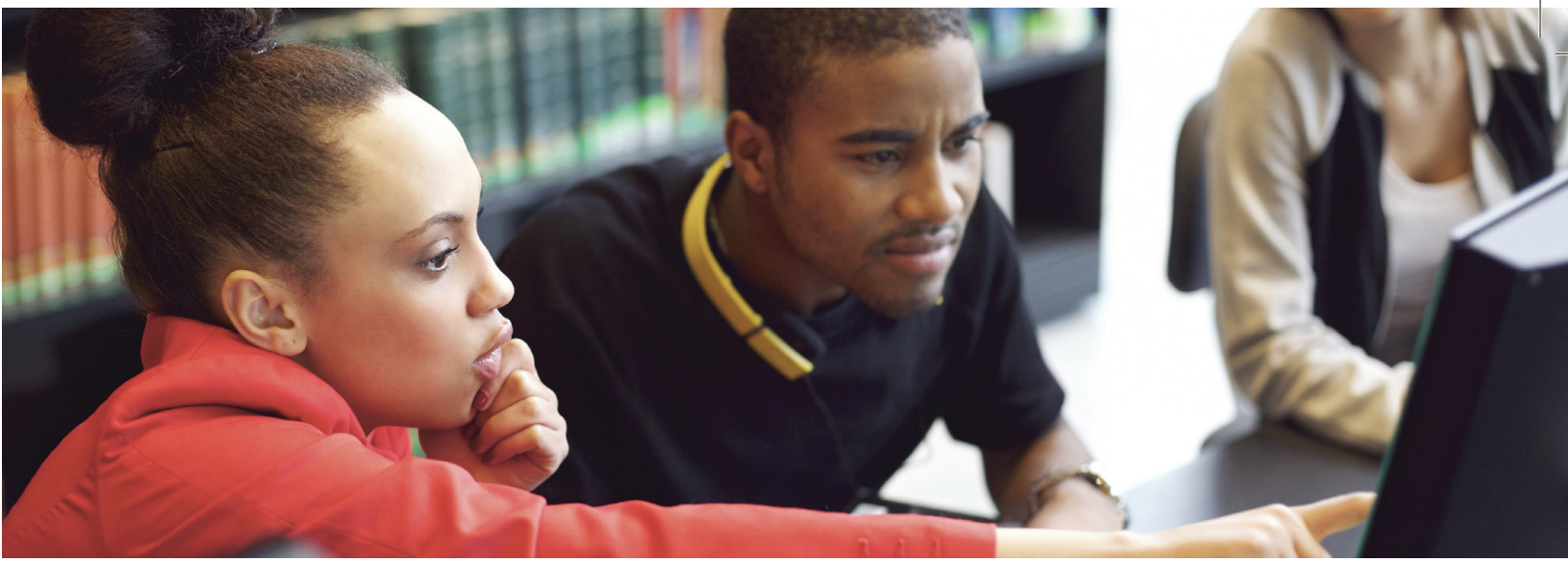
Financial Planning:

- + www.scholarshipscanada.com/
- + www.canlearn.ca/eng/loans_grants/index.shtml
- + www.yconic.com/

Volunteering:

- + www.volunteer.ca/
- + www.charityvillage.com/





IMPLEMENTING GOOD PRACTICE

TIPS FOR USING LABOUR MARKET INFORMATION

Ask questions.

There are always more questions to be asked. Don't simply take a chart or graph at face value. Asking one question will often lead to other questions and further your research. If the LMI you've gathered discusses a general theme, ask questions like:

- + How will this general trend impact Chatham-Kent's economy?
- + What job opportunities might be created in Chatham-Kent as a result?
- + How can I take my research one step further?

Check the reliability and credibility of sources.

It's a good idea to question the reliability of the LMI you're using. Consider the reasons behind how the information is presented. Organizations, political causes, lobby groups and others may present information in a way that supports their own goals. For example, a predicted rise in demand for tradespeople announced by a trade school could be aimed at selling a training program.

Information changes fast.

Keep looking for facts, and choose your sources carefully for up-to-date answers. Check the date of the information to see if it is current. Double-check the time references made in the LMI. Look for specific times; general time frames like "in the next few decades" and "in the future" may not be much help to your planning efforts.

Consult many labour market information sources.

A range of LMI sources are available and will provide you with a solid basis for your research, but it will not always provide you with all the information that you may need to know. Further research and discussions may be required before you can feel confident in your decisions.

Interpret statistics carefully.

Based on the following statistics, which occupation will have more job openings?

- + The number of jobs for physiotherapists will increase by 150%.
- + The number of jobs for plumbers will increase by 10%.

The answer depends on the number of people working in each occupation in the community. If there are only 30 physiotherapists, an increase of 150% would mean 45 new jobs. If there are 2000 plumbers, a 10% increase would result in 200 additional jobs. Context is important!



Create relationships with community stakeholders.

The Internet will provide you with a lot of information. Take a break from the computer, and get out into the community and learn about LMI through various partnerships. Creating these partnerships will benefit you for years to come. In Chatham-Kent there are endless opportunities for partnerships to be made, including the Chatham-Kent Workforce Planning Board, Economic Development, post-secondary and secondary institutions, etc. Connections are waiting to be made!

Know the difference between occupation and industry information.

Occupations involve skills and abilities needed for a particular type of work. One occupation may be found in a number of industries. For example, occupations like sales managers are found in more than one type of industry, including the Agricultural and Accommodation and Food industries. The skills and abilities required for each of these industries will vary greatly.

Understand the salary information.

Sometimes salary information can be too general to be useful. Factors such as job location or the nature of the work may have an impact on the rate of pay. For example, you could earn \$15/hour making sandwiches in Toronto or you could make the same wage here in Chatham-Kent. To decide where you want to settle, you need to consider such things as the cost of living and the availability of reasonably priced housing. Toronto housing and transportation is much more expensive than here, and so \$15/hour would go further in Chatham-Kent.

Keep in touch with what is going on around you.

Even after you've made your career decision and are working in your dream job, it's important to read the signs to help you continue to make positive decisions for your future, whether it is for you or your children.

LOOKING FOR THIS? TRY HERE!

Congratulations! You've almost made it through the content portion of this guide. By now you hopefully have a better understanding of what LMI is, why we use it, who can use it, how to find it and what to do with it once you've found it. Here is a chart for you to use when searching for LMI within the following target areas.

Wage Information

Workopolis Salary Calculator www.workopolis.com

Job Bank Wage Report www.jobbank.gc.ca

Statistics Canada www.statcan.gc.ca

Salary Wizard Canada www.salary.com

Ontario Job Futures <http://www.tcu.gov.on.ca/eng/labourmarket/ojf>

Occupation Information

National Occupation Classification System http://www.jobbank.gc.ca/search_occupation_allnoc.do

Job Outlook http://www.jobbank.gc.ca/wage-outlook_search-eng.do?reportOption=outlook

Ontario WorkinfoNet www.onwin.ca/english

Ontario Job Futures www.tcu.gov.on.ca/eng/labourmarket/ojf/

Chatham-Kent Workforce Planning Board www.ckworkforcedev.com

Education Information

Education Outlook http://www.jobbank.gc.ca/field_of_study_search-eng.do

Ministry of Training, Colleges and Universities <http://www.tcu.gov.on.ca/eng/postsecondary/careerplanning/>

CANSIM <http://www5.statcan.gc.ca/cansim/a01?lang=eng>

Chatham-Kent Workforce Planning Board www.ckworkforcedev.com

Industry Information

Statistics Canada <http://www.statcan.gc.ca>

North American Trade Classification System <http://www.statcan.gc.ca/eng/subjects/standard/naics/2007/list>

Chatham-Kent Workforce Planning Board www.ckworkforcedev.com

Demographic Information

Statistics Canada www.statcan.gc.ca

Chatham-Kent Workforce Planning Board www.ckworkforcedev.com





LABOUR MARKET DEFINITIONS

Labour Market Information can be overwhelming. There are a lot of definitions used that may make you wonder why you even started reading this guide in the first place! This glossary of definitions is meant to act as a standing resource for your future LMI research. This glossary of terms has been adapted from the Careers Nova Scotia website.

.....

Aboriginal Identity: Includes persons who reported being an Aboriginal person, that is, First Nations (North American Indian), Métis or Inuk (Inuit) and/or those who reported Registered or Treaty Indian status, which is registered under the Indian Act of Canada, and/or those who reported membership in a First Nation or Indian band. Aboriginal peoples of Canada are defined in the Constitution Act, 1982, section 35 (2) as including the Indian, Inuit and Métis peoples of Canada.

Activity Prior to Unemployment: A person's primary activity before they start looking for work. Distinguishes between those who were in the labour force (e.g. job leavers, job losers) and those who were not in the labour force (e.g. keeping house, going to school).

Baby Boom/Baby Boomers: A sharp increase in the fertility rate and in the number of births following World War II, from 1946 to 1965, caused a population boom, which is referred to as the Baby Boom period. Individuals born during this period are often referred to as "baby boomers" or "boomers".

Canadian Occupational Projection System (COPS): A set of economic models, assumptions, data and analysis used to produce five-year labour market projections for 33 industries and 520 occupations, including estimates of employment growth and retirements.

Canadian Socio-Economic Information Management System (CANISM): Statistics Canada's key socioeconomic database. The database contains information on a wide variety of topics, including but not limited to agriculture, culture, demographics, economic accounts, education, energy, finance, health, international trade, justice, labour, natural resources, prices and transportation.

Census Metropolitan Area (CMA): A very large urban area, with a population of at least 100,000, together with surrounding urban and rural areas that have a high degree of economic and social integration with that urban area.

Compound Annual Growth Rate (CAGR): The annual rate of growth of an investment if the investment had grown at a constant rate over the investment period.

Correlation: Refers to a statistical measure of the closeness of the changes between the values of two variables. At a correlation of 1 (-1), there is a perfect positive (negative) correspondence between the variables.

Cyclical Unemployment: Occurs when the demand for labour is low, with more job seekers than job vacancies, as a result of a downturn in the business cycle.

Demographics: Refers to selected population characteristics such as age or sex.

Derived Demand: The demand for an input that depends on the demand for the products or products it is used to make.

Discouraged Worker: Persons who do not have a job and after looking for employment give up because they believe there is no work available.

Economic Region: Defined by Statistics Canada as a grouping of complete census divisions, created as a standard geographic unit for analysis of regional economic activity. There are five Economic Regions in Nova Scotia (Halifax, Annapolis Valley, Southern, North Shore, and Cape Breton).

Educational Attainment: The share of persons holding a certain level of education as their highest. For example, if 20 people out of a population of 200 hold a high school diploma as their highest level of education, then the educational attainment rate for a high school diploma would be 10 per cent.

Employed: Those who worked for pay or profit, or had a job and were absent from work, as determined during the Labour Force Survey Week.

Employment Rate: The number of employed persons expressed as a percentage of the working age population (the population 15 years of age and over).

Frictional Unemployment: Occurs in the normal process of a job search by individuals who have voluntarily quit their jobs, are entering the labour force for the first time or are re-entering the labour force.

Future Starts: Persons who did not have a job or searched for work during the previous four weeks but who had a job that started within the next four weeks.

Goods-Producing Sector: The industries that are primarily involved in the extraction and manufacturing of goods that tend to be raw and/or unfinished in nature. These industries include agriculture, forestry, fishing, hunting, mining, oil and gas extraction, utilities, manufacturing and construction.

Gross Domestic Product (GDP): A measure of economic activity within the boundaries of a country or province. GDP can be calculated in a number of ways: by determining the income of individuals and firms, by determining the output of the sectors in the economy or by determining the total spending on goods and services by residents.

Immigrant: Refers to a person who is or has ever been a landed immigrant/permanent resident. This person has been granted the right to live in Canada permanently by immigration authorities. Some immigrants have resided in Canada for a number of years, while others have arrived recently. Some immigrants are Canadian citizens, while others are not.

Involuntary Part-Time Employment: Persons who are working less than 30 hours per week and who have looked for, but could not find, full-time work. The involuntary part-time employment rate is calculated by dividing the number of involuntary part-time persons by the total number of persons working part-time.

Job Leavers: Persons who are not employed and who left their previous job voluntarily and within the previous year.

Job Vacancy Rate: A measure of the number of job vacancies as a proportion of the total number of jobs, both filled and vacant.

Labour Force: The civilian non-institutional population 15 years of age and over who, during the Labour Force Survey reference week, were employed or unemployed.

Labour Force Participation Rate: The total labour force expressed as a percentage of the population aged 15 years and over.

Labour Force Status: A descriptor that indicates an individual's status in the labour market. An individual is employed, unemployed and looking for work or not in the labour force.

Labour Force Survey: A monthly survey administered by Statistics Canada capturing information on employment, unemployment, industry, unionization, wages etc. It includes the civilian, non-institutionalized population 15 years of age and over. Excluded from the survey's coverage are residents of the Yukon, Northwest Territories and Nunavut; persons living on reserves and other Aboriginal settlements in the provinces; full-time members of the Canadian Armed Forces; and inmates of institutions—a sample representing approximately 2 per cent of the population.

Labour Force Survey Reference Week: The week containing the 15th of the month when the Labour Force Survey is conducted.

Labour Market Information (LMI): Knowledge, facts, data and other relevant information on the supply of and demand for labour. Essentially, LMI includes any information that can be used to assist in labour market decisions. Types of decisions that rely on LMI include policy decisions by government and other institutions and career, job, education, training and other decisions made by individuals in the labour market.

Labour Productivity: The amount of output (measured by real GDP) per hours of work.

Median: The middle term of a sequence of numbers arranged in ascending order.

National Occupational Classification (NOC): The nationally accepted reference on occupations in Canada. It organizes over 30,000 job titles into 520 occupational group descriptions.

Non-Immigrant: Refers to a person who is a Canadian citizen by birth.

Not in the Labour Force: Individuals who are unable or unwilling to offer or supply labour services in the labour market. Examples include stay-at-home parents, full-time students and retired individuals. Discouraged workers who have given up looking because they believe there is no work available also fall into this category.

Projected Job Openings: The Canadian Occupational Projection System (COPS) produces estimates of job openings. The numbers reflect the combination of expansion demand (net employment growth) and replacement demand (deaths plus retirements). General turnover in the labour market as individuals change jobs is not captured in the estimation approach.

Recession: A period of slow or negative economic growth evidenced by two consecutive quarters of falling GDP.

Seasonal Unemployment: Occurs when people in a particular occupation or industry have regular periods of unemployment during the same period each year.

Services-Producing Sector: The industries that are primarily concerned with the delivery and exchange of goods and services in the marketplace. This includes industries such as retail and wholesale trade; business, building and other support services; finance, insurance, real estate and leasing; accommodation and food services; health care and social assistance; educational services; information, culture and recreation; and transportation and warehousing.

Skills Gap: Occurs when there are jobs available in a particular firm or region, but there is a mismatch between the skills required for those jobs and the skills available in the given firm or region.

Structural Unemployment: Unemployment due to a mismatch between the skills or location of the labour force and the skills or location required by employers.

Temporary Layoff: Persons who have been temporarily released by their employer but who have a definite date to return to work or an indication from their employer that they will be recalled in the future.

Underemployment: Underutilization of human resources. There are two types of underemployment: people who work on a part-time basis but want to work full-time and are unable to find full-time employment, and people who work in full-time positions that do not use their full range of skills, experience and education.

Unemployed: Those who were available for work and were on temporary layoff, had looked for work in the past four weeks or had a job to start within the next four weeks (as determined during the Labour Force Survey reference week).

Unemployment Rate: The number of unemployed persons expressed as a percentage of the labour force.

Working Age Population: The working age population as defined by the Labour Force Survey is those aged 15 and older. Core working age population is often referred to as those aged 25–64.

Visible Minorities: Refers to whether a person belongs to a visible minority group as defined by the Employment Equity Act. The Employment Equity Act defines visible minorities as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour.” The visible minority population consists mainly of the following groups: South Asian, Chinese, Black, Filipino, Latin American, Arab, Southeast Asian, West Asian, Korean and Japanese.



HOW DID WE DO?

**WE INVITE YOUR FEEDBACK ON ALL PUBLICATIONS PRODUCED
BY THE CHATHAM-KENT WORKFORCE PLANNING BOARD**

www.ckworkforcedev.com

4-54 Fourth Street
Chatham, ON N7M 2G2

519.352.7540
CKWorkforce@chatham-kent.ca

This document may be freely quoted and reproduced without the permission of the Chatham-Kent Workforce Planning Board provided the content remains the same and the organization is acknowledged as the author of the document.

CKWPB is committed to ongoing research to enhance local labour market planning in the Chatham-Kent region.

CKWPB assumes no responsibility for its use or for the consequences of an errors or omissions.

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



This Employment Ontario project is funded in
part by the Government of Canada

SOURCES

Labour Market Current Trends; Ministry of Training, Colleges and Universities:

<http://www.tcu.gov.on.ca/eng/labourmarket/currenttrends/guide.html>

Labour Market Information Cites across Canada; City of Toronto:

<http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=d76a64445c780410VgnVCM10000071d60f89RCRD&vgnnextchannel=00bed4b4920c0410VgnVCM10000071d60f89RCRD>

Guide to Using Labour Market Information; WorkBC:

<https://www.workbc.ca/Statistics/Labour-Market/Guide-to-using-Labour-Market-Information.aspx>

Glossary of LMI Terms; Careers Nova Scotia:

<http://www.careers.novascotia.ca/glossary-lmi-terms>

Forum of Labour Market Ministers:

<http://www.flmm-lmi.org/english/view.asp?x=1>

Labour Market Information for Job Seekers:

<http://www.mass.gov/lwd/employment-services/mockup/demo/labor-market-information-for-job-seekers.html>

Labour Market Information for Your Business; Alberta Learning Information Service:

<https://alis.alberta.ca/pdf/cshop/lmibusiness.pdf>

Guide to Understanding Labour Market Information; Careers Nova Scotia:

<http://www.careers.novascotia.ca/guide-understanding-labour-market-information-pdf>

Making Career Sense of Labour Market Information; Aspect:

http://www.aspect.bc.ca/userfiles/file/publicfiles/MCSLMI_2010.pdf

Making Sense of Labour Market Information; Alberta Learning Information Service:

http://www.aspect.bc.ca/userfiles/file/publicfiles/MCSLMI_2010.pdf

Guide to Using Labour Market Information in Ontario; Ministry of Training, Colleges and Universities:

<http://www.tcu.gov.on.ca/eng/labourmarket/currenttrends/docs/guide.pdf>



Think clean and green. Please recycle me!
To compost, simply remove the binding and shred.