

Labour Market Partnership Project

Building an Effective Labour Market
Development System for Greater Victoria

Community Social Planning Council
of Greater Victoria



The Community Social Planning Council leads social, economic and environmental planning in BC's Capital Region. We engage community members and organizations, businesses and government to research social issues and create sustainable solutions.



Project Partners:



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Canada



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PROJECT PURPOSE AND SCOPE

- Maximize regional employment opportunities
- Reduce barriers to employment
- Create a more integrated labour market development system for the region inclusive of employers, community agencies, educators and trainers
- Adapt and scale up best practice models from within the region and other places



Methodology

- Labour Market Projections for the Capital Region (BC Stats)
 - Population growth
 - Labour force demand
- Employer Survey
 - Key Informant Interviews and Online Survey: 62 completed surveys, Focus Groups brought N=77
- Educator Survey
 - Sent to program/deparment heads in public and private institutions, N=13
- Job Developers Focus Group
 - N = 22 from organizations serving those with physical, developmental disabilities, socio-economic barriers and cultural groups, e.g. immigrants



High Level Labour Market Data

Projected Labour Force Demand = 14,736 new jobs

Top 10 Occupations for Expansion 2012 to 2022

Skill Level	NOC	Description	Projected Expansion CRD (# new jobs)
A	301	Professional Occupations in Nursing	1,096
B	421	Paraprofessional occupations in legal, social, community and education services	999
C	141	General office workers	809
C	341	Assisting occupations in support of health services	769
C	642	Retail salespersons	652
A - B	122	Administrative and regulatory occupations	649
C	441	Home care providers and educational support occupations	567
D	673	Cleaners	525
A	217	Computer and information systems professionals	468
D	671	Food counter attendants, kitchen helpers and related support occupations	432



Employer Overview

- All municipalities – Majority Victoria, Langford, Saanich
- Sectors – Agriculture, Utility, Construction, Manufacturing, Trade, Transportation, Arts & Culture, Finance, Professional & Technical, Health & Social Services, Accommodation & Food Services, Public Administration



Size of Employers (N =62)

- Under 5 employees – 12
- 5 - 49 employees= 21
- 50 - 99 employees = 9
- 100 – 499 employees = 7
- 500+ employees = 3



Findings: Difficult to Fill Positions

- Health
- Trades
- Information Technology
- Management
- Professional and Scientific
- Administration and Support
- Retail



Findings: Skills Gaps

- Entry Level
 - Resume, cover letter and writing skill to screen in
 - Job Specific skills – on-the-job training by 97% of employers
 - Technical skills – computer literacy, specialty training, planning
 - Workplace skills – communication, teamwork
 - Essential skills – reliability, positive attitude



Findings: Skills Gaps

- Mid-career
- Job Specific and Technical Skills
 - Management
 - Industry experience
 - Computer skills
 - Project planning
 - Research
 - Facilitation



Findings: Skills Gaps

- Mid-career (continued)
 - Workplace skills – managing change, communication, teamwork
 - Essential skills – reliability, positive attitude



Best Practices: Employment Development

- Focus on high quality jobs
- Engage the employer
- Build Networks and Partnerships - formalized
- Enlist Stakeholders with clout
- Offer comprehensive training with supports
- Create training enterprises
- Provide post-employment support
- Promote “Cultural Competence” for both employers and job seekers
- Change job descriptions



Features of Successful Employment Development Systems

- Wrap-around supports
- Career laddering
- Entrepreneurship
- Project based learning
- Self-paced, competency-based training
- Physical location



Focus Group Questions

- How does your experience compare with this presentation? What's working, what isn't?
- What ideas do you have to address: skill gaps, promote opportunities, improve workplace based training opportunities, industry or sector specific training?
- What needs to be included in an integrated labour market approach for a comprehensive solution?



Recommendations

- Implement an ongoing regional labour market development roundtable
- Implement and evaluate training enterprises to improve placement and retention of unemployed and people with barriers
- Create a network of employers, educators and training agencies on partnerships in employment development to meet skills gaps



Recommendations

- Expand best practices in partnerships to more sectors and employment settings, examples:
 - Broaden occupational scope – e.g. metal fabrication – include a marine module
 - Cross-train occupation for multiple sectors – e.g. housekeeping/HCA in health care
 - Sector specific entry level training – e.g. Hospitality/Food and Accommodation; Manufacturing



Feedback on Recommendations

- Please provide your feedback on the recommendations:
 - Is there something we need to add?
 - How do we need to change/tweak the ones we've made?
- How do you see yourself being involved going forward?



Focus Group Question #4

- How do you see yourself being involved going forward?



Next Steps

- Report published this summer
- Community Social Planning Council website
[http://www.communitycouncil.ca/
initiatives/LMP](http://www.communitycouncil.ca/initiatives/LMP)
- Demonstration pilot for youth coming soon
- New training enterprise partnerships in the works

