

Workforce Focus

From the Waterloo-Wellington Training & Adjustment Board
 "Guiding today's workforce for tomorrow's workplace"

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Industrial Diversity

Urban economies with more diverse industrial bases are thought to be more stable and more dynamic. Because of this, increasing industrial diversity has been a goal of policy makers.

Source: Beckstead and Brown, 2003

**Top 5 Manufacturing Sectors
 Waterloo-Wellington, 2001**

	Employment	% of Workforce
Transportation equipment	15,705	4.7%
Fabricated metal products	11,660	3.5%
Machinery	9,705	2.9%
Food	8,085	2.4%
Plastics & rubber products	5,605	1.7%
All Manufacturing	83,090	24.9%

Source: 2001 Census Data, Statistics Canada

Skill Shortages

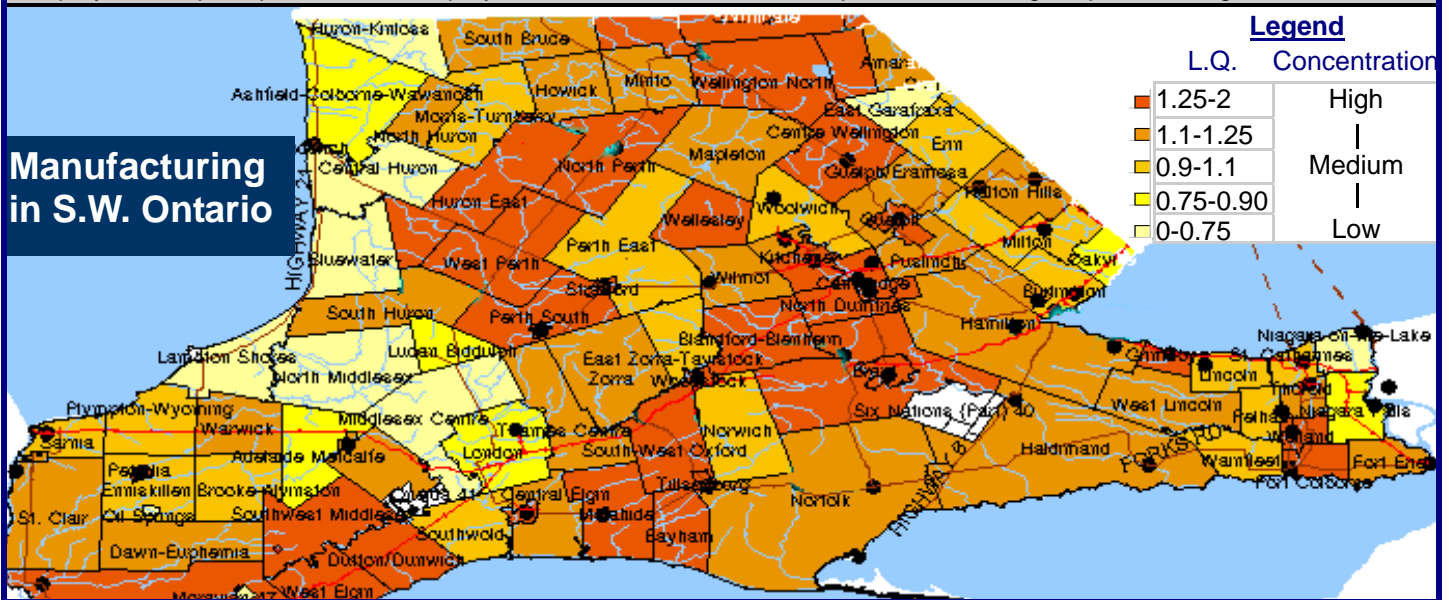
There is an emerging over-supply of basic labour but a growing shortage of highly skilled, technically savvy production workers. Shortages are less pronounced in Ontario than in other provinces and there are greater shortages of skilled workers in areas outside major urban centres.

Source: Canadian Manufacturers and Exporters, 2005

Manufacturing Concentrations

Location Quotients (LQ) measure a regions concentration in a sector. They are calculated by dividing the percentage of local employment in a sector by the percentage of provincial employment in that sector. A L.Q. of 1.0 results if local % employment equals provincial % employment for a sector. On this map, the dark orange represents high concentration.

Manufacturing in S.W. Ontario



Source: Rural Economic Development and Intelligence, 2001 Census Data, Statistics Canada

Top Skill Shortages

Ontario Manufacturing, 2005

- Engineers
- Sales & Marketing
- Entry Level Production Workers
- Electricians

Source: Canadian Manufacturers and Exporters, 2005

Manufacturers Need:

- People with a mix of creative problem-solving capabilities, technical know-how, business skills, and an ability to interact with colleagues and customers.
- Skilled trades are still relied on heavily, but in combination with other technical and business skills.
- People willing and able to continuously upgrade their knowledge and skills on a path of life-long learning.

Source: Canadian Manufacturers and Exporters, 2005

Addressing labour needs

Top Manufacturers Strategies

- Upgrade skills of current workers
- Increase emphasis on recruiting qualified workers
- Automate to replace labour

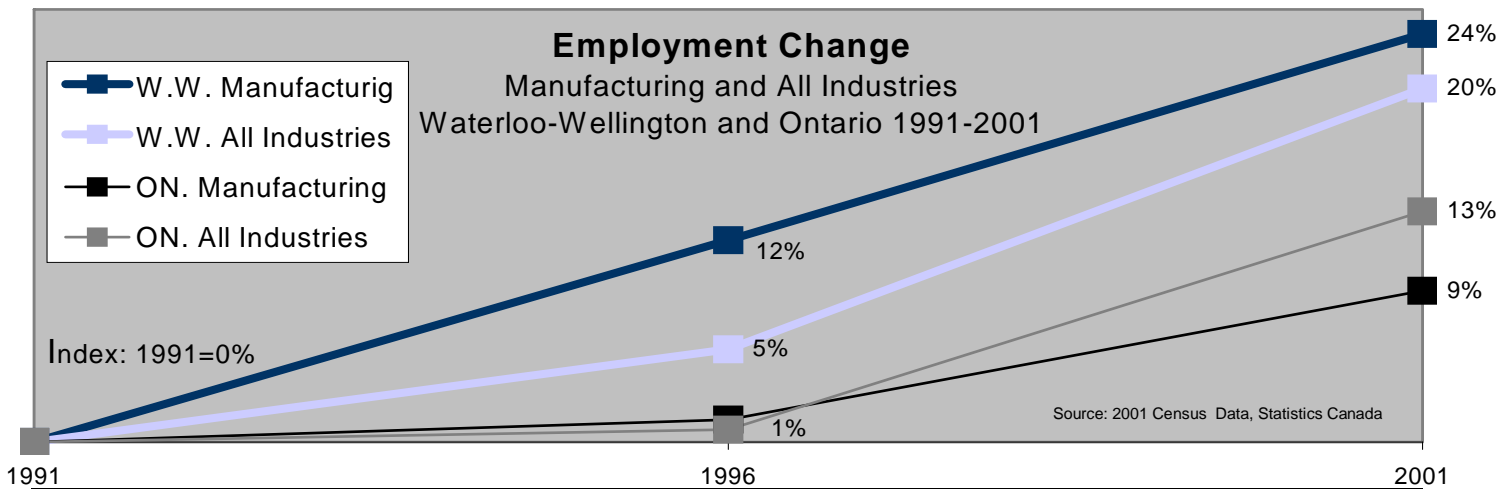
Source: Canadian Manufacturers and Exporters, 2005



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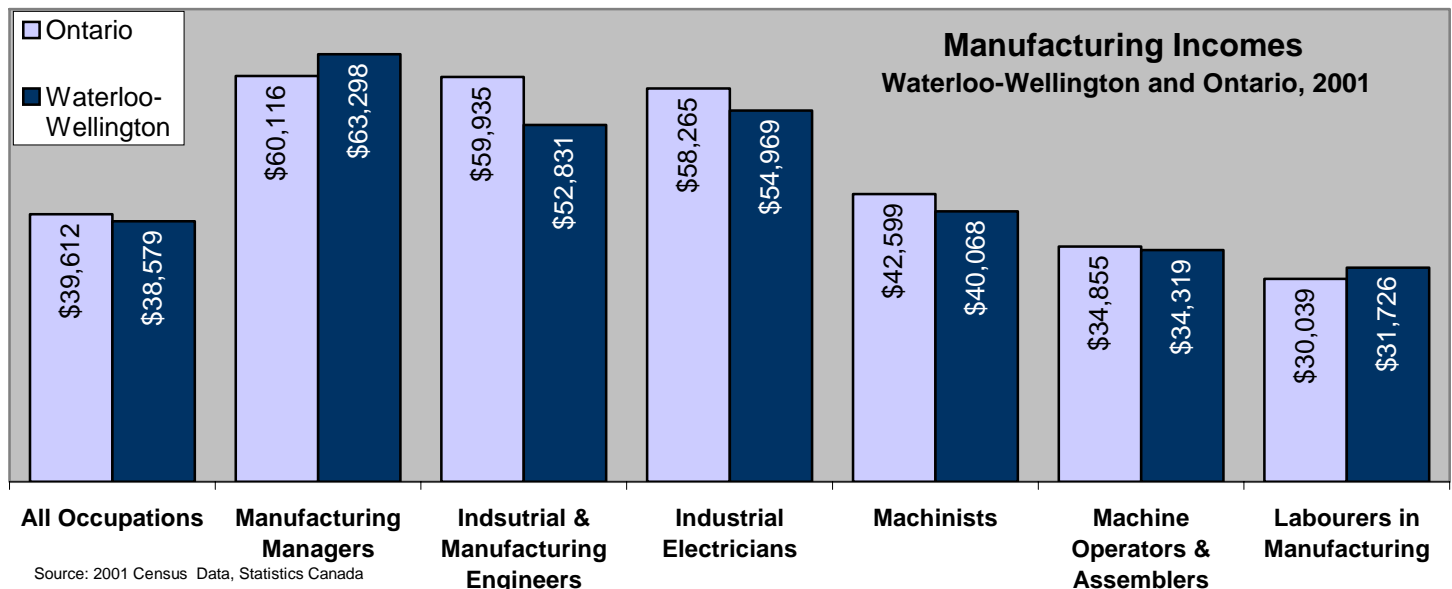
Regional manufacturing growth has exceeded that of this regions overall economy and provincial manufacturing.

Manufacturing Educational Attainments

*% distributions by highest education level obtained
Waterloo-Wellington, and Ontario 2001*

* The first number is for this region; the number in brackets represents Ontario.	All Occupations	Manufacturing Managers	Industrial & Manufacturing Engineers	Industrial Electricians	Machinists	Machine Operators & Assemblers	Labourers in Manufacturing
No high school graduation	23% (19)	16% (14)	3% (3)	2% (4)	18% (17)	39% (36)	45% (42)
High school and/or some post-secondary	28% (27)	23% (24)	6% (8)	12% (12)	30% (27)	36% (36)	37% (37)
Trades certificate	3% (3)	6% (4)	2% (3)	9% (10)	8% (8)	3% (3)	2% (2)
College diploma	28% (29)	33% (32)	45% (30)	72% (70)	40% (43)	18% (19)	12% (14)
University degree	19% (22)	22% (26)	42% (57)	5% (4)	3% (4)	4% (6)	4% (5)

Source: 2001 Census Data, Statistics Canada



Managers & Labourers do slightly better, while other manufacturing jobs in the region pay less than the provincial median.

Canada

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