

Survey Results

2016/2017

EMPLOYER *One* survey

Your Workforce. Our Future.

The Employer One Survey provides Renfrew and Lanark County businesses, service providers and educators with valuable insights into local skill and human resource requirements. It is designed to collect information from employers on a range of labour issues, such as recruitment difficulties and current and future skill shortages.

The results will assist your community to accurately respond to your business needs.





Mission

To work collaboratively with community partners on the creation of innovative labour market solutions that meet local workforce development needs.

Table of Contents

Introduction	1
Region	2
Industry Sector	2
Staffing Characteristics	3
Workforce Changes	4
Workforce Challenges	6
Workforce Training and Education	8
General Trends	10
Comments	12
Definitions	15

Acknowledgments

We wish to thank the following groups:

Regional Economic Development agencies, Community Futures Development Corporations, regional Chamber of Commerce groups, Employment Ontario agencies, Algonquin College, community partners and local employers for participating with this project.



Introduction

Employer One Survey was initiated by the Ministry of Advanced Education and Skills Development (MAESD). The survey provides an important opportunity to gather comprehensive and detailed workforce data from every range of industry within Renfrew and Lanark Counties. The survey serves as a vehicle for the employer community to express their needs on a range of HR issues, such as labour turnover, hard to fill positions, recruitment difficulties, current and future skills shortages, as well as issues in training and education practices.

The results of the Employer One Survey are intended to provide a better understanding of employer occupational and skills requirements to inform job search and employment decision making. Additionally, the results of the survey can inform professional development and training courses that directly relate to the local labour market demand as identified by employers.

This survey is the second in a series, and represents our first comparison year. The value will be increased in the years following as we establish labour force trends with our local employers.

There was a 28% increase in the number of respondents this year from last year, and a 39% increase in the number of employees represented. This increase was a result of extensive outreach to local employers.

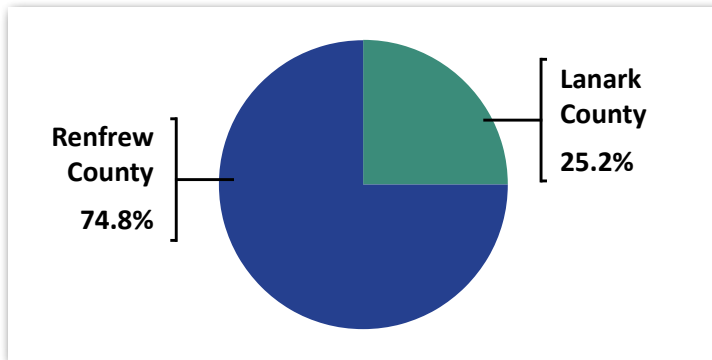
To view Survey Results from the 2015/2016 Employer One Survey, please visit our website at: www.renfrewlanark.com



Region

Q1

Please select the region:

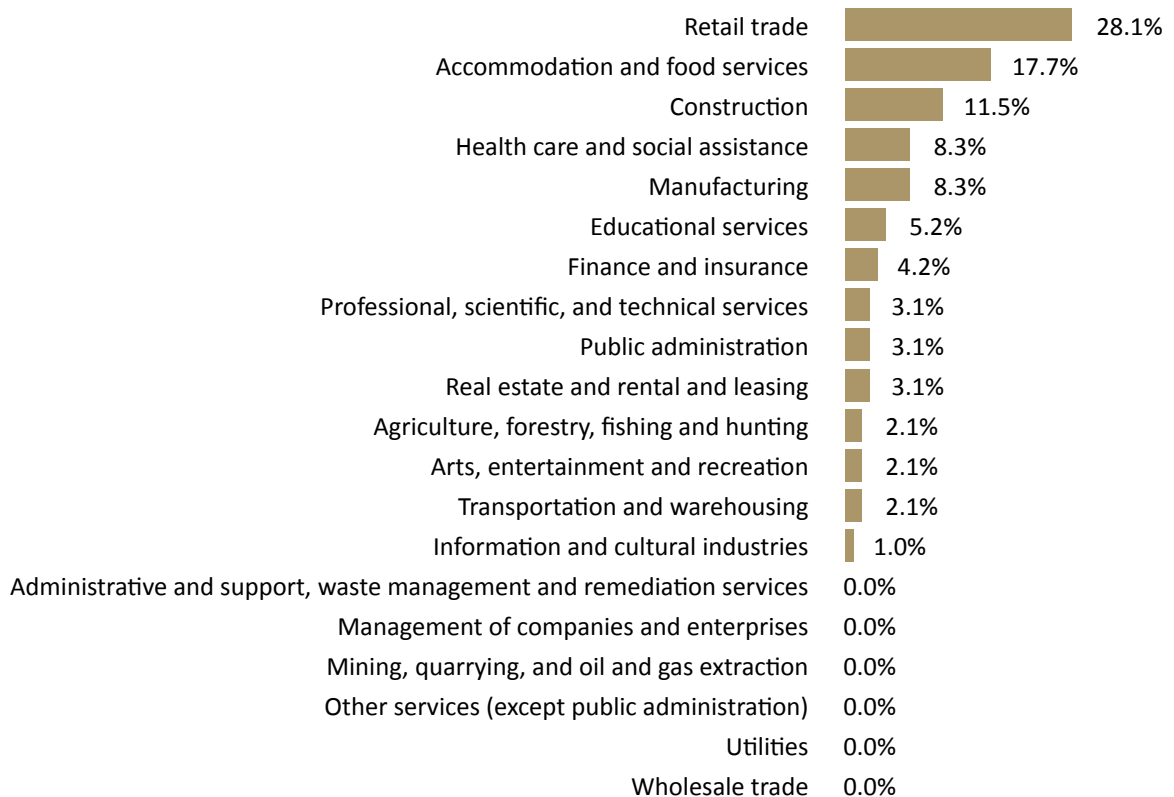


A total of 102 employers participated in the Employer One Survey; 74.8% from Renfrew County and 25.2% from Lanark County.

Industry Sector

Q2

Select the industry sector in which you operate:



The majority of Employer One participants represent Retail trade, Accommodation and food services and Construction. Retail trade remained the top industry represented in the survey compared to last year, while Accommodation and food services replaced Health care and social assistance in second place.

Staffing Characteristics

Q3

How many staff does the business you're representing currently employ? Please include yourself.

Total Employees:

3,300

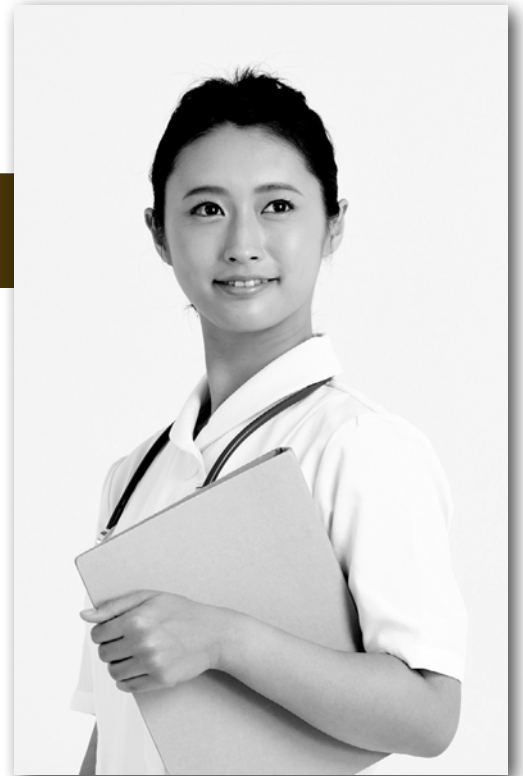
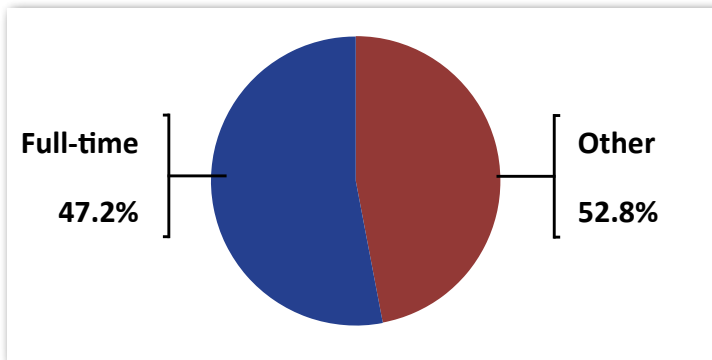
Average Employees per Business:

34

The total number of employees represented in the survey is 3,300. The average number of employees per respondent is 34. There was a 39% increase in the number of employees represented from last year.

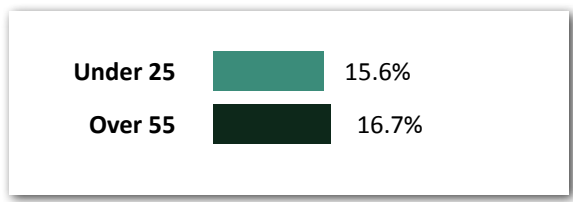
Q4

Indicate how many employees are employed full year, full-time. (30+hrs/week)



Q5

How many employees are in each category?



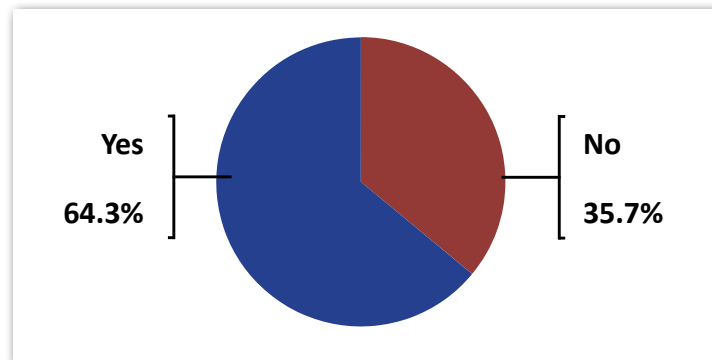
Overall, 15.6% of the surveyed workforce are under 25 and 16.7% of the surveyed workforce are over 55. Compared to last year, the percentage of employees under 25 remained the same, while the percentage of employees over 55 decreased from 24.4% to 16.7%.



Workforce Changes

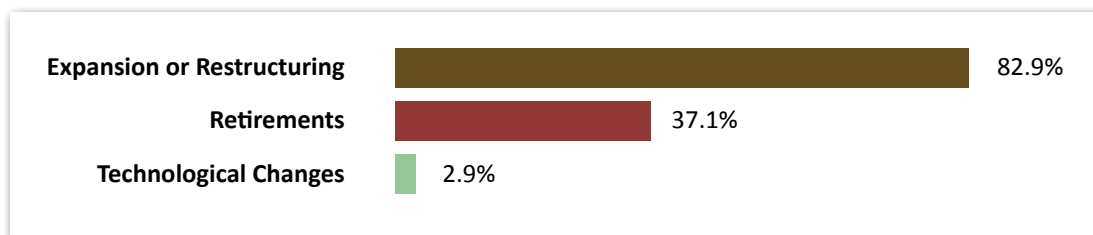
Q6

Does the business plan on hiring anyone over the next 12 months?



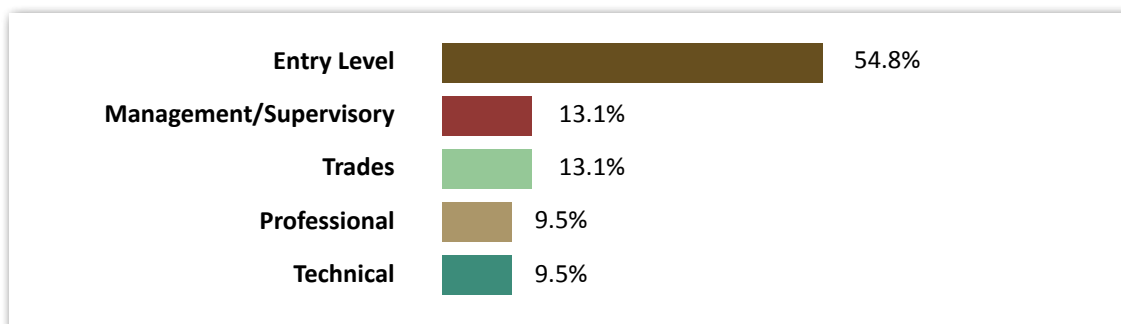
Q7

If yes, please select the reason for anticipated job openings over the next 12 months:



Q8

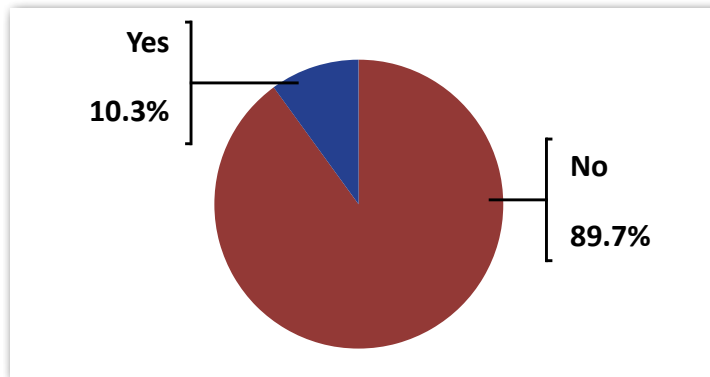
If yes, which position will these staff changes occur?
(Check all that apply)



The majority of anticipated job openings over the next 12 months are for Entry Level positions.

Q9

Does the business anticipate downsizing its workforce in the next 12 months?



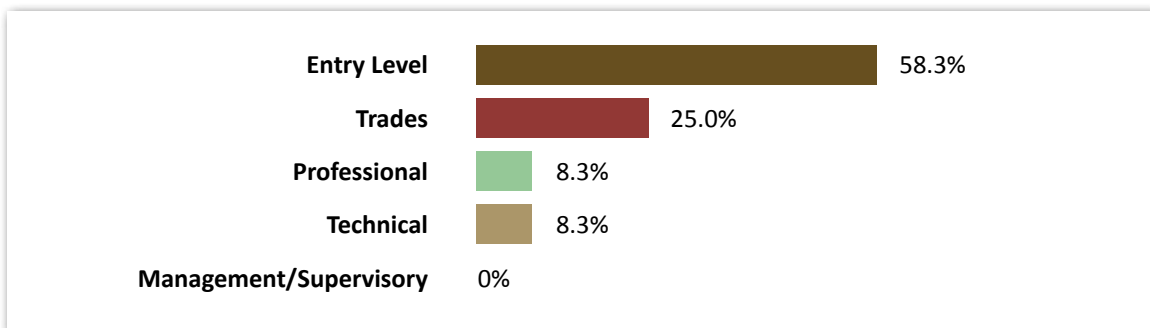
Q10

If yes, please identify the main reason for anticipated downsizing of your workforce over the next 12 months:

- Seasonal work
- Increased operational costs
- Low sales
- Maternity leave and not replacing
- Owner is retiring
- Restructuring

Q11

If yes, which position will these staff changes occur?
(Check all that apply)



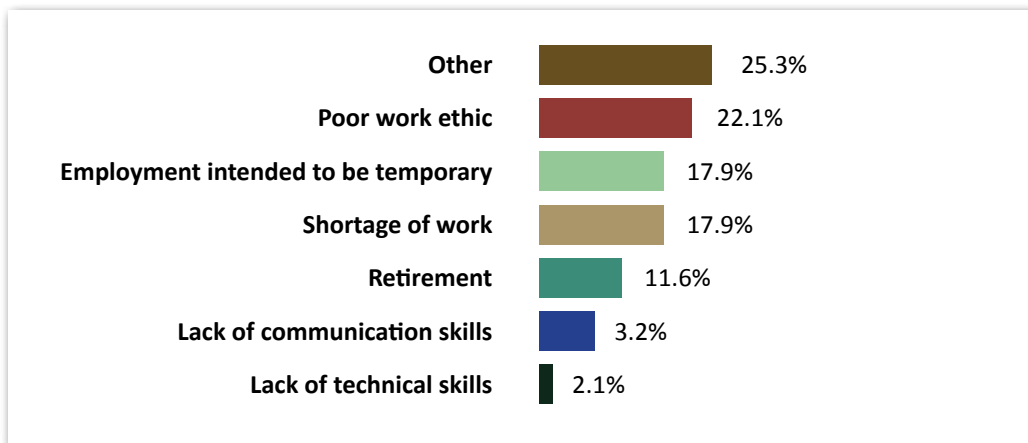
Most of the anticipated staff changes over the next 12 months are for Entry Level and Trades positions.



Workforce Challenges

Q12

In general, when staff leave or are terminated, what is the main reason?



Other:

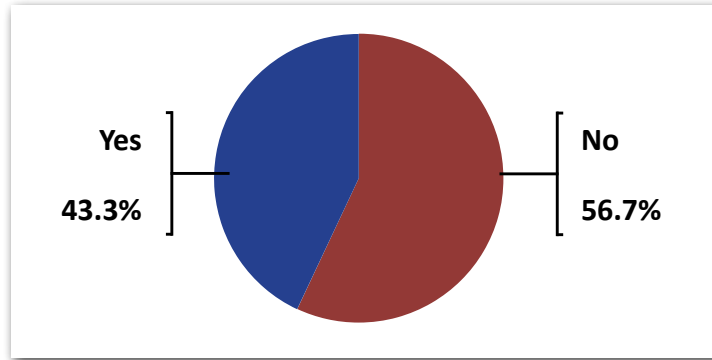
- Seasonal
- Found a full-time position elsewhere to replace part-time position with us
- Not respecting boundaries
- Theft
- Shortage of funds
- Relocating for school
- Maternity leave
- Breaking policies
- No accountability
- Employee got bored

The leading reasons staff leave or are terminated in Renfrew and Lanark County include; Other, Poor work ethic and Employment intended to be temporary.



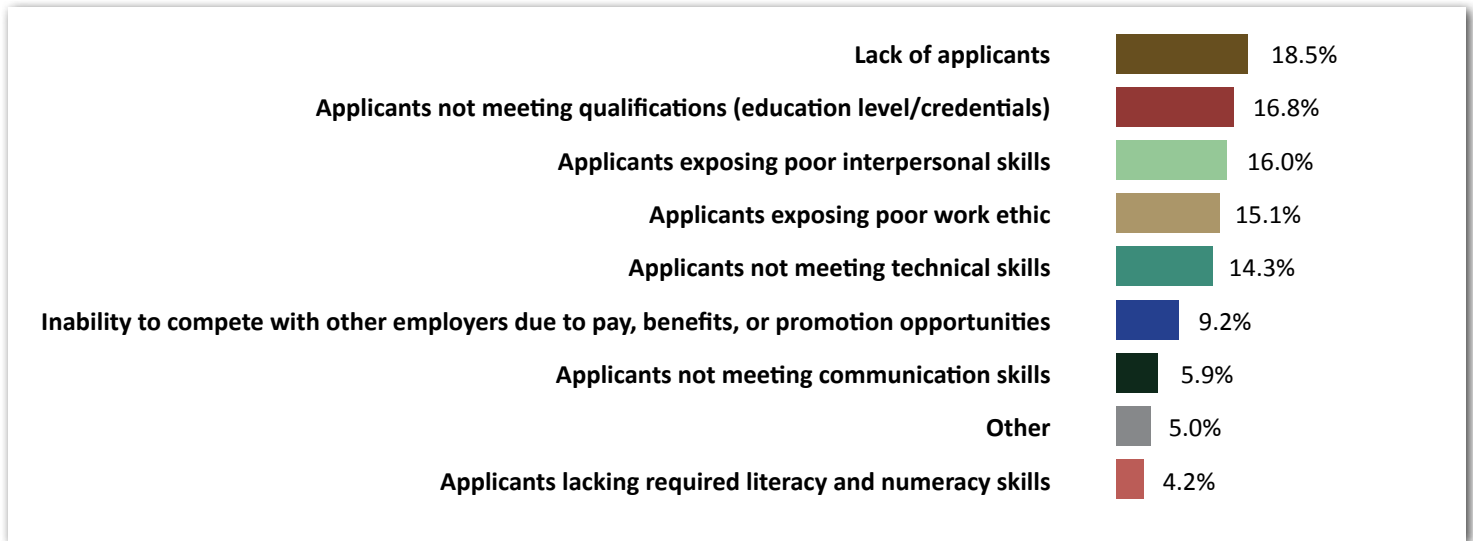
Q13

Has the business had difficulty filling positions over the last 12 months?



Q14

If yes, please select the reasons they were hard to fill. (Check all that apply)



Other:

- Not enough applicants with high-level skills, rely on foreign employees
- Start-up costs
- Seasonal nature of work
- No shows for interviews
- Applicants unable for necessary work hours
- Cannot draw applicants to rural area

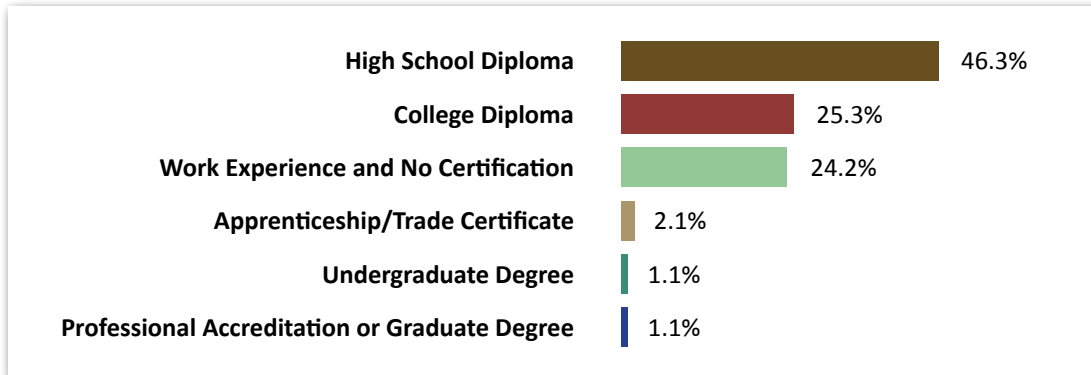
The leading reasons positions are hard to fill in Renfrew and Lanark County include; Lack of applicants, Applicants not meeting qualifications (education level/credentials) and Applicants exposing poor interpersonal skills.



Workforce Training and Education

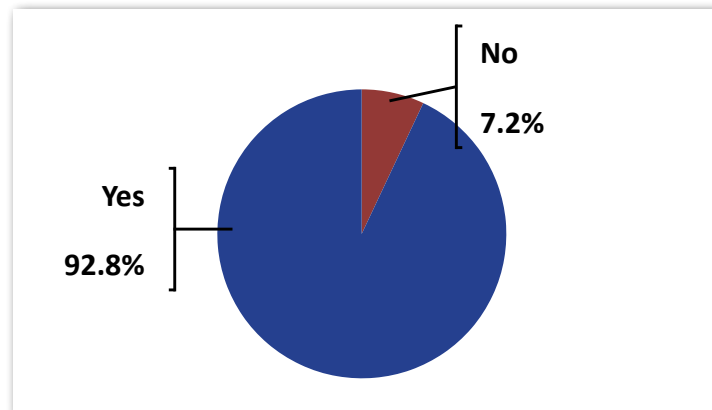
Q15

In general, what is the minimum level of education that staff require upon hire?



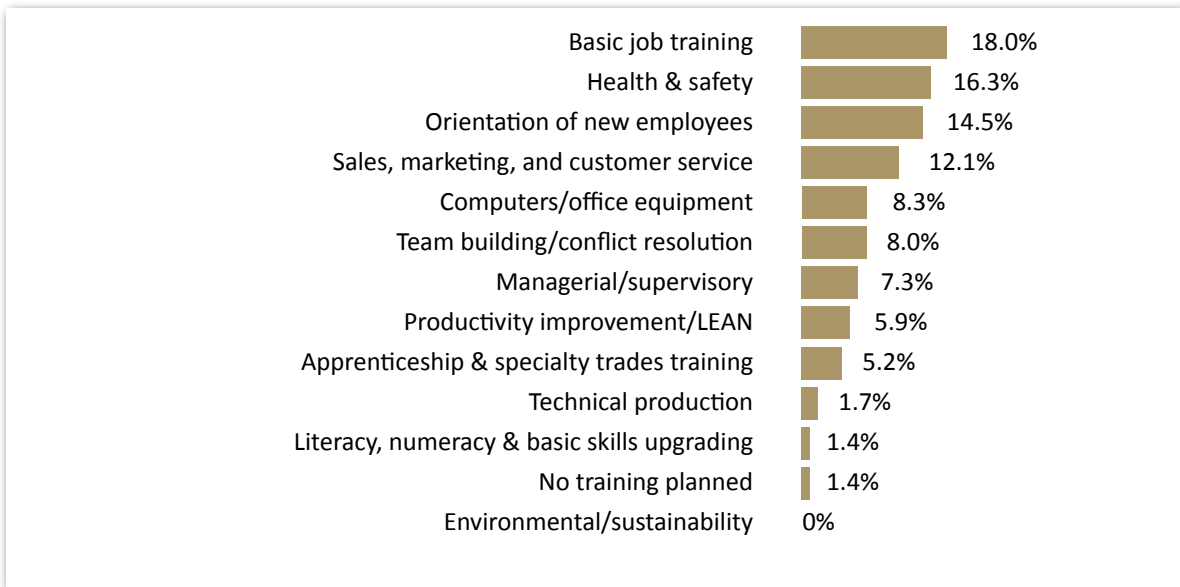
Q16

Is the business able to access the training the staff require?



Q17

If yes, what types of training will the business focus on over the next year? (Check all that apply)



In Renfrew and Lanark County, the most common types of training businesses will focus on over the next year are: Basic job training, Health & safety and Orientation of new employees.

Q18

If no, why has the business been unable to access the training the staff require?

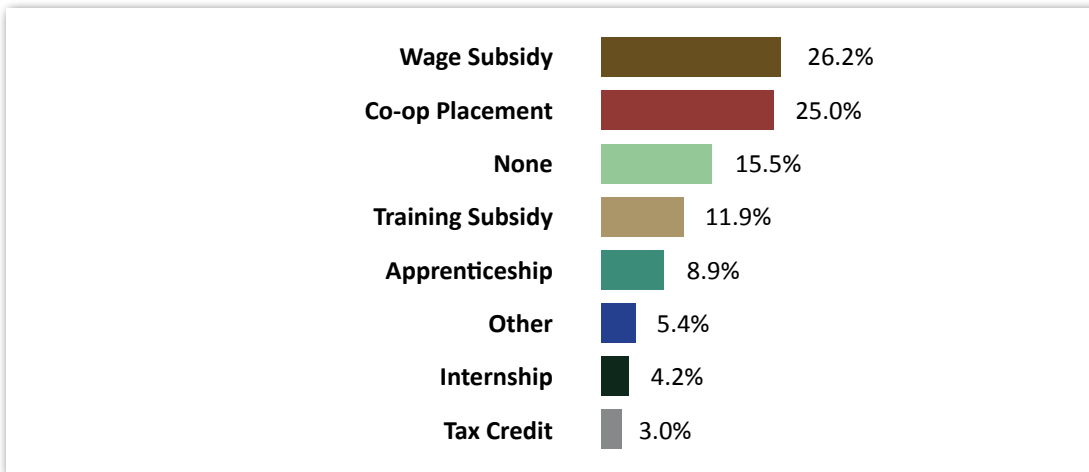


- Training for high-level skill (expert) is only available through foreign hire. We are unable to access this level of training, therefore our business cannot deliver the service at the level we once could.
- Business is in development stage.

General Trends

Q19

Which of the following programs have been used by the business? (Check all that apply)

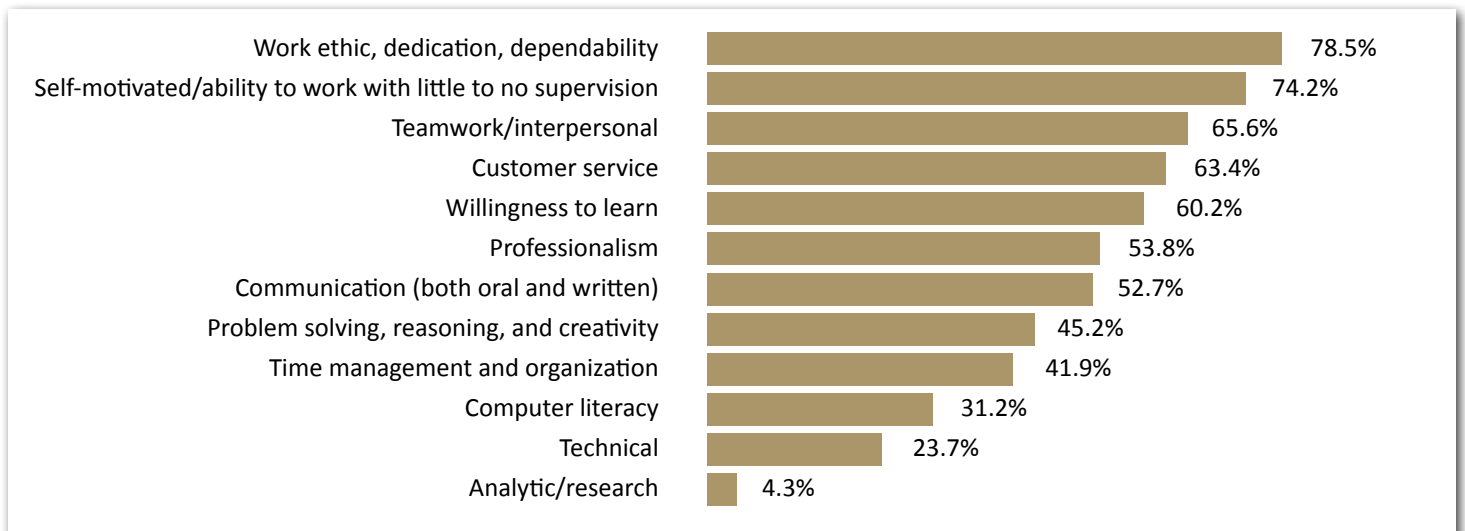


Other:

- Summer students
- Employment Services
- Entrepreneurship program

Q20

Select the top competencies the business seeks in future employees.

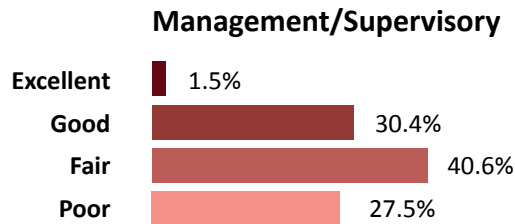
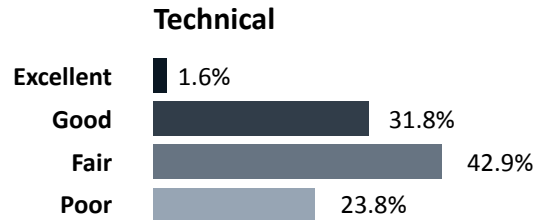
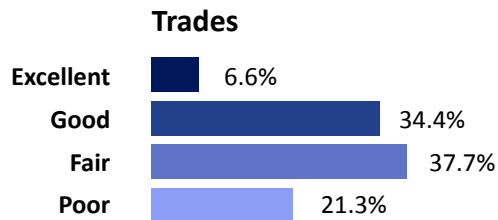
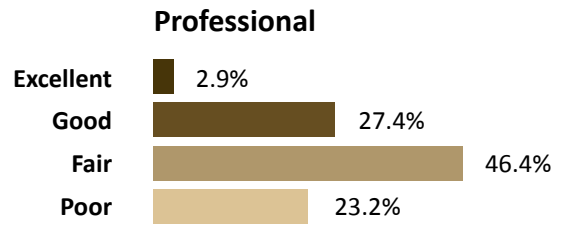
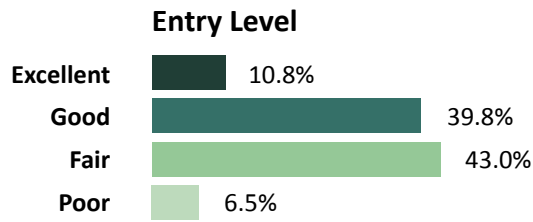


The top three competencies for future employees are; Work ethic, dedication, dependability, Self-motivated/ability to work with little to no supervision and Teamwork/interpersonal. Last year, the top three competencies for future employees were; Technical, Computer Literacy and Teamwork/interpersonal.



Q21

How would you rate the availability of qualified workers in Renfrew/Lanark County?



Employers indicated that the availability of qualified workers in Renfrew and Lanark County is between Good and Fair.



Comments

Q22

Please share any additional comments (up to 5,000 characters):

- This business requires qualified staff for 2-4 months of the year - most years
- This makes it difficult to find staff as most people want to work full-time all year

- Used Workopolis to attract candidates to no avail

- Steadily increasing minimum wage is making it increasingly difficult to turn a profit
- Many of today's youth are lacking the desire to work
- For many, work is something they do when their social life permits it

- Our business, although open year-round is seasonal
- It's hard to hire reliable staff with flexible hours who are available on short notice
- Because our business is small, staff needs a wide range of skills - personable with guests, ability to use computer software for reservations (POS Machine), bartending, serving and cleaning

- We are mainly an entry level employer and therefore spend a lot of time training people to do jobs specific to our industry or general customer service
- Someone who wants to work and is willing to put in effort is our main need
- It just takes time to find these people and get them to the right positions



Comments

Q22

- It's hard to find full-time and part-time daytime people who make a good fit for customer service oriented jobs
 - Students who are personable, friendly and productive are very hard to find
 - We invest a lot of time training our entry level employees to become good at customer service
-
- Renfrew and Lanark Counties provide an excellent labour pool of willing and talented people
 - Finding staff will be easier in this location than in the Ottawa region
-
- We are unable to find reliable staff
 - They call in sick at the last moment, and we have to find replacements so end up short staffed
 - Finally business suffers as we are in fast food where nobody wants to wait in line
-
- The hardest part about entry level construction work is the employee expectation of what they have to do
 - Their expectations are high in pay for a low level of experience
-
- It's difficult to support apprenticeship when none of the school blocks are offered in Ottawa or Pembroke
 - Overall quality of candidates could improve - young and eager, but no skills, or have some skill with terrible work ethic
 - It's hard to find BOTH



- We used *ontrac* recently for the first time and found it to be a very helpful service
 - We will definitely use it in the future
 - Thank you
-
- We often have real estate salesperson positions available
 - Transitioning military personnel would be a great fit
 - These positions are for independent contractors and require specific certification
 - Mentoring and training provided
-
- We see more difficulties hiring at our major hotel in the Pembroke area
-
- We are in Arnprior
 - It seems like good local talent is close enough to Ottawa, that they go there for work
-
- Because we are looking for a specific skill (floral design) we usually have to wait until someone moves into the area
-
- It is difficult to find local staff that embrace the outdoor recreation industry
-
- In over 33 years in business, we have had many employees
 - Everyone has the strengths and talents
 - Some have more than others



Definitions

Apprenticeship: A system of training new practitioners of a trade or profession with on-the-job training and often some accompanying study (classroom work and reading).

Co-op: Cooperative Education Program is a program which alternates periods of academic study with periods of work experience in appropriate fields.

Conflict Resolution: Training for resolving issues between two of more parties in the workplace.

Entry Level: An entry-level job is a job that is normally designed or designated for recent graduates of a given discipline, and does not require prior experience in the field or profession.

Environment/Sustainability: Environmentally focused training.

Health & Safety: Training materials and programs designed to teach Occupational Health and Safety standards.

Internship: A temporary position with an emphasis on on-the-job training.

Management/Supervisory: An individual who monitors and regulates employees in their performance of assigned or delegated tasks.

Orientation of New Employees: Providing new employees with basic information about the employer. This training is used to ensure the employee has the basic knowledge required to perform the job satisfactorily.

Productivity Improvement/LEAN: A systematic method for the elimination of waste within a manufacturing system.

Professional: A member of a profession or any person who earns their living from a specified professional activity.

Service Worker: An employee who provides service to other people. This individual typically works in the food service, customer service, family, social and human services and community service.

Social Media Outlets: Computer-mediated tools that allow people or companies to create, share, or exchange information in virtual communities and networks.

Tax Credit: A deduction from tax owing.

Team Building: Training used to enhance social relations and define roles within teams.

Technical: A skilled employee who is trained or skilled in the technicalities of a project. Their job generally related to the practical use of machines or science in an industry.

Technological Change: Progress of overall process of invention, innovation and diffusion of technology or processes.

Trades: A skilled job, typically one requiring manual skills and special training.

Training subsidy: A program that provides an incentive for employers to train a candidate to work for them.

Unsolicited Resume: The application for employment by submitting a resume for an unadvertised position.

Wage subsidy: A program that provides an incentive for employers to hire a candidate to work for them.

Industry Sector Definitions

Accommodation and Food Services (NAICS 72): This sector comprises establishments primarily engaged in providing short-term lodging and complementary services to travelers, vacationers and others, in facilities such as hotels, motor hotels, resorts, motels, casino hotels, bed and breakfast accommodations, housekeeping cottages and cabins, recreational vehicle parks and campgrounds, hunting and fishing camps, and various types of recreational and adventure camps.

Administration and Support, Waste Management, and Remediation Services (NAICS 56): This sector comprises two different types of establishments: those primarily engaged in activities that support the day-to-day operations of other organizations; and those primarily engaged in waste management activities.

Agriculture, Forestry, Fishing and Hunting (NAICS 11): This sector comprises establishments primarily engaged in growing crops, raising animals, harvesting timber, harvesting fish and other animals from their natural habitats and providing related support activities.

Arts, Entertainment and Recreation (NAICS 71): This sector comprises establishments primarily engaged in operating facilities or providing services to meet the cultural, entertainment and recreational interests of their patrons.

Construction (NAICS 23): This sector comprises establishments primarily engaged in constructing, repairing and renovating buildings and engineering works, and in subdividing and developing land. These establishments may operate on their own account or under contract to other establishments or property owners. They may produce complete projects or just parts of projects.

Educational Services (NAICS 61): This sector comprises establishments primarily engaged in providing instruction and training in a wide variety of subjects. This instruction and training is provided by specialized establishments, such as schools, colleges, universities and training centres.

Finance and Insurance (NAICS 52): This sector comprises establishments primarily engaged in financial transactions (that is, transactions involving the creation, liquidation, or change in ownership of financial assets) or in facilitating financial transactions.

Health Care and Social Assistance (NAICS 62): This sector comprises establishments primarily engaged in providing health care by diagnosis and treatment, providing residential care for medical and social reasons, and providing social assistance, such as counselling, welfare, child protection, community housing and food services, vocational rehabilitation and child care, to those requiring such assistance.



Definitions

Information and Cultural Industries (NAICS 51): This sector comprises establishments primarily engaged in producing and distributing (except by wholesale and retail methods) information and cultural products. Establishments providing the means to transmit or distribute these products or providing access to equipment and expertise for processing data are also included.

Management of Companies and Enterprises (NAICS 55): This sector comprises establishments primarily engaged in managing companies and enterprises and/or holding the securities or financial assets of companies and enterprises, for the purpose of owning a controlling interest in them and/or influencing their management decisions. They may undertake the function of management, or they may entrust the function of financial management to portfolio managers.

Manufacturing (NAICS 31-33): This sector comprises establishments primarily engaged in the physical or chemical transformation of materials or substances into new products. These products may be finished, in the sense that they are ready to be used or consumed, or semi-finished, in the sense of becoming a raw material for an establishment to use in further manufacturing.

Mining, quarrying and oil and gas extraction (NAICS 21): This sector comprises establishments primarily engaged in extracting naturally occurring minerals. These can be solids, such as coal and ores; liquids, such as crude petroleum; and gases, such as natural gas. The term “mining” is used in the broad sense to include quarrying, well operations, milling (for example, crushing, screening, washing, or flotation) and other preparation customarily done at the mine site, or as a part of mining activity.

Other Services (except Public Administration) (NAICS 81): This sector comprises establishments, not classified to any other sector, primarily engaged in repairing, or performing general or routine maintenance, on motor vehicles, machinery, equipment and other products to ensure that they work efficiently; providing personal care services, funeral services, laundry services and other services to individuals, such as pet care services and photo finishing services; organizing and promoting religious activities; supporting various causes through grant-making, advocating (promoting) various social and political causes, and promoting and defending the interests of their members.

Professional, Scientific, and Technical Services (NAICS 54): This sector comprises establishments primarily engaged in activities in which human capital is the major input. These establishments make available the knowledge and skills of their employees, often on an assignment basis. The individual industries of this sector are defined on the basis of the particular expertise and training of the service provider.

Public Administration (NAICS 91): This sector comprises establishments primarily engaged in activities of a governmental nature, that is, the enactment and judicial interpretation of laws and their pursuant regulations, and the administration of programs based on them. Legislative activities, taxation, national defense, public order and safety, immigration services, foreign affairs and international assistance, and the administration of government programs are activities that are purely governmental in nature.

Real Estate, Rental, and Leasing (NAICS 53): This sector comprises establishments primarily engaged in renting, leasing or otherwise allowing the use of tangible or intangible assets. Establishments primarily engaged in managing real estate for others; selling, renting and/or buying of real estate for others; and appraising real estate, are also included.

Retail Trade (NAICS 44-45): The retail trade sector comprises establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public.

Transportation and Warehousing (NAICS 48-49): This sector comprises establishments primarily engaged in transporting passengers and goods, warehousing and storing goods, and providing services to these establishments. The modes of transportation are road (trucking, transit and ground passenger), rail, water, air and pipeline.

Utilities (NAICS 22): This sector comprises establishments primarily engaged in operating electric, gas and water utilities. These establishments generate, transmit, control and distribute electric power; distribute natural gas; treat and distribute water; operate sewer systems and sewage treatment facilities; and provide related services, generally through a permanent infrastructure of lines, pipes and treatment and processing facilities.

Wholesale Trade (NAICS 41): This sector comprises establishments primarily engaged in wholesaling merchandise and providing related logistics, marketing and support services. The wholesaling process is generally an intermediate step in the distribution of merchandise; many wholesalers are therefore organized to sell merchandise in large quantities to retailers, and business and institutional clients.

Source: Statistics Canada, Industry classifications



This Report was prepared by Matt LeMay, Coordinator, Janna DesRoches, Renfrew County Coordinator and Shauna Kennedy, Lanark County Coordinator of The Labour Market Group of Renfrew & Lanark

For further information about this publication,
please contact...

The Labour Market Group of Renfrew & Lanark
141 Lake Street
Pembroke, ON K8A 5L8
Phone: (613) 735-4308 ext.2898
renfrewlanark@gmail.com
www.renfrewlanark.com

The Labour Market Group of Renfrew & Lanark is funded by



www.ontario.ca/employmentontario

The material contained in this report has been prepared by The Labour Market Group of Renfrew & Lanark and is drawn from a variety of sources considered to be reliable. We make no representation or warranty, expressed or implied, as to its accuracy or completeness. In providing this material, The Labour Market Group of Renfrew & Lanark does not assume any responsibility or liability.

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

