
NIAGARA WORKFORCE COALITION

APRIL 10, 2024

Economic development – Niagara Region, Niagara Falls, St. Catharines, Welland

Education organizations – Brock University, Niagara College, Niagara Catholic District School Board, Literacy Link Niagara, Civiconnect, Academy of Learning

Niagara Industrial Association

Chambers of Commerce – South Niagara Chambers, Grimsby

Employment Services – YMCA of Niagara Immigrant & Employment Services, FedCap Canada, Job Gym/ John Howard Society

Community organizations – Future Black Female, Niagara Region community services

Workforce Collective

**Integrating workforce planning and development in Niagara
+ working towards a thriving local economy *together*.**

OUR “WHY”

- **Unprecedented labour shortages are negatively affecting business productivity**
 - 57.2% of individuals in Niagara (aged 15 years and older) are working¹
 - retirees are exiting the workforce faster than people are entering
- **Growing mismatch between the skills workers have and those that employers are seeking**
 - many Niagarans and newcomers are not working to their full potential²
 - new ways of working (workplace skills) emerged during Covid-19
- Community efforts towards **poverty reduction** and **diversity & inclusion** (decent work)

PRIORITIES

1. Develop **talent attraction and retention strategies** for in-demand jobs and emerging sectors.
2. Share **data and knowledge** between partners (to coordinate efforts, increase capacity and reduce duplication); and mobilize information to interested parties (e.g. employers).
3. Strengthen partnerships and **proactively engage** in initiatives to develop our workforce.



EV Manufacturing Workforce

One-pager for “Project Phoenix”

COMMON LANGUAGE

- **Niagara has assets**
 - training & post-secondary education organizations
 - localized, wraparound support for employees
 - this Coalition for employers
- **Niagara has *potential***
 - untapped workforce
 - Employers are figuring it out (possibility models)

INTENDED OUTCOMES

- Develop workforce strategy that complements economic development strategies and guides workforce planning and development activities
- Products/campaigns to promote awareness and spark action
- Co-initiate (funded) projects to enable employers to provide decent work & innovate training and skills development

TIMELINE




CONTACT

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1 218,800 people are self-employed or employed in Niagara. Source: Statistics Canada, Labour Force Survey, Table 14-10-0378-01, Labour force characteristics, three-month moving average, unadjusted for seasonality c 1 (July 2023)

2 Workforce Collective (March 2023). Equitable employment outcomes for newcomers: A win-win for all.