# NIAGARA WORKFORCE COALITION

**JULY 2024** 









Economic development – Niagara Region, Niagara Falls, St. Catharines, Welland, Fort Erie, NOTL

**Education organizations** – Brock University, Niagara College, Literacy Link Niagara, Civiconnect, Academy of Learning, University of Niagara Falls

**Niagara Industrial Association** 

Chambers of Commerce – South Niagara Chambers, Grimsby, GNCC

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

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 working<sup>1</sup>
  - 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 potential<sup>2</sup>
  - 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.



#### Talent Attraction Retent

Median annual wages in Niagara 1922	
Manufacturing managers	\$113,795
Mechanical engineers	\$88,583
Construction millwrights & industrial mechanics	\$67,379
Transport truck di ers	\$52,64
Process conti 1 & machine , stors	341,850
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Niag. ra Col. rge (pr. gram: include "..dustrial Automation, Industrial Millwright Mec." ..., Mech. nica. Fechniques, Mechanical Engineering; Walker A "vanced Manuf ...turing and Innovation Centre)

Brock Unive sity (new Integrated Engineering program;
Brock-Niagara Validation, Prototyping and Manufacturing Institute)

McMaster University (Engineering programs; McMaster Automotive Resource Centre) Innovative, community-based programs; Gov grants; Support for spouses?

In 2023, 20 EV manufacturing-related investments in Niagara totaled





- · Linamar (structural parts)
- · EVSX (components for battery)
- · Aluminum Surface Technologies (aluminum finishing)
- · FBT Inc. (precision machine components)
- · Regen Resource Recovery

# 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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#### REFERENCES

- 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.