
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 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



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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.*