



SARNIA LAMBTON'S
LABOUR MARKET
UPDATE

MARCH 2011



Vision: Growing Sarnia Lambton’s workforce for tomorrow’s economy.

Mission: To identify needs and facilitate solutions to attract, train and retain a viable workforce through community partnerships.

The Sarnia Lambton Workforce Development Board (SLWDB) is one of 25 local planning zones mandated through the Ontario Ministry of Training, Colleges and Universities to conduct and disseminate local labour market research and engage community stakeholders in a planning process that supports local solutions to local issues.

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EMPLOYMENT ONTARIO

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INTRODUCTION

The Sarnia Lambton economy differs little from the rest of Ontario. Like much of Ontario, agriculture and manufacturing are significant economic drivers; though Sarnia Lambton has a historic and unique relationship with the petrochemical industry that differentiates it from the rest of the province. However, as a result of significant demographic changes that are beginning to take place in the area, the Sarnia Lambton economy and workforce is evolving to become a service based economy that includes the manufacturing and agricultural industries.

Demographics

Without a doubt, the greatest challenges faced by Sarnia Lambton are demographic. While some modest population growth has occurred, the area is not keeping pace with the rest of Ontario. This weak population growth is tied directly to Sarnia Lambton's two most significant demographic issues – an aging population and the out-migration of many younger workers (aged 25-45).

Sarnia Lambton's limited population growth has occurred over a period during which births have exceeded deaths, which means that the outflow of migrants from Sarnia Lambton exceeded the inflow. Most migrants are relatively young people between the ages of 25 and 45, who often leave with offspring in tow. Thus the net outflow of people from Sarnia Lambton has meant the gradual erosion of the area's population under the age of 40. This age bias is reflected in Sarnia Lambton's labour force, where those over 50 years of age are over-represented while the prime working age cohort of 25 to 45 is under-represented.

As the area's population and labour force base is older than the rest of the province, and a significant share of the labour force was already 55 years of age or older in 2006, many fields and occupations in the area face significant attrition due to retirement between 2006 and 2016. As a positive consequence of the aging population, attrition will drive up job demand and increase the region's ability to attract younger workers to fill those jobs. As many baby boomers will stay in the area after retirement, the total population of Sarnia Lambton will grow as new workers and their dependents take up residence. This demographic evolution will – and already does – have a significant impact on the Sarnia Lambton economy.

Economy and Employment

Even though employment in both the petrochemical and agricultural industries has declined significantly in recent years, these two industries remain central drivers of the Sarnia Lambton economy. Economic base jobs – including those found in the petrochemical and agricultural

industries – account for approximately 25 percent of Sarnia Lambton’s employment, or a total of 13,400 jobs. Sarnia Lambton’s economic base is heavily weighted toward manufacturing (which accounts for 59 percent of the area’s total number of economic base jobs); much of this employment in manufacturing is related directly to the products produced in Sarnia’s “Chemical Valley”. However, between 2001 and 2006 the petrochemical industry lost 945 jobs and between 2006 and 2011 employment was expected to decrease by another 569 jobs. The petrochemical is expected to grow by approximately 44 jobs between 2011 and 2016, and recent CBP data shows that there was an increase of approximately 30 jobs in the period between 2008 and 2010. Due to some recent investments in the Sarnia Lambton area, the petrochemical industry is expected to continue to be a central piece of the economic base, though perhaps not as significant a player as it has been in the past.

Agriculture accounts for 21 percent of Sarnia Lambton’s economic base employment. Like the manufacturing industry, agriculture has also seen recent declines in employment numbers; between 2001 and 2006 agriculture employment in Sarnia Lambton decreased by 280 jobs, between 2006 and 2011 employment was expected to decrease by 671 jobs, and between 2011 and 2016 the agriculture industry is expected to lose another 93 jobs. However, according to CBP data, between 2008 and 2010 there was an increase of nearly 400 jobs – though whether this increase is short-term or long-term is unclear.

The balance of Sarnia Lambton’s economy comes from community base industries, which comprise 75 percent of employment – or 40,100 jobs – in the area. Community base industries include retail jobs, health, food and accommodation, and education – these four industries alone account for half of the area’s community base employment. Unlike the economic base, community base employment numbers rose between 2001 and 2006, including an increase of 490 jobs in the accommodation and food services industry and an increase of approximately 350 jobs between 2008 and 2010. Health care employment grew by approximately 85 positions between 2001 and 2006, was expected to grow by approximately 323 jobs between 2006 and 2011, and is projected to grow by a further 423 positions between 2011 and 2016.

The contrast of decline in economic base industries and growth in community base industries can best be explained by the changing demographics of Sarnia Lambton. As the population of Sarnia Lambton continues to age – and many baby boomers transition to retirement – demand for services (health, social assistance, etc) will increase while those industries that had formerly employed baby boomers will stagnate or decline. This shift has a significant impact on the continued evolution of Sarnia Lambton’s economy and workforce.

For certain basic service jobs, the challenge facing workers is the relatively low wages that many entry level positions offer. For instance, certain growth occupations are relatively low-skilled and command near-minimum wages. Nevertheless they provide entry-level work for people in need of experience and they offer a stepping stone for professional careers if the jobs are combined with appropriate training and educational opportunities. Entry level opportunities offering a transition to higher skill sets and better pay are available in the community in such areas as call centres, health care services, etc.

Moreover, with the sufficient education and training, the service sector offers many high-wage, high-skill jobs. Whether the jobs are in marketing, accounting, education or engineering, they will be important to the area's future. This will offer Sarnia Lambton a better opportunity to retain its existing young talent and attract new workers. It will be particularly important for providing employment opportunities for the spouses and partners of other skilled workers that might be attracted to Sarnia Lambton.

Future Opportunities

In order to prepare future talent for emerging occupations, job seekers must be aware of the job options and the career pathway opportunities that they represent. Proactive efforts to articulate the potential career pathways in different fields would be invaluable resources for current and future job seekers, especially those new-to-entry or those transitioning from a declining industry to a growing one.

Sarnia Lambton also holds the potential for not-yet-developed future economic drivers. To develop other sectors as potential economic drivers Sarnia Lambton must overcome several key obstacles. First, existing companies and workers must succeed in identifying new products or markets. Furthermore, companies must identify new opportunities that take advantage of potentially underused regional assets. In terms of new industries, realistic expectations must be set to embrace the realities of the area and the relatively long timeline required for a new industry to take hold. Sarnia Lambton must also be prepared to train/educate workers in these new industries – a daunting challenge considering that these industries and jobs do not currently exist.

Conclusion

Manufacturing and agriculture – two of the region's current economic base industries – are likely to remain critical to the region but they are not likely to add jobs. Instead, the greatest employment growth will be driven by service industries such as health care, social assistance, and professional and technical services. Many of these service industries offer relatively good wages, but they also require much higher levels of education. Within existing industries there are also demands for increased educational attainment and greater technical skills from new workers.

The Sarnia Lambton economy has undergone a major transformation over the past several decades. Transformations such as these are occurring in communities across North America and they result in much anxiety. Like elsewhere, Sarnia Lambton's major employers are experiencing net employment declines and offer only a few new job opportunities. It is unclear what will replace those jobs as future employment growth differs widely from what has occurred in the past. The source of net new employment will most likely emerge from small employment changes in many firms rather than a few firms creating a large number of jobs.

These firms have limited resources to prepare workers for their jobs while they also demand more advanced or diverse skill sets from their workers.

The implications for Sarnia area workers are profound. Many workers must now proactively consider how they are going to improve their skills. For many others, they must prepare themselves for entirely new careers. This is a particularly challenging situation for people in the trades where the current situation portends many more workers seeking fewer jobs without a significant new investment in Sarnia's petrochemical industry. Given the realities of the global economy and Sarnia's place in it, the area must balance its present economic foundations with its future potential.

RESEARCH PROCESS

In April 2010 an in-depth report of Sarnia Lambton's labour market: Sarnia Lambton Labour Market: Where our talent works today and where it will work tomorrow was released. This report was the result of extensive one on one interviews, focus groups and data analysis.

A follow up document was released entitled " Workforce 2020 - Sarnia Lambton's Workforce Action Plan". This document was a result of a series of strategy development decision sessions with community leaders.

As a follow-up to the release of the Workforce Action Plan six strategy groups were formed. All of the Strategy groups have been determined and most have met at least once to determine the areas the committee should focus on.

A strategy group that we didn't include in the printed Strategic Planning document but is included in the action plan update of this report is Strategy #7: Attract and Retain Immigrants to Sarnia Lambton.

Information gleaned from committee meetings and community forums have been taken into account for the action plan update. For example, focus groups and surveys were used to develop a Sarnia-Lambton Local Immigration Partnership (LIP) Settlement Strategy.

In addition to the Labour Market Plan update, through evidence-based analysis, community priorities, and local research, five priority industries were identified and an in-depth profile of each outstanding sector is provided for each industry. Each profile reports on the business and labour force characteristics, key occupations and challenges, and the recommendations of local industry.

The five priority industries consist of:

- Agriculture
- Petrochemical Industry
- Construction and Heavy Industrial Equipment
- Professional, Scientific and Technical Services
- Accommodation and Food Services Industry

This information will assist industry, employment services, and job seekers make informed choices as they adjust to a changing economy.

AGRICULTURE

The agriculture industry is fundamentally important to the Sarnia Lambton economy. In Sarnia Lambton, the crop production is mainly in soybeans, grain corn, winter wheat, sugar beets, and hay crops, specialty crops (such as tomatoes, bell peppers, and many varieties of fruits and vegetables). The animal production includes beef and dairy cattle, pigs and poultry. The main sectors within this industry are:

CROP PRODUCTION – NAIC 111

ANIMAL PRODUCTION – NAIC 112

Crop Production comprises establishments, such as farms, orchards, groves, greenhouses and nurseries, primarily engaged in growing crops, plants, vines, trees and their seeds (excluding those engaged in forestry operations). Industries have been created taking into account input factors, such as suitable land, climatic conditions, type of equipment, and the amount and type of labour required. The production process is typically completed when the raw product or commodity grown reaches the "farm gate" for market, that is, at the point of first sale or price determination. Establishments in these industries may use traditional crop production methods, employ modified or improved crop inputs, or engage in organic crop production.

Animal Production comprises establishments, such as ranches, farms and feedlots, primarily engaged in raising animals, producing animal products and fattening animals. Industries have been created taking into account input factors such as suitable grazing or pasture land, specialized buildings, type of equipment, and the amount and type of labour required.

SARNIA LAMBTON INDUSTRY PROFILE

Number of Businesses

Crop Production and Animal Production represent the second and first largest sector by the total number of employers. The figures shown below are from Statistics Canada, Canadian Business Patterns (CBP) for December 2008 and June 2010. All enterprises fell into the classification of small and medium sized enterprises (SMEs) employing under 100 employees.

	Number of Businesses			Ontario Change %
	2008	2010	Change %	
Crop Production	597	674	12.90	4.06
Animal Production	679	696	2.50	-0.94

Within the Crop Production sector, the total number of businesses in Sarnia Lambton area increased 12.90% from 2008 to 2010, which has risen faster than in Ontario (4.06%). Within the Animal Production sector, the total number of businesses in the Sarnia Lambton area increased 2.50%, while Ontario decreased by 0.94%. This suggests that the local demand for labour in Sarnia Lambton exceeds that of Ontario and there is relatively higher labour mobility. A local worker may find work easier in the Crop Production and Animal Production sectors in the Sarnia Lambton area than in other areas in Ontario.

Labour Force Characteristics

Employment numbers within a region can be based on two factors: by Place of Work (POW) which identifies employment levels by the number of workers on a company's payroll (Canadian Business Patterns Data) and by Place of Residence (where someone resides at the time of census). According to Statistics Canada, 2006 Census, 2,885 people living in Sarnia Lambton were employed in the Crop Production and Animal Production sectors, while 2,740 jobs existed in the local Crop Production and Animal Production sectors and is not comparable to the CBP data.

	Number of Employment			Ontario
	2008	2010	Change %	Change %
Crop Production	1,011	1,350	33.55	0.68
Animal Production	964	1,008	4.51	1.30

In June 2010 CBP reports that approximately 2,358 individuals were employed locally by SMEs within this industry. In the Sarnia Lambton area, the total employment for SMEs increased by 33.55% within the Crop Production sector and 4.51% within the Animal Production sector from 2008 to 2010, which is much higher than in Ontario (0.68% and 1.30% respectively). The Crop Production sector was ranked the first in terms of the growth rate of SMEs employment. The distributions of the Crop Production and Animal Production employment in overall SMEs employment in Sarnia Lambton (3.56% and 2.66%) are larger than in Ontario (1.15% and 0.85%).

Based on 2006 Census, the top seven occupations include:

National Occupation Code (NOC)	Description	Employment
8251	Farmers and Farm Managers	1,935
8431	General Farm Workers	595
8432	Nursery and Green House Workers	95
8253	Farm Supervisors and Specialized Livestock Workers	40
8612	Landscaping and Grounds Maintenance Labourers	40
1231	Bookkeepers	35
1411	General Office Clerks	30

Most jobs are located in the occupations of Farmers and Farm Managers. Extensive farming experience, obtained as a farmer, farm supervisor or specialized livestock worker or by working on a family farm, is usually required. A college diploma in agriculture may be required. Specific skills may include maintaining farm machinery, equipment, buildings, and financial and production records.

NATIONAL AND PROVINCIAL TRENDS

National Trends

Recent released figures from the Labour Force Survey (LFS) indicate that in December 2010 there are 299,200 people employed in the agriculture sector in Canada. From December 2008 to December 2010, the national employment in the agriculture sector decreased by 12.28%. It also shows a 4.01% decline between December 2009 and December 2010.

Provincial Trends

According to the LFS, there was an employment decrease of 5.45% in Ontario's agriculture industry from December 2008 to December 2010. From December 2009 to December 2010, it shows a decrease of 1.19%. From the CBP data, for SMEs, 43,171 people were employed in the Crop Production sector in Ontario in June 2010, which increased 0.68% compared to December 2008. In the Animal Production sector, there were 31,928 individuals working provincially in June 2010, which increased slightly by 1.30% since December 2008.

*Total Employment in the
Agricultural Industry
From Dec 2008 to Dec 2010*

Canada -12.28%

Ontario -5.45%

SARNIA LAMBTON'S EMPLOYMENT OUTLOOK IN THE AGRICULTURAL INDUSTRY

The agricultural industry in Sarnia Lambton is wholly comprised of SMEs. The Crop Production and Animal Production sectors provided 3.57% and 2.67% of Sarnia Lambton's total SMEs employment in June 2010, which is higher than that of Ontario (1.15% and 0.85%). Compared to Ontario, the agricultural industry plays a more important part in the Sarnia Lambton area. The increase in number of businesses and employment has resulted in more labour mobility. Workers from other sectors with transferable skills may move to these sectors. There may be a need to train new workers.

Sarnia Lambton's Labour Market report, April 2010 showed that there would be a decline between 2006 and 2011. On the one hand, the tendency of young people leaving the agricultural industry and the increased mechanization result in low demand of labour in the agricultural industry. On the other hand, the development of biotechnology and bio-processing brings some opportunities to the agricultural industry. Especially, the alteration of chemical and energy production from biomass, other than from coal, will give rise to potential new business activities, and therefore create more job opportunities in Sarnia Lambton. The great increase of employment from December 2008 to June 2010 indicated a recovery in Sarnia Lambton's agriculture industry.

Retaining workers is still the main issue in the agriculture industry in Sarnia Lambton. Low wages due to the seasonality of the work is the main concern for the job seekers. The mechanization requires more mechanic skills, for which there are some related programs offered at Lambton College. There are continuing job opportunities for summer workers and students.

PETROCHEMICAL INDUSTRY

Sarnia Lambton is home to many well known international industrial chemical companies, such as BP Energy, LANXESS, Dupont, Invista, Exxon (Imperial Oil Limited), NOVA, Shell and Suncor. The petrochemical industry is a main driver of the local economy. Most businesses are engaged in the following sectors:

PETROLEUM AND COAL PRODUCT MANUFACTURING – NAIC 324 CHEMICAL MANUFACTURING – NAIC 325

The Petroleum and Coal Product Manufacturing sector comprises establishments primarily engaged in transforming crude petroleum and coal into intermediate and end products. The dominant process is petroleum refining, which separates crude petroleum into components or fractions through such techniques as cracking and distillation.

The Chemical Manufacturing sector comprises establishments primarily engaged in manufacturing chemicals and chemical preparations, from organic and inorganic raw materials.

SARNIA LAMBTON INDUSTRY PROFILE

Number of Businesses

There are eight petroleum and thirty one chemical manufacturing businesses in Sarnia Lambton; four petroleum and eight chemical businesses are large companies employing 200+ people. Since there is no significant change for large businesses in Sarnia Lambton from December 2008 to June 2010, the research is primarily focused on the SMEs. The figures shown below are from Statistics Canada, CBP data for December 2008 and June 2010.

SMEs	Number of Businesses			Ontario Change %
	2008	2010	Change %	
Petrochemical	28	26	-7.14	-3.42

The total SMEs numbering the petrochemical industry in Sarnia Lambton decreased 7.14% from 2008 to 2010, which is more than that in Ontario (3.42%).

Labour Force Characteristics

According to Statistics Canada, 2006 Census, 3,970 people living in Sarnia Lambton were employed in the petrochemical industry, while 3,975 petrochemical jobs existed locally. This implies that some people who work in the petrochemical industry in the Sarnia Lambton area do not live locally and some residents work for businesses located outside Sarnia Lambton.

SMEs	Number of Employment			Ontario Change %
	2008	2010	Change %	
Petrochemical	547	577	5.48	-1.22

The June 2010 CBP data which is not comparable to census data reported that approximately 577 individuals were employed in SMEs locally. In the Sarnia Lambton area, the total petrochemical industry employment for SMEs increased 5.48% from 2008 to 2010, while it decreased 1.22% in Ontario. For SMEs, the distribution of the petrochemical employment in overall employment in Sarnia Lambton (1.66%) is larger than that in Ontario (0.43%). Considering the existence of large petrochemical businesses and employment growth of SMEs, it is easier to find a related job in Sarnia Lambton than other areas in Ontario. The number of SMEs decreased and the employment increased, which implies that some SMEs closed and some were growing to larger employment size. This suggests that in the petrochemical industry the local demand for labour of Sarnia Lambton exceeds that of Ontario and there is relatively higher labour mobility.

Based on 2006 Census, the top six occupations in the Petroleum and Coal Product Manufacturing sector include:

National Occupation Code (NOC)	Description	Employment
9232	Petroleum, gas and chemical process operators	360
2134	Chemical Engineers	105
9212	Supervisors, petroleum, gas and chemical processing and utilities	95
7311	Construction millwrights and industrial mechanics	75
2211	Chemical technologists and technicians	65
2145	Petroleum Engineers	60

The top six occupations in Chemical Manufacturing sector include:

National Occupation Code (NOC)	Description	Employment
9232	Petroleum, gas and chemical process operators	345
2211	Chemical technologists and technicians	160
0911	Manufacturing managers	120
7311	Construction millwrights and industrial mechanics	120
2134	Chemical Engineers	110
9422	Plastics processing machine operators	90

The Chemical Production and Power Engineering Technology (CPET) Diploma is usually required for the Petroleum, gas and chemical process operators (NOC 9232). The technologists and technicians mostly have college program and professional certification, such as the Instrumentation and Control Engineering Technology (ICET) Diploma, the Mechanical Technician and Industrial Maintenance (MTIM) Diploma. The requirement for engineers include a bachelor's degree (a master's degree or doctorate may be required) and licensed as Professional Engineer (P. Eng.). The millwrights and mechanics mainly graduate from an apprenticeship program and certification in a related field may be required.

NATIONAL AND PROVINCIAL TRENDS

National Trends

In November 2010, there were 96,599 people employed in the Petrochemical industry in Canada according to Survey of Employment, Payrolls and Hours (SEPH), Statistics Canada. The national petrochemical employment encountered a 5.59% decrease from December 2008 to November 2010 and 2.46% increase between December 2009 and November 2010.

*Total Employment in the
Petrochemical Industry
From Dec 2008 to Nov 2010*

Canada -5.59%

Ontario -7.11%

Provincial Trends

There were 47,040 workers employed in the Petrochemical industry in Ontario in November 2010, according to SEPH, showing a 7.11% decline compared to employment in December 2008 and almost the same as in December 2009 (0.42% increase). For SMEs, the CBP data indicates that 15,884 individuals were working in the petrochemical industry in Ontario in June 2010 and it is 1.22% lower than in December 2008.

SARNIA LAMBTON'S EMPLOYMENT OUTLOOK IN THE PETROCHEMICAL INDUSTRY

The large petrochemical companies residing in Sarnia Lambton play an important role in the local economy. Besides, there are also some SMEs sharing the environment with the unique petrochemical human capital. In June 2010, the proportion of the SMEs employment in the petrochemical industry of Sarnia Lambton's total SMEs employment (0.50%) is almost the same as that of total Ontario (0.43%).

The increase of SMEs employment resulted in some labour mobility. Workers within large petrochemical companies tried to keep their job during the economic recession. There is less mobility within large companies. In the Sarnia Lambton's Labour Market report, April 2010, the projections indicated a continuing employment decline with relatively slow speed between 2006 and 2011. In 2010, some government programs supporting petrochemical industry helped the stability of the large companies in Sarnia Lambton. For example, NOVA Chemicals, which is one of the largest employers in Sarnia Lambton, invested more than \$78 million in their Mooretown plant to replace aging equipment and increase production of low density polyethylene. Ontario provided a \$10 million loan through the Advanced Manufacturing Investment Strategy for the new equipment. This helped NOVA retain 160 jobs.

The fact that should be noted is that there are a large number of workers preparing to retire in this industry in Sarnia Lambton in the near future. This transition, which is going on and has been delayed somewhat because people postponed their retirement due to the situation of economic recession, will provide more job opportunities. Considering the stability in the petrochemical industry within Ontario and Canada, the employment in Sarnia Lambton petrochemical industry is in a steady situation and has growing and recovery potential ahead.

The petrochemical industry continuously provides better-paying jobs for Sarnia Lambton. There are some associated programs, including CPET, ICET and MTIM, offered at Lambton College. A new three

year co-op Power Engineering Technology – Chemical (PETC), was introduced in 2010. The college graduates are still important to the local petrochemical industry. They may also pursue some opportunities in Alberta, the American Gulf Coast or somewhere else. On-the-job training is still a great learning method and people with similar skill sets, such as using SAP software and doing Material Requirement Planning (MRP), may find opportunities in the petrochemical industry in Sarnia Lambton.

The establishment of a large isobutanol plant on LANXESS' vacant 200-acre bioindustrial park in Sarnia is under discussion with U. S. biofuels company Gevo Inc. The plant will be capable of producing 100 million gallons of isobutanol a year using a process that uses corn to produce the organic compound isobutanol. This plant will bring investment and job opportunities for Sarnia Lambton in the near future.

CONSTRUCTION AND HEAVY INDUSTRIAL EQUIPMENT

The construction and heavy industrial equipment industry is a significant contributor to the Sarnia Lambton economy. It largely relates to routine and specialized maintenance at the large refineries and chemical production facilities.

This industry group mainly includes the following construction sectors:

- Construction of Buildings – NAIC 236
*Including: NAIC 2361 - Residential Building Construction
NAIC 2362 – Non-residential Building Construction*
- Heavy and Civil Engineering Construction – NAIC 237
*Including: NAIC 2371 – Utility System Construction
NAIC 2372 – Land Subdivision
NAIC 2373 – Highway, Street and Bridge Construction
NAIC 2379 – Other Heavy and Civil Engineering Construction*
- Specialty Trade Contractors – NAIC 238
*Including: NAIC 2381 – Foundation, Structure, and Building Exterior Contractors
NAIC 2382 – Building Equipment Contractors
NAIC 2383 – Building Finishing Contractors
NAIC 2389 – Other Specialty Trade Contractors*

and the following heavy equipment manufacturers:¹

- Primary Metal Manufacturing – NAIC 331
*Including: NAIC 3314 – Non-ferrous Metal (except Aluminum) Production and Processing
NAIC 3315 – Foundries*
- Fabricated Metal Product Manufacturing – NAIC 332
*Including: NAIC 3321 – Forging and stamping
NAIC 3323 – Architectural and Structural Metals Manufacturing
NAIC 3324 – Boiler, Tank and Shipping Container Manufacturing
NAIC 3327 – Machine Shops, Turned Product, and Screw, Nut and Bolt Manufacturing
NAIC 3328 – Coating, engraving, heat treating and allied activities
NAIC 3329 – Other Fabricated Metal Product Manufacturing*
- Machinery Manufacturing – NAIC 333
*Including: NAIC 3331 – Agricultural, Construction and Mining Machinery Manufacturing
NAIC 3334 – Ventilation, Heating, Air-Conditioning and Commercial Refrigeration Equipment Manufacturing
NAIC 3335 – Metalworking Machinery Manufacturing*

The Heavy and Civil Engineering Construction (NAIC 237), which is highly influenced by the petrochemical industry, is not identified as a major group because the petrochemical industry did not experience significant changes in 2010. The Specialty Trade Contractors sector is identified as a major group in Sarnia Lambton in 2010 because it employs 62% of those employed in construction. The

¹ Only include the subsectors which most workers were employed in Sarnia Lambton according to 2006 Census

Fabricated Metal Product Manufacturing sector is considered a major group due to the significant increase in employment in this sector in the Sarnia Lambton area versus the decrease province wide.

SPECIALTY TRADE CONTRACTORS – NAIC 238

Specialty Trade Contractors comprises establishments primarily engaged in trade activities generally needed in the construction of buildings and structures, such as masonry, painting, or electrical work. The work performed may include new work, additions, alterations, maintenance, and repairs. Specialty trade contractors usually work under contract to general contractors or operative builders to carry out a component of an overall project. However, they may contract directly with the owner of the property, especially in renovation and repair construction. Exceptions within this category include establishments that provide specialized services related to heavy and civil engineering (NAIC 237) and establishments selling construction materials (NAIC 41, Wholesale Trade; NAIC 44-45, Retail Trade).

FABRICATED METAL PRODUCT MANUFACTURING – NAIC 332

Fabricated Metal Product Manufacturing comprises establishments primarily engaged in forging, stamping, forming, turning and joining processes to produce ferrous and non-ferrous metal products, such as cutlery and hand tools, architectural and structural metal products, boilers, tanks and shipping containers, hardware, spring and wire products, turned products, and bolts, nuts and screws. Exceptions within this category include establishments manufacturing metal products by rolling, drawing, extruding, alloying or casting (NAIC 331, Primary Metal Manufacturing).

SARNIA LAMBTON INDUSTRY PROFILE

Number of Businesses

There were 514 businesses in the Specialty Trade Contractors sector in Sarnia Lambton in June 2010; only six of them employing 100+ people. 62 businesses were in the Fabricated Metal Product sector with only one employing 200+ people. The table below shows the CBP data from December 2008 to June 2010.

The total SMEs number in the Specialty Trade Contractor sector in the Sarnia Lambton area increased 6.95% from 2008 to 2010, which is more than that in Ontario (0.32%). In the Fabricated Metal Product Manufacturing sector, the SMEs kept almost the same scale in Sarnia Lambton, while in Ontario decreased by 3.35%. More employers in Sarnia Lambton brought more labour mobility to the Specialty Trade Contractor sector.

SMEs	Number of Businesses			Ontario Change %
	2008	2010	Change %	
Specialty Trade Contractors	475	508	6.95	0.32
Fabricated Metal Product Manufacturing	60	61	1.67	-3.35

Labour Force Characteristics

From the 2006 census data, 1,710 people living in Sarnia Lambton were employed in the Specialty Trade Contractors sector, while 1,725 jobs existed locally. This implies that some people who work in the Specialty Trade Contractors sector in the Sarnia Lambton area do not live locally and some residents work for businesses located outside Sarnia Lambton.

In the Fabricated Metal Product Manufacturing sector, there were 1,010 workers residing in Sarnia Lambton, while there were 1,205 jobs locally, as shown in the 2006 census data which is not comparable to the CBP data.

SMEs	Number of Employment			Ontario Change %
	2008	2010	Change %	
Specialty Trade Contractors	2,530	2,573	1.69	-1.43
Fabricated Metal Product Manufacturing	801	939	17.30	-10.10

The CBP data of June 2010 indicates that approximately 939 people worked in the SMEs in the Fabricated Metal Product Manufacturing sector in the Sarnia Lambton area. According to the CBP data, in June 2010 there were approximately 2,573 people employed locally in the Specialty Trade Contractors sector. It is the second largest SMEs employment sector in Sarnia Lambton. The SMEs employment in the Specialty Trade Contractors sector increased 1.69% from 2008 to 2010 in the Sarnia Lambton area, while it decreased by 1.43% in Ontario. For SMEs, in 2010 the distribution of the Specialty Trade Contractor sector employment in overall employment in Sarnia Lambton (6.81%) is larger than that in Ontario (5.67%).

In the Fabricated Metal Product Manufacturing sector, from 2008 to 2010 SMEs employment increased 17.30% locally, while it went down 10.10% provincially. The employment distribution of the Fabricated Metal Product Manufacturing sector in Sarnia Lambton (2.49%) is greater than in Ontario (1.37%). The employment growth in the Fabricated Metal Product Manufacturing sector gave rise to more local labour mobility. People having transferrable skills may gain employment in this sector. As the whole Ontario labour demand in the Fabricated Metal Product Manufacturing sector was decreasing, the local demand for labour in Sarnia Lambton was increasing greatly.

Based on 2006 Census, the top six occupations in Specialty Trade Contractors sector include:

National Occupation Code (NOC)	Description	Employment
7241	Electricians (except industrial and power system)	335
7611	Construction trades helpers & labourers	295
7293	Insulators	220
7271	Carpenters	195
7294	Painters and decorators	195
7252	Steamfitters, pipefitters and sprinkler system installers	100

The electricians (NOC 7241) usually need completion of secondary school and a four- to five-year apprenticeship program. Trade certification for construction electricians is compulsory.

The top six occupations in Fabricated Metal Product Manufacturing sector include:

National Occupation Code (NOC)	Description	Employment
7265	Welders and related machine operators	215
7231	Machinists and machining and tooling inspectors	120
7262	Boilermakers	90
7214	Contractors and supervisors metal forming, shaping and erecting trades	70
7252	Steamfitters, pipefitters and sprinkler system installers	65
7211	Supervisors, machinists, and related occupations	55

Trade certification for electricians (domestic and rural) is mandatory. The requirement for Welders and related machine operators (NOC 7265) include secondary school and a three-year apprenticeship program. Trade certification may be required and several months of on-the-job training are usually provided.

NATIONAL AND PROVINCIAL TRENDS

National Trends

In November 2010, there were 1,194,670 people employed in the Construction and Heavy Industrial Equipment industry in Canada according to SEPH, Statistics Canada. The national employment went up 2.13% in this industry from December 2008 to November 2010 and increased 7.00% from December 2009.

Provincial Trends

A total of 430,029 workers were employed in the Construction and Heavy Industrial Equipment industry in Ontario in November 2010, representing a very slight increase (0.25%) compared to the employment in December 2008 and a 6.10% increase from December 2009. A total of 426,348 people worked for SMEs in this industry in Ontario in June 2010 and it is still 3.39% lower than in December 2008.

Total Employment in the Construction and Heavy Industrial Equipment Industry

From Dec 2008 to Nov 2010

Canada 2.13%

Ontario 0.25%

SARNIA LAMBTON'S EMPLOYMENT OUTLOOK IN THE CONSTRUCTION AND HEAVY INDUSTRIAL EQUIPMENT INDUSTRY

SMEs provide major employment in the Construction and Heavy Industrial Equipment industry. The proportion of the SMEs employment in this industry of Sarnia Lambton's total SMEs employment in June 2010 is 14.37%, which is more than that of Ontario (11.36%). The SMEs employment in this industry is a significant contributor to the Sarnia Lambton SMEs workforce.

The Construction and Heavy Industrial Equipment industry in Sarnia Lambton is highly influenced by the petrochemical industry. The employment growth in this industry, especially in the Fabricated Metal Product Manufacturing sector, is mainly followed by some events in the petrochemical industry. In 2010, the Shell Canada refinery, Suncor refinery and LANXESS had the maintenance turnaround. H.C. Starck received a \$4.14 million loan to complete construction on North American's first high-grade metal powder processing facility. A \$10 million loan was provided by the Ontario government for Nova Chemicals' Mooretown plant to update and expand its low-density polyethylene production.

The great increase of SMEs employment in the Fabricated Metal Product Manufacturing sector brought some labour mobility. People having transferrable skills may seek employment in this industry. In Sarnia Lambton's Labour Market report, April 2010, the projections pointed out that a decline in employment is expected in the short term, but a rebound in employment levels is anticipated between 2011 and 2016. In fact, the growth in the Construction and Heavy Industrial Equipment industry occurred within Ontario and Canada in 2010. The SMEs employment in this industry in Sarnia Lambton was increasing (8.68%), while the SMEs in Ontario still showed a decline (-3.39%). Sarnia Lambton is leading an economic recovery in this industry and will be growing ahead.

Because of the strong link between the petrochemical industry and the construction and heavy industrial equipment industry in Sarnia Lambton, the movement of the petrochemical industry will influence the construction and heavy industrial equipment industry, such as turnaround, shutdown, and green technology application. The unionized workforce is equipped with unique skills, and adapt to the distinctive needs of the petrochemical industry, through union-sponsored apprenticeships and on-the-job training. The Industrial Education Co-operative (IEC) provides workplace safety training. The leadership and supervisory training requirement is obtained through the unions, IEC and Lambton College.

There are some commercial construction projects ahead. A Lowe's Home Improvement Warehouse and a Michael's Retail Store project are in the procedure of approval from Ontario's Ministry of Transportation. A nearly \$7 million County Inn and Suites, a four-storey and 105-room hotel project is planned for Exmouth Street. A \$12 million pilot project to produce low-cost auto fuels is about to begin construction at Sarnia-Lambton's UWO Research Park and is expected to be complete in 15 months.

PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES

The Professional, Scientific and Technical Services industry is critical to Sarnia Lambton's economic development. It is tied with businesses in all other industries and provides main support for SMEs business development.

PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES –NAIC 541

Professional, Scientific and Technical Services 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. Establishments primarily engaged in providing instruction and training in a wide variety of subjects and those primarily engaged in providing health care by diagnosis and treatment are not included in this sector.

Subsectors of this industry include:

<i>NAIC 5411</i>	<i>Legal Services</i>
<i>NAIC 5412</i>	<i>Accounting, Tax Preparation, Bookkeeping and Payroll Services</i>
<i>NAIC 5413</i>	<i>Architectural, Engineering and Related Services</i>
<i>NAIC 5414</i>	<i>Specialized Design Services</i>
<i>NAIC 5415</i>	<i>Computer Systems Design and Related Services</i>
<i>NAIC 5416</i>	<i>Management, Scientific and Technical Consulting Services</i>
<i>NAIC 5417</i>	<i>Scientific Research and Development Services</i>
<i>NAIC 5418</i>	<i>Advertising, Public Relations, and Related Services</i>
<i>NAIC 5419</i>	<i>Other Professional, Scientific and Technical Services</i>

SARNIA LAMBTON INDUSTRY PROFILE

Number of Businesses

615 businesses in the Professional, Scientific and Technical Services industry were located in Sarnia Lambton in June 2010; only four of them hiring 100+ people. In terms of the number of businesses, it ranked the third largest sector followed by the two agricultural sectors in Sarnia Lambton. The SMEs in this industry in the Sarnia Lambton area remained the same scale from 2008 to 2010. There is no significant change in Ontario either. The CBP data from December 2008 to June 2010 are shown in the table below.

SMEs	Number of Businesses			Ontario Change %
	2008	2010	Change %	
Professional, Scientific and Technical Services	619	611	-1.29	-1.22

Labour Force Characteristics

From the 2006 census data, 2,495 people living in Sarnia Lambton were employed in the Professional, Scientific and Technical Services industry while 2,410 jobs existed locally. This implies that some people who work in this industry in the Sarnia Lambton area do not live locally and some residents work for businesses located outside Sarnia Lambton.

SMEs	Number of Employment			Ontario Change %
	2008	2010	Change %	
Professional, Scientific and Technical Services	1,570	1,592	1.42	-0.35

The CBP data which is not comparable to the census data illustrates there are approximately 1,592 people employed locally in the SMEs in this industry in June 2010. The SMEs employment in this industry slightly went up 1.42% from 2008 to 2010 in the Sarnia Lambton area. There is no considerable change in Ontario. For SMEs, in 2010 the distribution of the Professional, Scientific and Technical Services industry employment in overall employment in Sarnia Lambton (4.22%) is less than that in Ontario (8.84%).

Based on 2006 Census, the top six occupations in the Professional, Scientific and Technical Services industry include:

National Occupation Code (NOC)	Description	Employment
1231	Bookkeepers	140
1111	Financial auditors and accountants	135
2132	Mechanical engineers	125
2131	Civil engineers	110
2211	Chemical technologists and technicians	100
2253	Drafting technologists and technicians	95

The requirement for bookkeepers (NOC 1231) generally includes completion of a college program in accounting, bookkeeping or a related field. The financial auditors and accountants (NOC 1111) usually require a university degree and a professional accounting designation, such as chartered accountants (CA), certified general accountants (CGA), and certified management accountants (CMA). They all involve completion of a training program approved by the professional organization and on-the-job training.

NATIONAL AND PROVINCIAL TRENDS

National Trends

According to SEPH, Statistics Canada, 751,096 people were employed in the Professional, Scientific and Technical Services industry in Canada in November 2010. The national employment went down 2.50% in this industry from December 2008 to November 2010 and 0.57% increase from December 2009.

Provincial Trends

Shown in the SEPH data, there were 309,999 workers employed in the Professional, Scientific and Technical Services industry in Ontario in November 2010. The employment experienced a decline of 3.08% compared to December 2008 and a minor change from December 2009 (0.65% increase).

*Total Employment in the
Professional, Scientific and
Technical Services Industry
From Dec 2008 to Nov 2010*

Canada -2.50%

Ontario -3.08%

SARNIA LAMBTON'S EMPLOYMENT OUTLOOK IN THE PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES INDUSTRY

Based on the CBP data, in June 2010, 331,706 people worked for SMEs in this industry in Ontario and it is at the same level as in December 2008 (-0.35% decrease). The proportion of the SMEs employment in this industry of Sarnia Lambton's total SMEs employment in June 2010 is 4.22%, which is less than that of Ontario (8.84%). The main reason probably is that the large companies hire their own professionals. In 2010, the Professional, Scientific and Technical Services sector was the third largest in terms of employment for SMEs in Sarnia Lambton.

The employment in the Professional, Scientific and Technical Services industry showed a decline both in Ontario and Canada between December 2008 and June 2010. However, all the data analysis above demonstrates that in June 2010 the Professional, Scientific and Technical Services industry in Sarnia Lambton has moved back to the employment level found in December 2008.

The professional, scientific and technical services industry consists of highly skilled specialists in many fields related to the local businesses in Sarnia Lambton. Most of the employees require formal education at the university level or beyond except administrative staff. Continuous learning, upgrading computer skills and field experience are the main requirement for obtaining employment in the industry. Cooperative education is still an effective way to gain specific technical skills. Lambton College provides some technology and technician programs.

ACCOMMODATION AND FOOD SERVICES INDUSTRY

The Accommodation and Food Services industry is an essential component of Sarnia Lambton's economy. Although the accommodation and food services industry was not chosen to be a key target group in the report - Sarnia Lambton's Labour Market presented in 2010, it is still important to explore its trend right after experiencing the economy downturn. In Sarnia Lambton the Food Services and Drinking Places sector is identified as a major group in this industry.

FOOD SERVICES AND DRINKING PLACES – NAIC 722

The Food Services and Drinking Places sector comprises establishments primarily engaged in preparing meals, snacks and beverages, to customer order, for immediate consumption on and off the premises. This sector does not include food service activities that occur within establishments such as hotels, civic and social associations, amusement and recreation parks, and theatres. However, leased food-service locations in facilities such as hotels, shopping malls, airports and department stores are included. Establishments primarily engaged in preparing and/or delivering food for the needy (NAIC 62421, Community Food Services) are not included in this sector.

Industry groups within this subsector include:

<i>NAIC 7221</i>	<i>Full-Service Restaurants</i>
<i>NAIC 7222</i>	<i>Limited-Service Eating Places</i>
<i>NAIC 7223</i>	<i>Special Food Services</i>
<i>NAIC 7224</i>	<i>Drinking Places (Alcoholic Beverages)</i>

SARNIA LAMBTON INDUSTRY PROFILE

Number of Businesses

There are 292 businesses in the Food Services and Drinking Places sector located in Sarnia Lambton in June 2010; only four of them hiring 100+ people. The total number of SMEs in this industry in the Sarnia Lambton area increased 6.67% from December 2008 to June 2010, while decreased 2.14% in Ontario. The CBP data from December 2008 to June 2010 are shown in the table below.

SMEs	Number of Businesses			Ontario
	2008	2010	Change %	Change %
Food Services and Drinking Places	270	288	6.67	-2.14

Labour Force Characteristics

From the 2006 census data, 3,875 people living in Sarnia Lambton were employed in the Food Services and Drinking Places sector while 3,735 jobs existed locally. This implies that some people who work in this sector in the Sarnia Lambton area do not live locally and some residents work for businesses located outside Sarnia Lambton which is not comparable to the CBP data.

SMEs	Number of Employment			Ontario Change %
	2008	2010	Change %	
Food Services and Drinking Places	3,769	4,110	9.04	0.58

The CBP data illustrates that there are approximately 4,110 people employed locally in the SMEs in the Food Services and Drinking Places sector in June 2010. The employment in the SMEs in this sector increased 9.04% from 2008 to 2010 in the Sarnia Lambton area. There is no significant change in Ontario (0.58% increase). For SMEs, in 2010 the distribution of the employment within the Foods Services and Drinking Places sector in Sarnia Lambton's total employment (10.88%) is more than that in Ontario (9.38%).

Based on 2006 Census, the top six occupations in the Food Services and Drinking Places sector include:

National Occupation Code (NOC)	Description	Employment
6641	Food counter attendants, kitchen helpers and related occupations	760
6242	Cooks	550
6453	Food and beverage servers	495
0631	Restaurant and food services managers	250
6611	Cashiers	160
6452	Bartenders	120

The cooks (NOC 6242) usually require completion of secondary school and a three-year apprenticeship program for cooks or a college or other program in cooking. Trade certification is available but voluntary. The food beverage servers (NOC 6453) usually require completion of secondary school. Formal waiters/waitresses may require completion of a one or two-year apprenticeship program or vocational school courses. On-the-job training is usually provided. Wine stewards may require courses in wine selection and service.

NATIONAL AND PROVINCIAL TRENDS

National Trends

According to SEPH, Statistics Canada, 876,977 people were employed in the Food Services and Drinking Places sector in Canada in November 2010. The national employment decreased 2.91% in this industry from December 2008 to November 2010 and went down 0.61% from December 2009.

compared to December 2008 and decreased 0.99% from December 2009.

Provincial Trends

Shown in the SEPH data, there were 315,645 workers employed in the Food Services and Drinking Places sector in Ontario in November 2010. Employment experienced a decline of 3.99%

Total Employment in the Food Services and Drinking Places sector

From Dec 2008 to Nov 2010

Canada -2.91%

Ontario -3.99%

SARNIA LAMBTON'S EMPLOYMENT OUTLOOK IN THE ACCOMMODATION AND FOOD SERVICES INDUSTRY

Based on the CBP data, in June 2010, 351,885 people worked for SMEs in the Food Services and Drinking Places sector in Ontario and it is at the same level as in December 2008 (0.58% increase). The proportion of the SMEs employment in this sector of Sarnia Lambton's total SMEs employment in June 2010 is 10.88%, which is more than that of Ontario (9.38%). In 2010, it was the largest sector in terms of SMEs employment in Sarnia Lambton.

The employment in the Food Services and Drinking Places sector showed a decline both in Ontario and Canada between December 2008 and June 2010. There was a relatively slow decline rate during 2010. However, the Food Services and Drinking Places sector in Sarnia Lambton displayed a growth (9.04%) from December 2008 to June 2010. The Food Services and Drinking Places sector in Sarnia Lambton was not influenced apparently by the economy downturn.

In the Sarnia Lambton area, the age over 45 was 46.53% of total population according to 2006 Census. The median age of the population is 42.8. The Taxfiler, Statistics Canada indicates that there were net out-migration for people in the age group 18 to 44 and net in-migration for the age group 45+ from 2004 to 2009, which implies that the age group 45+ was growing. Because most people in the group do not have small children at home and hold a stable job, they are likely to dine out for time saving. The predomination of older people in Sarnia Lambton strengthens the growth of the Food Services and Drinking Places sector.

The accommodation and food services industry in Sarnia Lambton is not only strongly attached to the travel and tourism industry, but also highly related to the local businesses. Few young people treat their employment in this industry as a career path. Hiring experienced and qualified staff is relatively difficult. Employment turnover is high. Students may pursue some part time employment in this industry. Viable career paths and entrepreneurial opportunities are needed to be acknowledged and aware of.

Strategy # 1: ENTREPRENEURSHIP

Develop an entrepreneurial mindset among local talent already in the workforce that pervades all aspects of the economy. This mindset will make workers more capable of exploring new innovations, developing new products and identifying new markets

Key Strategies:

- Create a culture of entrepreneurship in Sarnia Lambton companies

ACTION	PARTNERS	STATUS	PROGRESS METRICS: OUTCOMES/PRODUCTS
<p>Inventory of existing and planned entrepreneurship-related initiatives</p> <p>Opportunities identified to incorporate entrepreneurial concepts into Lambton College business courses</p> <p>Engaging and organizing to support entrepreneurship by defining what an entrepreneurial company is and engaging these companies.</p> <p>Promoting entrepreneurship and innovation by highlighting the entrepreneurial and innovative practices of management and workers, and by marketing Sarnia Lambton’s entrepreneurial workforce characteristics both inside and outside of the community.</p> <p>Train workers and managers in key entrepreneurial skills by designing and delivering innovation-related training courses and business supervisory educational programs.</p>	<p>UWO Research Park CanWeb Goodwill Industries Essex Kent Lambton OLG Point Edward Charity Casino Sarnia Lambton Economic Partnership Sarnia Lambton Business Development Corporation MPB Industrial Ltd. Sarnia & District Labour Council</p>	<p>Committee for this strategy have not met yet.</p>	<p>Success will be measured by increases in the number of:</p> <ul style="list-style-type: none"> • Employee-led innovations reported to the media • New product lines offered by local companies • Enterprises recognized as “entrepreneurial” • Media stories on entrepreneurship and the need for entrepreneurial talent • Nominations for entrepreneurial companies and worker award programs • Entrepreneurship-related events and training courses as well as attendance at these events • Entrepreneurs utilizing local entrepreneur assistance services

Strategy #2: ENTREPRENEURSHIP

Develop a future workforce from current students with a more innovative and entrepreneurial mindset, and help them learn skills associated with creating new economic opportunities – whether in a business they own or one in which they work.

Key Strategies:

- Develop a pipeline of students who can become Sarnia Lambton’s next generation innovators and entrepreneurial workers.

ACTION	PARTNERS	STATUS	PROGRESS METRICS: OUTCOME/PRODUCTS
<p>Develop a consistent series of messages about the importance of innovation, ingenuity and entrepreneurial skills among current and future students targeted to relevant stakeholders.</p> <p>Catalogue and analyze existing programs to identify gaps in existing programs and research national and provincial best practices to address these needs.</p> <p>Formulate new ways to train students-through dual-credit programs in high school or college, extracurricular programs in high school or college, as well as pilot programs for adults-to become more innovative and entrepreneurial.</p> <p>Strengthen existing programs that engage youth and adults in entrepreneurship and innovation.</p>	<p>Lambton College, Sarnia Lambton Enterprise Centre Goodwill Industries Essex Kent Lambton CCI Studios Sarnia Connects RE/MAX MPB Industrial Ltd. Junior Achievement Hazlitt Steeves Harris Millwrights Local 1592 Sarnia Lambton Business Development Corporation Sarnia Lambton Workforce Development Board</p>	<p>Planned to begin in spring 2011</p> <p>In progress</p> <p>Planning to begin fall 2011</p> <p>Planning to begin fall 2011</p>	<p>The expected outcomes :</p> <ul style="list-style-type: none"> • Students receiving entrepreneurial and business education • Participants in entrepreneurship programs • Students interested in entrepreneurial opportunities • Business leaders and young professionals participating as mentors and /or resources to support these educational programs

Strategy # 3: QUALITY WORKFORCE

Continuously upgrade Sarnia Lambton’s workforce’s technical skills to meet the ever-changing demands of current and future jobs.

Key Strategies:

- Promote career opportunities to Sarnia Lambton’s current and future workforce.

ACTION	PARTNERS	STATUS	PROGRESS METRICS: OUTCOMES/PRODUCTS
<p>Identify curriculum requirements for key occupations in each of Sarnia Lambton’s core industries to assess potential skill gaps and identify opportunities for Second Career program participants.</p> <p>Production of short (2 to 3 minute) ‘day in the life’ videos for different careers within Sarnia Lambton.</p> <p>Create an asset map of the tools available for people to make decisions about current and future careers.</p> <p>Increase business involvement in support of student achievement through mentorship, presentations, business representation in the Specialist High Skills Major Program, and more student internships.</p> <p>Conduct research and develop strategies for displaced workers to receive the education and training required to successfully return to the labour market.</p>	<p>Employment Resource Centre & Community Connections Sarnia Inc. TD Bank City of Sarnia The Workplace Lambton College Employment & Learning Centre Employment Service Access Kettle & Stony Point Painters & Decorators Local 1590 Goodwill Career Centre Sarnia Lambton Workforce Development Board Lambton Kent District School Board St. Clair Catholic District School Board Bluewater Health Lambton College</p> <p>Tri-County Literacy</p>	<p>Completed</p> <p>Planned 2011-2012</p> <p>Completed/Ongoing</p> <p>Ongoing</p> <p>Planned 2011-2012</p>	<p>187 occupational profiles have been completed, which includes Green Energy Occupational Profile and STEM Profiles</p> <p>Information has been collected for the County of Lambton to upload to their website. Information will be available on liveinlambton.ca</p> <p>A Passport to Prosperity coordinator has been hired by the Sarnia Lambton Workforce Development Board to work with the School Boards to recruit employers to get involved in school-work transition programs which include career talks, coop opportunities, job shadowing, etc.</p>

Strategy # 4: QUALITY WORKFORCE

Enhance and expand worker skills in science, technology, engineering and mathematics (STEM) disciplines.

Key Strategies:

- Expand participation of students and incumbent workers in education or training in the science, technology, engineering and mathematics (STEM) disciplines.

ACTION	PARTNERS	STATUS	PROGRESS METRICS: OUTCOMES/PRODUCTS
<p>Develop set of job profiles and career pathways that require STEM disciplines</p> <p>Organize stronger partnerships between secondary schools, post-secondary schools, and trade unions to facilitate the effective delivery of STEM educational programs.</p> <p>Deliver STEM programs, in experiential as well as classroom settings to provide critical knowledge economy skills (eg. Critical thinking, problem solving, digital information management, etc).</p> <p>Conduct background research to identify the STEM requirements of in-demand occupations and the curriculum options for delivering these programs.</p>	<p>Lambton College IBEW Local 530 Ontario Ministry of Agriculture, Food & Rural Affairs St. Clair Catholic District School Board Lambton Kent District School Board Sarnia Lambton Economic Partnership Sarnia Lambton Workforce Development Board</p>	<p>Completed</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Sarnia Lambton Workforce Development Board completed 55 STEM occupational profiles. Document will be available on the website at www.slwdb.org.</p> <p>A meeting was held in Jan. with representatives from Lambton College, St. Clair Catholic District School Board and Lambton Kent District School Board. Agreement was made to work together to increase enrolment and success rates in STEM courses.</p> <p>Research is complete by curriculum options for delivering these programs has not been researched yet.</p>

Strategy # 5: ECONOMIC DIVERSITY

Have a workforce capable of supporting new industries and firms that will help drive its future economic growth

Key Strategies:

- Find opportunities for small and medium-sized businesses (SMES) and trade unions to access more customized education and specialized training resources

ACTION	PARTNERS	STATUS	PROGRESS METRICS: OUTCOMES/PRODUCTS
<p>Establish a Program Advisory Committee that oversees the development and delivery of SME-targeted education programs at Lambton College</p> <p>Gather information about SME and trade union training needs to identify custom training opportunities fro education and training providers.</p> <p>Communicate the importance of lifelong learning through a coordinated outreach plan that connects local SME’s with training providers.</p>	<p>Sarnia Lambton Business Development Corporation Sarnia Lambton Economic Partnership Sarnia Lambton Chamber of Commerce Lambton College Employment & Learning Centre Employment Service Access Kettle & Stony Point Goodwill Career Centre The Workplace Lambton College Millwright Local 1592 Sarnia Lambton Workforce Development Board</p>	<p>In discussion</p> <p>Ongoing</p> <p>Planning fall 2011</p>	<p>Lambton College has made a presentation to the Sarnia Lambton Workforce Development Board requesting the establishment of the Program Advisory Committee.</p> <p>The partners listed have agreed to collect information informally when meeting with employers and reporting back to the group as a whole on a quarterly basis.</p>

Strategy # 6: ECONOMIC DIVERSITY

Have education and training institutions that are recognized and employed throughout North America.

Key Strategies:

- Expand national and international awareness of Sarnia Lambton’s specialized training and education resources.

ACTION	PARTNERS	STATUS	PROGRESS METRICS: OUTCOMES/PRODUCTS
<p>A ‘Talent Advantage’ profile of Sarnia Lambton’s skilled trades workforce created, printed and used as a marketing tool.</p> <p>Conduct background research to compile a list of education and training courses that can be exported to other targeted national and international markets.</p> <p>Provide expanded outreach and marketing to leverage www.liveinlambton.ca and other resources to market training programs, local coops, and the expertise of the trades across North America.</p> <p>Expand program capacity by developing an integrated supervisory training program that focuses on management, communication, entrepreneurship, safety and related skills.</p> <p>Utilize Lambton College’s expertise to expand local efforts to develop North American style curriculum for the Chinese and Indian markets.</p>	<p>Lambton College Industrial Educational Cooperative Sarnia Building and Construction Trades City of Sarnia Sarnia Lambton Economic Partnership Sarnia Lambton Workforce Development Board</p>	<p>Deferred</p> <p>Ongoing</p> <p>Investigating</p> <p>Ongoing</p> <p>Investigating</p>	<p>Lambton College and the Industrial Educational cooperative are researching the potential of specialized programs being exported targeting Western Canada to start.</p> <p>Tradeshows and media outlets have been researched. More research needs to take place before any decisions are reached.</p> <p>The Industrial Educational Cooperative has been working on developing a supervisory training program.</p>

Strategy # 7: Attract and retain skilled immigrants to Sarnia Lambton

Key Strategies:

- Improve depth and currency of Sarnia Lambton workforces technical skills

ACTION	PARTNERS	STATUS	PROGRESS METRICS: OUTCOMES/PRODUCTS
Identify potential skills gaps that could be filled by newcomers	County of Lambton Sarnia Lambton Economic Partnership Project Management Professionals Citizenship and	On-going	Sarnia Lambton Economic Partnership has a dedicated staff person to help recruit newcomers with the skills necessary to fill the skills gaps.
Work directly with employers or industry groups to fill specific gaps through newcomer attraction.	Immigration Canada Employment Resource Centre & Community Connections Sarnia Inc. ESSO YMCA Learning & Career Centre Worley-Parsons	On-going	Sarnia Lambton Economic Partnership has a dedicated staff person to attract newcomers to the community.
Continue to recruit foreign students to Lambton College.	Learning Visions Lambton College Association canadienne-francaise de l'Ontario	On-going	Lambton College continues to recruit students from China and India.
Establish a career cooperative educational program focussed on helping to create linkages between foreign students and area companies that might ultimately lead to post-graduate employment.	Sarnia Lambton Workforce Development Board	Investigating	Discussions have taken place with the County of Lambton, Sarnia Lambton Chamber of Commerce, Sarnia Lambton Economic Partnership and the Sarnia Lambton Workforce Development Board to come up with a strategy to help foreign students obtain jobs.
Organize social and professional networks focused on civic involvement for key immigrant groups targeted towards those in the workforce and Lambton College students.		Planned 2011-2012	The LIP staff is working with the LIP Council to organize events for newcomers. A mentorship committee has also been established to develop a mentoring package for newcomers.

APPENDICES

APPENDIX A: SARNIA LAMBTON (PRIORITY QUESTIONS)

Examining Important Industries in Local Small and Medium Sized Businesses

Mobilizing Data are used as Evidence for Labour Market Planning to identify industries important within local small and medium sized businesses that may require training and adjustment actions.

Small and medium sized businesses (0 – 99 employees) represent a substantial share of total employment, and can often be a starting place for the next generation of large companies. Their smaller size also means that they can need and benefit from labour market initiatives. An analysis that included all sizes of employers would be dominated by a select number of large companies and not allow for a variety of industries to be identified.

The most current data sets available for this multi-layered analysis have varying reference periods. Each reference period being utilized is indicated throughout this study.

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Part I	The Local Training and Adjustment Environment
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Part I

The Local Training and Adjustment Environment

The total number of all sizes local employers increased by 5.25% from December 2008 to June 2010. As the number of employers in Ontario decreased by 0.60%, there were more employment opportunities locally than provincially and therefore a higher local labour mobility.

From December 2008 to June 2010, there was a net gain of 2353 local small and medium sized businesses. This indicates a rise in demand for labour in small and medium sized businesses and therefore a higher labour mobility than previously.

Local population growth was slower than the provincial average between 2001 and 2006. This suggests that the retraining needs are relatively high for older workers.

From December 2008 to June 2010, there was about the same number of local large sized businesses (100+ employees). This indicates about the same demand for labour in large sized businesses and therefore about the same labour mobility as previously.

Local population growth was slower than the provincial average between 2001 and 2006. This indicates that the community needs to focus on the workers it has, since the skills required locally must be found locally. This suggests in turn that the retraining needs are relatively high for older workers.

The local population has a lower proportion of persons under age 25 than Ontario. This suggests the educational and training needs of younger workers are likely to be lower than in Ontario.

The local population has a lower proportion of persons between age 25 and 50 than Ontario. This suggests that the training needs are relatively low for all workers.

The local population experienced net out-migration for the 18 to 24 age group between 2004 and 2009. This is disadvantageous to the future supply of labour.

The local area experienced net out-migration for the 25 to 44 age group between 2004 and 2009. This is disadvantageous to the present supply of labour.

Part II

Important Industries in Small and Medium Sized Businesses (Under 100 workers)

Top 5 industries by number of workers (June 2010)	<ul style="list-style-type: none"> • Food Services and Drinking Places • Specialty Trade Contractors • Professional, Scientific and Technical Services • Food and Beverage Stores • Crop Production
Top 3 highest growth rates of other major industries (from those ranked 4 through 15 by number of workers) (December 2008 to June 2010)	<ul style="list-style-type: none"> • Crop Production • Fabricated Metal Product Manufacturing • Religious, Grant-Making, Civic, and Professional and Similar Organizations
Top 3 lowest growth rates of other major industries (from those ranked 4 through 15 by number of workers) (December 2008 to June 2010)	<ul style="list-style-type: none"> • Repair and Maintenance • Machinery, Equipment and Supplies Wholesaler-Distributors • Credit Intermediation and Related Activities
Top 3 by proportion of employers in the region (June 2010)	<ul style="list-style-type: none"> • Animal Production • Crop Production • Professional, Scientific and Technical Services
Top 3 by proportion of employers compared to Ontario (June 2010)	<ul style="list-style-type: none"> • Crop Production • Professional, Scientific and Technical Services • Animal Production
Top 3 by absolute growth in number of employers (December 2008 to June 2010)	<ul style="list-style-type: none"> • Crop Production • Real Estate • Specialty Trade Contractors
Top 3 by percentage growth in number of employers (December 2008 to June 2010)	<ul style="list-style-type: none"> • Furniture and Related Product Manufacturing • Forestry and Logging • Mining and Quarrying (except Oil and Gas)

Note: Industries affected by public policy such as educational services, healthcare and social assistance, and public administration were excluded from this analysis.

Part III

Examining Labour Market Adjustment Dynamics

The following table will utilize these indicators in exploring the labour market dynamics.

Job Generation Rate: The number of new jobs generated for every one hundred jobs at the beginning of the time period.

Job Loss Rate: The number of jobs lost for every one hundred jobs at the beginning of the time period.

Generation/Loss Ratio: The number of jobs generated divided by the number of jobs lost time 100. This ratio measures the number of jobs created for every 100 jobs lost. When the value is over 100, more jobs were created than lost. When it is less than 100, more jobs are lost than are generated.

Tendency to Enter or Leave: If the generation/loss ratio is greater than 100, there is a tendency for workers to enter this industry and if the ratio is less than 100, there is a tendency for workers to leave this industry.

Sector Name: This is the larger sector that the given industry falls within.

Mobility within Allied Industries: If the larger sector is ranked in the top 3 fastest growth sectors within the region, workers have greater opportunities to find employment within that sector, and higher mobility within allied industries; if the larger sector is ranked in the 3 lowest growth sectors within the region, workers have fewer opportunities to find employment within that sector, and lower mobility within allied industries. If the larger sectors growth is neither relatively high nor low, mobility for workers is neither high nor low.

Methodology: The following tables examine important local industries in small and medium sized businesses up to June 2010 by utilizing their provincial characteristics between 2001 and 2006. Industries, whose labour market dynamics are thought to have been altered significantly since 2006, or have a unique local aspect not captured in the general provincial trend, can be given further consideration in the following steps of evaluation in this study.

Part III

Labour Market Adjustment Dynamics

NAIC Code	Industry Name	Job Generation Rate	Job Loss Rate	Generation/Loss Ratio	Tendency To Enter or Leave	Sector Name	Mobility within Allied Industries
722	Food Services and Drinking Places	41.90	36.95	113.39	Enter	Accommodation and Food Services	Lower
238	Specialty Trade Contractors	47.87	29	165.06	Enter	Construction	Lower
541	Professional, scientific and technical services	45.09	34.44	130.95	Enter	Professional, Scientific and Technical Services	Higher
445	Food and Beverage Stores	31.96	18.51	172.68	Enter	Retail Trade	Lower
111	Crop Production	23.05	35.08	65.71	Leave	Agriculture, Forestry, Fishing and Hunting	
332	Fabricated Metal Product Manufacturing	22.61	24.39	92.72	Leave	Manufacturing	
813	Religious, Grant-Making, Civic, and Professional and Similar Organizations	23.22	15.03	154.49	Enter	Other Services (except Public Administration)	
811	Repair and Maintenance	39.10	35.50	110.14	Enter	Other Services (except Public Administration)	
417	Machinery, Equipment and Supplies Wholesaler-Distributors	29.75	23.34	127.47	Enter	Wholesale Trade	Lower
522	Credit Intermediation and Related Activities	11.90	6.70	177.50	Enter	Finance and Insurance	
112	Animal Production	31.52	38.16	82.60	Leave	Agriculture, Forestry, Fishing and Hunting	
531	Real Estate	42.54	31.59	134.66	Enter	Real Estate and Rental and Leasing	Higher
337	Furniture and Related Product Manufacturing	19.61	32.20	60.89	Leave	Manufacturing	
113	Forestry and Logging	32.58	40.93	79.61	Leave	Agriculture, Forestry, Fishing and Hunting	
212	Mining and Quarrying (except Oil and Gas)	27.68	-	-	-	Mining, Quarrying, and Oil and Gas Extraction	Lower

Source: 2001 to 2006 Ontario Census Data

Interpretation examples:

- An industry, with a job generation rate of 41.90, had 41.90 jobs created between 2001 and 2006 for every 100 jobs in 2001.
- An industry, with a job loss rate of 36.95, had 36.95 jobs lost between 2001 and 2006 for every 100 jobs in 2001.
- An industry, with a job generation/loss ratio of 113.39, had 113.39 jobs created between 2001 and 2006 for every 100 jobs lost between 2001 and 2006.
- An industry, with a job generation/loss ratio of 65.71, had 65.71 jobs created between 2001 and 2006 for every 100 jobs lost between 2001 and 2006.

Part IV

Industries that May Warrant a Community Response

High job generation rates = Greater need to train new workers

1. Specialty Trade Contractors
2. Professional, Scientific and Technical Services
3. Real Estate

High job loss rates = Greater need to retrain existing workers

1. Forestry and Logging
2. Animal Production
3. Food Services and Drinking Places

Low generation/loss ratio = Less ease of finding work within the industry

1. Furniture and Related Product Manufacturing
2. Crop Production
3. Forestry and Logging
4. Animal Production
5. Fabricated Metal Product Manufacturing

Part V

Priority Questions

The following questions will help determine which important industries in small and medium sized business may have labour, market training and adjustment needs. Each of the industries that may warrant a community response, as determined in part IV, will be examined. Questions 2 through 9 can be answered objectively by the data with this analysis. Responses are listed in tables on the next page and in description by industry on the following pages.

The remaining questions will be answered by community knowledge in consultations. The more questions answered in the affirmative, the more likely it is that this industry warrants action to address its challenges, whether a challenge, an opportunity, or both.

1. Is it reasonable to believe that the community can have a significant impact on the primary adjustment challenge? (This may become apparent only after the following questions are answered.)
 2. Was there a relatively high need to attract and train workers for this industry?
 3. Was there a relatively high need to retrain existing workers in this industry?
 4. Did workers in this industry face significant difficulty when looking for new employment?
 5. Was there a need for workers to leave this industry?
 6. Was there a lower mobility to move within allied industries?
 7. Was there lower local mobility of labour?
 8. If this industry is characterized by small and medium sized businesses, was there a higher mobility of labour for small and medium sized businesses?
 9. If this industry is characterized by large firms, was there a higher mobility of labour for large firms?
-
10. Would addressing the challenge produce immediate consequences?
 11. Is this immediate effect of large scale (affects a high proportion of the labour force)?
 12. Is it completely clear how we would measure making immediate progress with respect to this challenge?
 13. Would addressing the challenge produce long-term consequences?
 14. Is this long-term effect of large scale (affects a high proportion of the labour force)?
 15. Is it completely clear how we would measure making long-term progress with respect to this challenge?
 16. Is it clear how the training and adjustment environment described in Appendix 3 affects this industry?
 17. Is it clear what occupations are affected by this industry?
 18. Is it clear how the occupational data in Indicator of Occupation affects this industry?
 19. Is it clear how the educational environment described in Appendix 4 affects this industry?

Part V

Priority Questions Response Tables

Each industry identified in Part V is listed in these tables with an affirmative response to each priority question (referred to a P1 etc.) indicated with a “yes”. A blank box indicates a “no” to that question. An easy to read description of responses for each industry is on the next page.

Industry	P1	P2	P3	P4	P5	P6	P7	P8	P9	Total Yes
Specialty Trade Contractors	TBD	Yes				Yes		Yes		3
Professional, Scientific and Technical Services	TBD	Yes						Yes		2
Real Estate	TBD	Yes						Yes		2
Animal Production	TBD		Yes		Yes			Yes		3
Food Services and Drinking Places	TBD		Yes			Yes		Yes		3
Furniture and Related Product Manufacturing	TBD			Yes	Yes			Yes		3
Crop Production	TBD			Yes	Yes			Yes		3
Fabricated Metal Product Manufacturing	TBD				Yes			Yes		2

Note: The sector of Forestry and Logging is excluded from above table because it has only 4 employers and total 10 employees as of June 2010.

Part V

Priority Question Response, Description by Industry

Specialty Trade Contractors

- Relatively high need to attract and train workers.
- There is lower mobility to move within allied industries.
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region.

Professional, Scientific and Technical Services

- Relatively high need to attract and train workers.
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region.

Real Estate

- Relatively high need to attract and train workers.
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region.

Animal Production

- Relatively high need to retrain existing workers.
- There is a need for workers to leave this industry.
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region.

Food Services and Drinking Places

- Relatively high need to retrain existing workers.
- There is a lower mobility to move within allied industries.
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region.

Furniture and Related Product Manufacturing

- Workers face significant difficulty when looking for new employment.
- There is a need for workers to leave this industry.
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region.

Crop Production

- Workers face significant difficulty when looking for new employment.
- There is a need for workers to leave this industry
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region

Fabricated Metal Product Manufacturing

- There is a need for workers to leave this industry
- Characterized by small and medium sized businesses which have a higher mobility of labour than previously in this region

Appendix 1: Description of Vague Sectors

Specialty Trade Contractors

Includes:

Poured Concrete Foundation and Structure Contractors
Structural Steel and Precast Concrete Contractors
Framing Contractors
Masonry Contractors
Glass and Glazing Contractors
Roofing Contractors
Siding Contractors
Electrical Contractors and Other Wiring Installation Contractors
Plumbing, Heating and Air-Conditioning Contractors
Elevator and Escalator Installation Contractors
Drywall and Insulation Contractors
Painting and Wall Covering Contractors
Flooring Contractors
Tile and Terrazzo Contractors
Finish Carpentry Contractors
Site Preparation Contractors

Professional, Scientific and Technical Services

Includes:

Legal Services
Accounting, Tax Preparation, Bookkeeping and Payroll Services
Architectural, Engineering and Related Services
Specialized Design Services
Computer Systems Design and Related Services
Management, Scientific and Technical Consulting Services
Scientific Research and Development Services
Advertising, Public Relations, and Related Services
Other - Marketing Research and Public Opinion Polling
- Photographic Services
- Translation and Interpretation Services
- Veterinary Services

Fabricated Metal Product Manufacturing

Includes:

Forging and Stamping
Cutlery and Hand Tool Manufacturing
Architectural and Structural Metals Manufacturing
Boiler, Tank and Shipping Container Manufacturing
Hardware Manufacturing
Spring and Wire Product Manufacturing
Machine Shops, Turned Product, and Screw, Nut and Bolt Manufacturing
Coating, Engraving, Heat Treating and Allied Activities
Other - Metal Valve Manufacturing
- Ball and Roller Bearing Manufacturing

Appendix 2: Key Occupations by Industry

NAIC Code	Industry Name	Prominent Occupational Groups	Proportion of Local employment compared to Ontario
111	Crop Production	<ul style="list-style-type: none"> • Skilled Occupations in Primary Industry • Intermediate Occupations in Primary Industry 	Higher Lower
112	Animal Production	<ul style="list-style-type: none"> • Skilled Occupations in Primary Industry • Intermediate Occupations in Primary Industry 	Higher Lower
238	Specialty Trade Contractors	<ul style="list-style-type: none"> • Trades and Skilled Transport and Equipment Operators • Trades helpers, Construction Labourers and Related Occupations 	Higher Higher
332	Fabricated Metal Product Manufacturing	<ul style="list-style-type: none"> • Trades and Skilled Transport and Equipment Operators • Clerical Occupations • Processing and Manufacturing Machine Operators and Assemblers 	Higher Higher Lower
337	Furniture and Related Product Manufacturing	<ul style="list-style-type: none"> • Trades and Skilled Transport and Equipment Operators • Middle and Other Management Occupations 	Higher Higher
531	Real Estate	<ul style="list-style-type: none"> • Skilled Sales and Service Occupations • Skilled Administrative and Business Occupations • Elemental Sales and Service Occupations • Middle and Other Management Occupations 	Same Lower Higher Higher
541	Professional, Scientific and Technical Services	<ul style="list-style-type: none"> • Technical Occupations Related to Natural and Applied Sciences • Professional Occupations in Natural and Applied Sciences • Skilled Administrative and Business Occupations • Clerical Occupations 	Higher Lower Higher Higher
722	Food Services and Drinking Places	<ul style="list-style-type: none"> • Elemental Sales and Service Occupations • Intermediate Sales and Service Occupations • Skilled Sales and Service Occupations • Middle and Other Management Occupations 	Same Higher Lower Lower

Appendix 3: Total Employment and Sector Employment

The following three local industrial sectors had the highest rates of employment growth, excluding the public sector:

- Management of Companies and Enterprises
- Professional, Scientific and Technical Services
- Real Estate and Rental and Leasing

The following three local industrial sectors had the lowest rates employment growth, excluding the public sector:

- Retail Trade
- Transportation and Warehousing
- Wholesale trade

According to the Labour Force Survey the three industrial sectors with the highest rates of employment growth, excluding the public sector in the Windsor/Sarnia Economic Region are:

- Utilities
- Information, Culture and Recreation
- Professional, Scientific and Technical Services

According to the Labour Force Survey the three industrial sectors with the lowest rates of employment growth, excluding the public sector in the Windsor/Sarnia Economic Region are:

- Accommodation and Food Services
- Construction
- Mining, Oil and Gas Extraction

Appendix 4: Education Levels Compared to Ontario

These tables examine how the proportion of the local population compares to the provincial average in terms of educational levels by age cohort. A “same” response indicates that the local age cohort has a share of its population with an educational level within one percent of the provincial average.

Age Cohort	Apprenticeship/Trades	College	University
25 to 34	Higher	Higher	Lower
35 to 44	Higher	Higher	Lower
45 to 54	Higher	Higher	Lower
55 to 64	higher	Higher	Lower

APPENDIX C: DATA RESOURCES AND METHODOLOGY

Data resources:

- Canadian Business Patterns (CBP)
December 2008, June 2010
- Labour Force Survey (LFS)
December 2008, December 2009, December 2010
- Census
2006
- Survey of Employment, Payrolls and Hours (SEPH)
December 2008, December 2009, November 2010

Methodology

Because of the limitation of the data resources, different data were used in this report. The CBP data were used for small and medium enterprises (SMEs) analysis for Sarnia Lambton and Ontario. The LFS data and SEPH data were used for the trend analysis for Ontario and Canada. The Census data were used for identifying main occupations for different industries. Since different data resources are used in this report, the data from the same resource are compared in the same trend analysis for each industry to keep the compatibility and consistency. Some discrepancy exists in the analysis and should be considered.

REFERENCES

Developing Sustainable Solutions for the Attraction and Inclusion of Newcomers to Sarnia-Lambton. Sarnia-Lambton Local Immigration Partnership (LIP) Settlement Strategy, November 2010

Tri-County Literacy Network. The 2011/2012 Literacy Services Plan for Chatham-Kent and Sarnia-Lambton

APPENDIX D: LIST OF STRATEGY COMMITTEE MEMBERS

<p>Strategy #1</p> <p>Joel Adams, UWO Research Park Mary Prendiville, UWO Research Park Dave Grant, CanWeb Kevin Smith, Goodwill Industries Luciano Corbo, OLG Point Edward Charity Casino Dave Moody, Sarnia Lambton Economic Partnership Don Anderson, Sarnia Lambton Business Development Corporation Mike Banovsky, MPB Industrial Ltd. William Hicks, Sarnia & District Labour Council Anne Tanner, Sarnia & District Labour Council</p> <p>Strategy #2</p> <p>Maike Luiken, Lambton College Vicky Ducharme, Sarnia Lambton Workforce Development Board Eamon O’Flynn, Sarnia Lambton Workforce Development Board Chantelle Core, Sarnia Business Enterprise Centre Dave Watson, Goodwill Industries Essex Kent Lambton Scott Palko, CCI Studios, Sarnia Connects Ryan Gervais, RE/MAX, Sarnia Connects Mike Banovsky, MPB Industrial Ltd. Marci Palframan, Junior Achievement Brian Strong, Millwrights Local 1592 Don Anderson, Sarnia Lambton Business Development Corporation</p> <p>Strategy #3</p> <p>Vicky Ducharme, Sarnia Lambton Workforce Development Board Cindy Dubois, Employment Resource Centre & Community Connections Sarnia Inc. Rory Ring, TD Bank Anne Marie Gillis, City of Sarnia Noeleen Tyczynski, The Workplace</p>	<p>Mary Ellen Gibbons, Lambton College Employment & Learning Centre Kathy Bressette, Employment Service Access Kettle & Stony Point Annette Lunham, Employment Service Access Kettle & Stony Point Simon Hazelwood, Painters & Decorators Local 1590 Ruth Campbell, Goodwill Career Centre Pam Wright, Sarnia Lambton Workforce Development Board Caroline White, Lambton Kent District School Board Janet Doyle, St. Clair Catholic District School Board David Simon, Lambton College</p> <p>Strategy #4</p> <p>Don Hart, Lambton College Vicky Ducharme, Sarnia Lambton Workforce Development Board Eamon O’Flynn, Sarnia Lambton Workforce Development Board Mick Cataford, IBEW Local 530 Jeff Kinsella, Ontario Ministry of Agriculture, Food & Rural Affairs Janet Doyle, St. Clair Catholic District School Board George Mallay, Sarnia Lambton Economic Partnership Bert Phills, Lambton Kent District School Board</p>
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Strategy #5

Vicky Ducharme, Sarnia Lambton Workforce Development Board
 Don Anderson, Sarnia Lambton Business Development Corporation
 Dave Moody, Sarnia Lambton Economic Partnership
 Garry McDonald, Sarnia Lambton Chamber of Commerce
 Carlos Fermin, Lambton College Employment & Learning Centre
 Noeleen Tyczynski, The Workplace
 Pat Voegelin, Lambton College
 Jim Wodham, Millwright Local 1592

Strategy #6

Judy Morris, Lambton College
 John Barnfield, Industrial Educational Cooperative
 Jim Bradshaw, Sarnia Building and Construction Trades Council/Sheet Metal Workers Local 539
 Shelley Brown, Industrial Educational Cooperative
 Anne Marie Gillis, City of Sarnia
 Ted Zatylny, Sarnia Lambton Economic Partnership
 Vicky Ducharme, Sarnia Lambton Workforce Development Board
 Eamon O'Flynn, Sarnia Lambton Workforce Development Board

Strategy# 7

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 Marie Watson, Esso YMCA Learning & Career Centre
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