Know your community to *grow* your community.

New Community Labour Market Report Series is launched in Northwestern Ontario

March 2, 2017 – Northern Policy Institute and North Superior Workforce Planning Board – Your Local Employment Planning Council have teamed up to provide communities with greater access to labour market information at the very local level.

The *Community Labour Market Report Series* by Amandine Martel and José-Karl Noiseux, provides local labour market indicators for communities in the NSWPB region, to assist leaders and organizations in the decision-making process. The goal of these reports is to provide community members with a better understanding of what is happening in their community. They do not however, attempt to explain the reasons behind the trends, spikes or troughs in the provided data.

"This information is intended as a starting point for an evidence-based conversation about why certain changes are occurring," said Madge Richardson, Executive Director, North Superior Workforce Planning Board – Your Local Employment Planning Council. "This report is just a first step. It is now up to community members to explore and address the challenges and opportunities their community is experiencing."

The reports include information on ten key indicators:

- Employers
- Employment by Industry
- Employment by Occupation
- Local Knowledge
- Population and Demographics
- Migration
- Education, Literacy, Skills & Training
- Labour Force Participation
- Wages
- Income

"Central to labour market planning is an understanding of key characteristics in a community that affect the supply and demand of local labour markets. "said Charles Cirtwill, President & CEO of Northern Policy Institute. "For example, a community can better align skills and training opportunities when they have an improved understanding of the makeup of employers by industry, and the labour force entry-exit ratio, which reflects the number of workers ready to enter the workforce."

Reports from the series will become available throughout the next few months, and will be accessible for download on our websites, www.nswpb.ca/lepc and www.northernpolicy.ca.

Author's calculations are based on data available at the time of publication and are therefore subject to change.

This project is funded in part by the Government of Canada and the Government of Ontario.

Media Interviews: Charles Cirtwill, President & CEO, Northern Policy Institute and Madge Richardson, Executive Director of the North Superior Workforce Planning Board – Your Local Employment Planning Council, are both available for comment.

To arrange an interview, please contact:

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About the Local Employment Planning Council (LEPC):

LEPC in Thunder Bay is a pilot project led by the North Superior Workforce Planning Board (NSWPB) with the support of Northern Policy Institute (NPI) as data and research partner. The LEPC uses community consultation, research, and evidence-based practices to spur innovation in workforce development in our region.

About the North Superior Workforce Planning Board (NSWPB):

The North Superior Workforce Planning Board (NSWPB) is one of twenty-six Workforce Planning zones across Ontario, mandated through the Ministry of Training, Colleges and Universities to identify, assess and prioritize the skills and knowledge needs of community, employers and individual participants/learners in the local labour market through a collaborative, local labour market planning process.

About Northern Policy Institute (NPI):

Northern Policy Institute is Northern Ontario's independent think tank. We perform research, collect and disseminate evidence, and identify policy opportunities to support the growth of sustainable Northern communities. Our operations are located in Thunder Bay, Sault Ste. Marie, and Sudbury. We seek to enhance Northern Ontario's capacity to take the lead position on socio-economic policy that impacts Northern Ontario, Ontario, and Canada as a whole.