



For Immediate Release

## **Know your community to grow your community.**

### ***New Community Labour Market Series Report focuses on Red Rock***

**June 22, 2017** – North Superior Workforce Planning Board – Your Local Employment Planning Council and Northern Policy Institute have teamed up to provide communities with greater access to labour market information at the very local level.

The *Community Labour Market Series Report – Red Rock* by Amandine Martel and José-Karl Noiseux, provides local labour market indicators to assist leaders and organizations in the decision-making process. The goal of this report is to provide community members in Red Rock with a better understanding of what is happening in their community. It does 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,” 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, explain and address the challenges and opportunities Red Rock is experiencing.”

The report includes 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

“NPI is extremely pleased to partner with NSWPB in delivering truly local labour market information to the communities covered by the CLMRs,” said Charles Cirtwill, President & CEO, Northern Policy Institute. We look forward to continuing that partnership with Community Accounts that will cover the entire north.”

The *Community Labour Market Series Report – Red Rock* is available for download on our websites, [www.northernpolicy.ca](http://www.northernpolicy.ca) and [www.nswpb.ca/lepc](http://www.nswpb.ca/lepc).

***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 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 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 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.*