



**The Training Centre**



# Northern York Region Community Labour Market Study

Northern York Region Community Action Project

Presentation for Town of Georgina



TOWN OF  
GEORGINA

Presented by Dr. Rostam Azarbehi

# Study Partners



Funded by Ministry of Training, Colleges, and Universities (MTCU)  
Labour Market Partnership program

# Study Purpose

- ▶ Inventory of the workforce and their skills that are being exported daily
- ▶ SWOT analysis of Northern York Region Communities (NYRC)
  - East Gwillimbury and Georgina
- ▶ Identify best practices in similar communities for business and labour attraction
- ▶ Synthesize Recommendations
- ▶ Provide framework for development of an Action Consortium to monitor and help with implementation of recommendations

# Study Process

- ▶ Workforce Survey
  - 2,124 participants in survey
- ▶ 5 Focus Groups
  - 2 in East Gwillimbury, and 3 in Georgina
- ▶ Data Analysis
- ▶ Document, Programs, Policy, and Services Review
- ▶ Best Practices Review
- ▶ Site Visits to four other communities
  - Cities of Stratford, and St. Catharines
  - Towns of Milton, and Innisfil
- ▶ SWOT Analysis
- ▶ Synthesis of Recommendations

# Major Findings

- ▶ Healthcare and Manufacturing largest exported workforce groups
- ▶ 16% were in management level occupations
  - Require a university degree
- ▶ Public Transport highlighted as issue
- ▶ Area is a great place to live and raise a family
- ▶ “Clean Slate” – flexibility in branding and marketing

# Opportunities

- ▶ Opportunities of cooperation with partners and alliances
- ▶ Broadband and Soft Infrastructure
- ▶ Strong and Unified Municipal Web Presence
- ▶ Workforce opportunities
  - Especially in Healthcare
- ▶ Skills Training funding opportunities
- ▶ To support Innovation cooperation and opportunities

# Major Recommendations

- ▶ Continue partnerships, alliances, training, and cooperation
- ▶ Further support and prioritize existing Initiatives contained in Economic Development strategy
  - As well as Business Retention and Expansion strategy
- ▶ Performance Measures incorporated into initiatives to monitor progress
- ▶ Use study document to support funding applications

# Recommendations...ctd

- Business Retention and Expansion support
  - Streamlining support for existing businesses
- Water Innovation and Research Centre
  - Spin off for community, and businesses
  - Consider Private and Public Opportunities
- Communications
  - Assertive dissemination about town strengths
  - Defining and strengthening policies and protocols
- Cooperation and alliance
  - GTTI used as an Incubator site



# Thank You!