

Issue in Focus

May 2014

Labour Market Survey Report

Core Issue: The leading constraint to Saskatchewan's continued growth is the lack of available skilled workers whose abilities match industry's demands. The Saskatchewan Chamber of Commerce conducted a labour market survey in April 2014 to determine what employers were currently doing to support labour market enhancement and what activities would be of value in the future.

Key Findings:

112 businesses people responded to the labour market survey, with 80% representing private businesses.

Hiring

- The number of respondents having a job remained unfilled due to a shortage of qualified workers reached 55% in this survey, up from 44% a year ago.
- Employers are continuing to hire the majority of their employees from the local community.
- New hires from the Aboriginal community remained low; however, almost 62% of respondents indicated their workplace had practices to attract/retain Aboriginal workers.
- Job readiness, which includes basic skills and workplace behaviours, was identified as the primary skill missing from job applicants.
- The perceived effectiveness of national recruitment drives in assisting with labour issues dropped significantly this year when compared to 2013.
- Easier access to skills training was identified as the number one services that, if enhanced, could assist respondent with their labour issues

Training

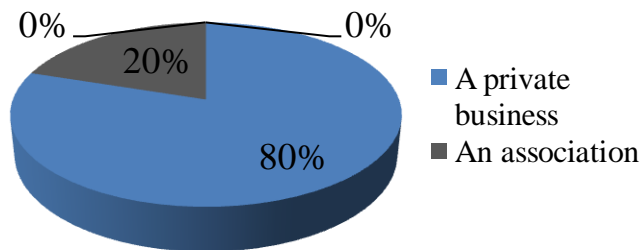
- The majority of employers are dedicating financial resources to employee training with almost 80% investing in the \$1-\$5000 range.
- Internal training processes were the most frequent form of employee training offered by employers and these processes were considered to be the most effective.
- In terms of external training, respondents indicated that workshops and conferences were seen as a more productive use of training time
- Parallel to last year, survey respondents placed a higher value on the availability of graduates from technical schools or colleges, when compared to university graduates.

Labour Market Survey 2014

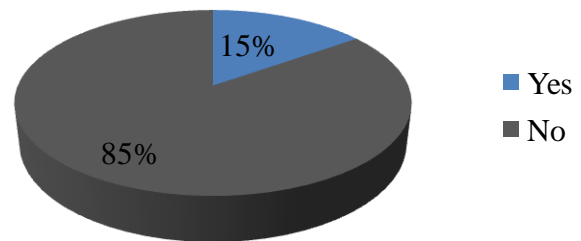
In April 2014, the Saskatchewan Chamber of Commerce, with support from other industry associations, surveyed businesses to gain a more in-depth understanding of the magnitude of efforts the business community has undertaken and the range of activities being performed with regard to labour market development. 112 business people responded. The purpose of this survey was to gain a more in-depth understanding of the specifics of the current workforce issues and of the magnitude of effort the business community undertakes to generate solutions.

Respondent Profile

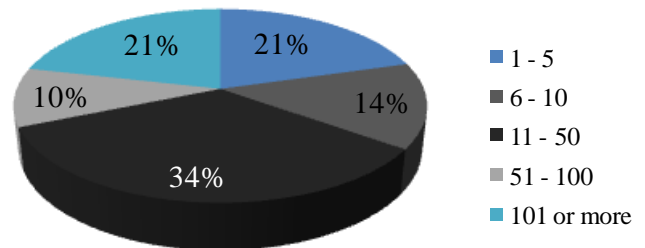
Company type:



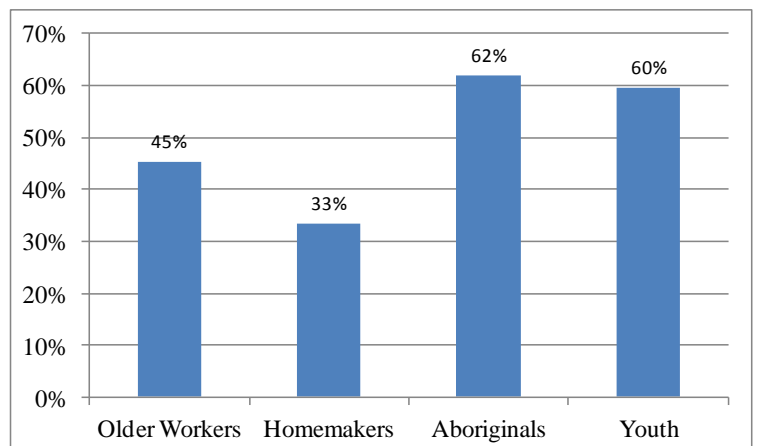
Are you unionized



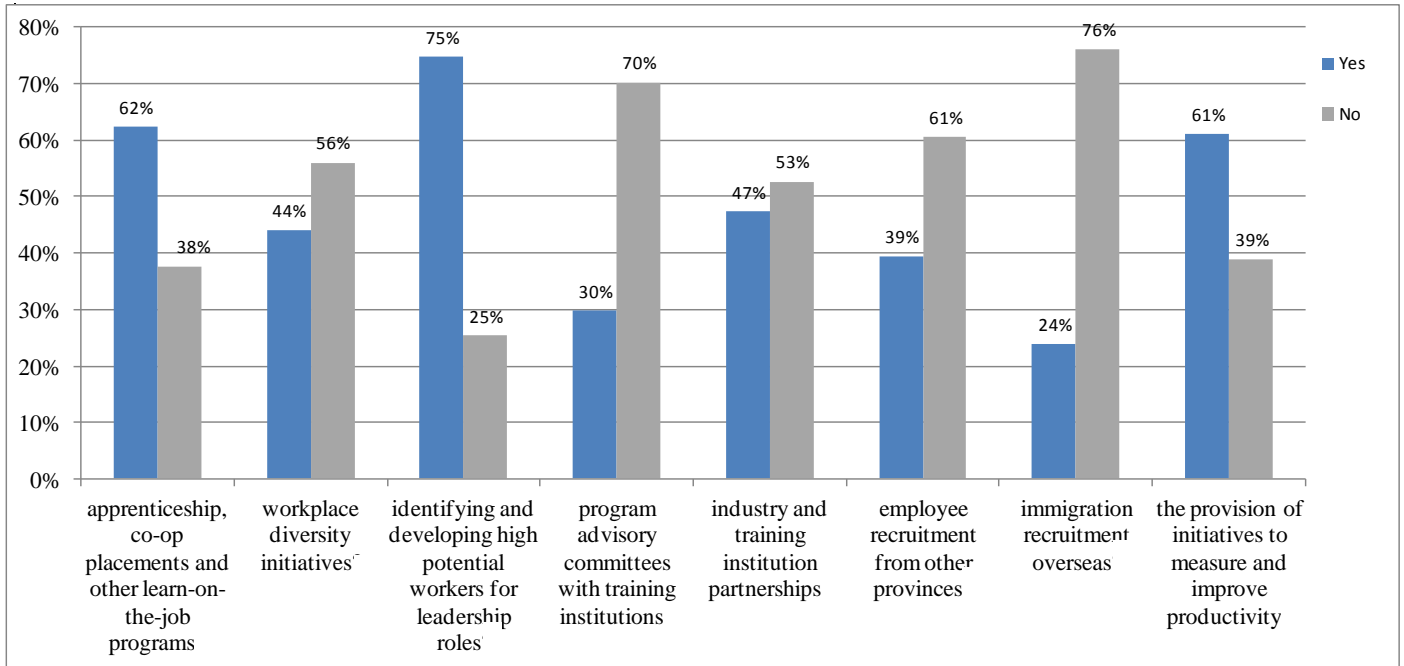
How many people did you employ in Saskatchewan in 2013 (including full and part time)?



The following percentages of respondents had practices to attract/retain workers from any of the four under-engaged labour pools in Saskatchewan.



The following percentages of respondents participated in the workforce development efforts outlined below:

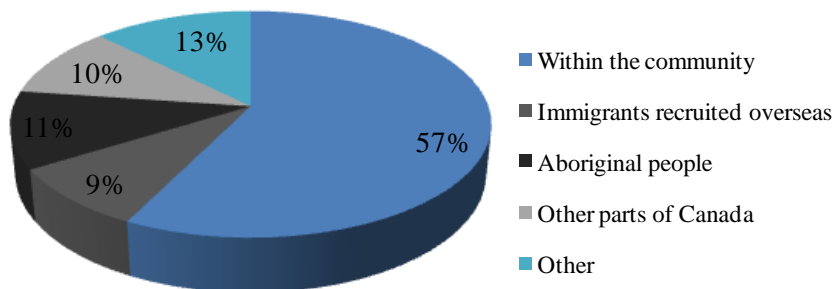


The Current Labour Pool

Hiring

Similar to last year’s finding, respondents indicated that employers are continuing to hire the majority of their employees from the local community. Hires from among the Aboriginal community remain below interprovincial hires, which is concerning for a province with Saskatchewan’s demographic makeup.

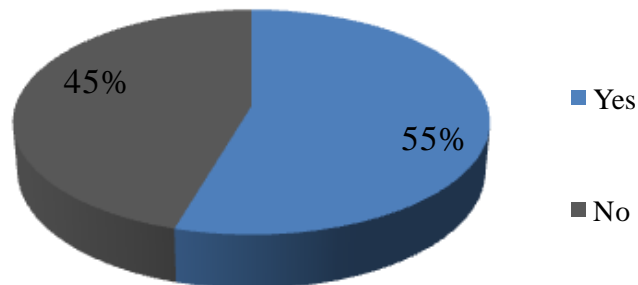
Where have your “new hires” come from (over the last two year hiring period)?



Labour Shortage

The number of respondents having a job remaining unfilled due to a shortage of qualified workers reached 55% in this survey, continuing an upward trend the Chamber has been tracking over several years. Other surveys of Saskatchewan Chamber members found that 44% of respondents had a job remaining unfilled due to shortages of qualified workers in 2012 and only 25.6% reported the same problem in 2009.

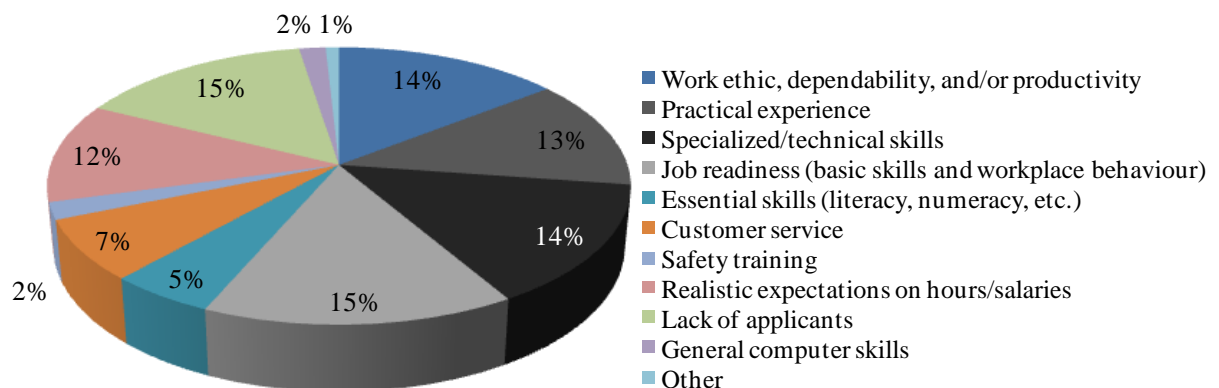
Did you have a job remaining unfilled in 2013 due to a shortage of qualified workers?



Skill Shortages

Respondents identified *job readiness* and *a lack of applicants* followed by *work ethic* and *specialized skills* as the top four skills missing from job applicants. While three of these areas were identified in the top four last year, a *lack of applicants* moved from ninth spot to tied with first.

What skills, if any, do you find missing from job applicants that you want/need for your business?



The External Training System

Improvements

Similar to last year's result, respondents once again indicated that greater connectivity between the post-secondary system and employers was one of the key areas for possible improvement. Everything from more on-site training to modernized programs to better labour market information depends on a greater joint effort.

What could be done to make training in universities and other post-secondary facilities more focused on the skills you need?

2014 Ranking

1. More on-site training/practicums
2. More training opportunities
3. Modernize training programs with employer input
4. Align programs with hiring needs
5. Stronger focus on dependability and productivity
6. Better labour market information
7. Strengthen K-12 achievement
8. Better career counseling
9. More local training
10. Tuition/training affordability

2013 Ranking

1. More on-site training/practicums
2. More training opportunities
3. Align programs with hiring needs
4. Better career counseling
5. Tuition/training affordability
6. Strengthen K-12 achievement
7. Modernize training programs with employer input
8. Stronger focus on dependability and productivity
9. More local training

Priorities

The need for easier access to skills training was the top priority for survey respondents looking to address labour issues. Interestingly, recruitment drives both nationally and internationally were not seen as services that, if enhanced, could assist with the province's labour issues. More specifically, national recruiting drives fell from 5th place to 10th in the rankings while international recruitment drives continued to trend at the bottom. Similar to last year, survey respondents placed a higher value on the availability of graduates from technical schools or colleges when compared to university graduates.

What services or programs do you see in your sector that, if enhanced, could assist you with labour issues:

2014 Ranking

1. Easier access to skills training
2. More technical/college grads available
3. Stronger essential skills in K-12 education
4. More co-op/ on-the-job training programs
5. Greater transition to work services for Aboriginal people
6. Easier access to labour market information
7. More contracted training services
8. More university grads available
9. Immigration processes simplified and quicker
10. More recruitment drives nationally
11. More recruitment drives internationally

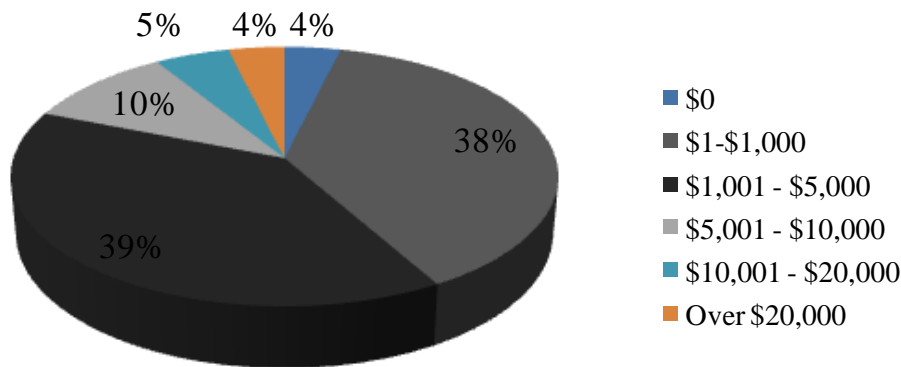
2013 Ranking

1. More technical or college graduates available
2. More skilled trades people (journeypersons)
3. Easier access to skills training
4. Easier access to labour market information
5. More recruitment drives nationally
6. Greater transition to work services for Aboriginal people
7. More access to co-op programs
8. Immigration process simplified and quicker
9. Contracted training services
10. More university graduates available
11. More recruitment drives internationally

Employer Training Information

This survey found the majority of employers are dedicating financial resources to employee training with the majority investing somewhere in the range of \$1-\$5000. Respondents also indicated that internal training processes were the most frequent form used (about 98% indicated they used some type of in-house training). In terms of external training, respondents indicated that workshops and conferences were seen as a more productive use of training time, this is different from last year when *specific training programs offered online or out of province* were ranked highest. Also similar to last year's results, safety training was ranked very highly, with almost 64% of respondents engaging in it.

What was your annual training budget per person last year?



What types of training do you undertake for your staff?

The following list is in order of frequency cited by respondents:

- In-house and/or on the job training (98% of respondents)
- Mentoring (70% of respondents)
- Safety training (64% of respondents)
- Technical training/ Equipment operating (56% of respondents)
- Leadership training (54% of respondents)
- First aid/CPR (51% of respondents)
- Customer service training (45% of respondents)
- Personal growth plan and/or career counselling (35% of respondents)
- Sales training (30% of respondents)
- Marketing and/or communications training (23% of respondents)

What is the most productive workforce development service/program or activity you undertake for your employee training?

This list is ranked in order of most to least productive.

2014

1. Hands-on/onsite training
2. Mentoring and one-on-one training
3. Workshops and conferences
4. Private, company-developed training
5. Personal & organizational goal setting
6. Specific training programs through SIAST, private providers or regional colleges

2013

1. Hands-on/onsite training
2. Mentoring and one-on-one training
3. Specific training programs offered online or out of province
4. Specific training programs through SIAST, private providers or regional colleges
5. Sales training
6. Personal and organizational goal setting

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| 7. Specific training programs offered online or out of province | 7. Compensation for personally organized training |
| 8. Compensation for personally organized training | 8. Workshops and conferences |

**How do you know that your workforce development efforts are paying off?
(Rate in order of frequency with 1 being highest):**

1. Reduced turnover/ More long-term staff
2. Greater productivity by staff
3. Increased internal promotions
4. Improved job satisfaction and engagement
5. Higher customer satisfaction
6. Easier to recruit new staff
7. Improved safety