

# Issue in Focus

March 2015

## Labour Market Survey Report

### Core Issue:

The Saskatchewan Chamber of Commerce conducted a labour market survey in March 2015 to determine what employers were currently doing to support labour market enhancement and what activities would be of value in the future.

### Key Findings:

188 businesses people responded to the labour market survey, with about 75% representing private businesses.

#### Hiring

- The number of respondents with a job remained unfilled due to a shortage of qualified workers was 54%, down just slightly from 55% 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 57% of respondents indicated they had practices to attract/retain Aboriginal workers.
- Respondents identified *specialized/technical skills* and *a lack of applicants* as the top four skills missing from job applicants. *Job readiness* was ranked first last year but fell into fifth this year.
- Only 22% of survey respondents reported being involved in immigrant recruitment over the past year.
- While awareness is high (over 70%) only 25% of respondents plan to access Canada Job Grant funding

#### Training

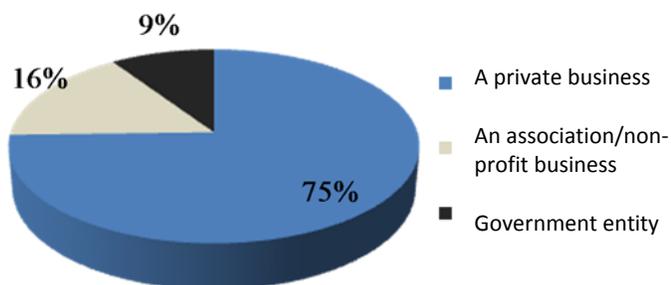
- The majority of employers are dedicating financial resources to employee training with almost 75% investing in the \$1-\$5,000 range.
- Internal training processes were the most frequent form of employee training offered by employers, and these processes were considered to be the most effective.
- The percentage of respondents investing in safety training increased by almost 10% this year compared to 2014.
- 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 2015

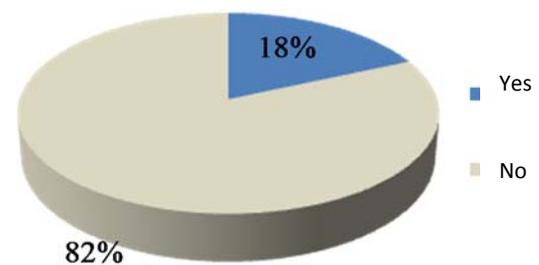
In March 2015, the Saskatchewan Chamber of Commerce, with support from other industry associations, surveyed businesses to gain a more in-depth understanding of the magnitude of efforts the business community has undertaken and the range of activities being performed with regard to labour market development. 188 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

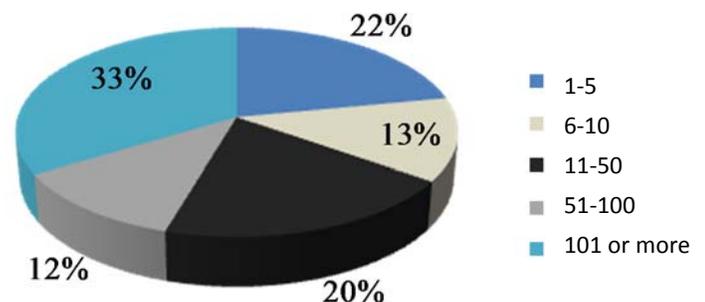
#### Company type:



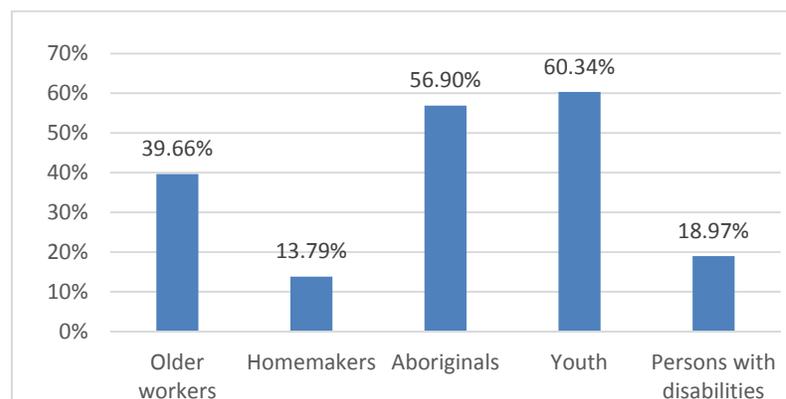
#### Are you unionized?



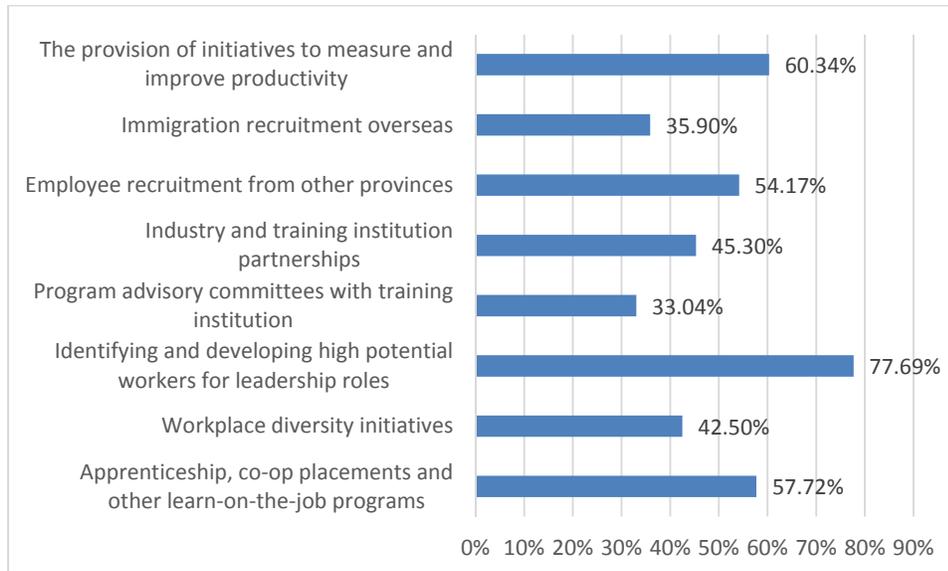
#### How many people did you employ in Saskatchewan in 2014 (including full and part time)?



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



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

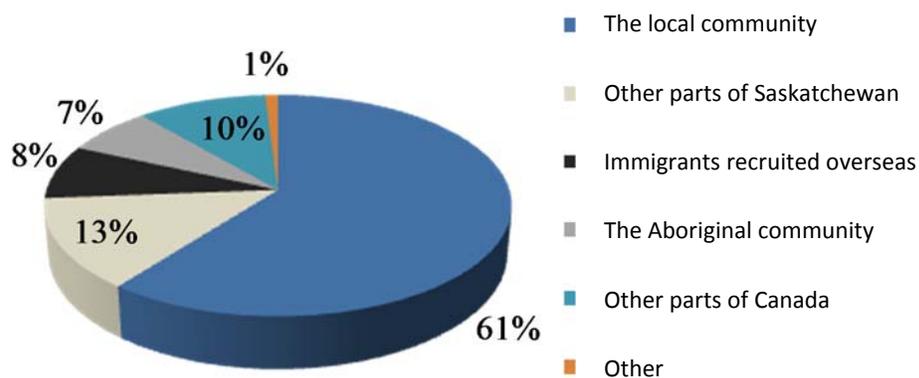


**The Current Labour Pool**

**Hiring**

Similar to the previous findings, respondents indicated that employers are continuing to hire the majority of their employees from the local community. The division of hiring remained almost same as last year.

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



## Immigration

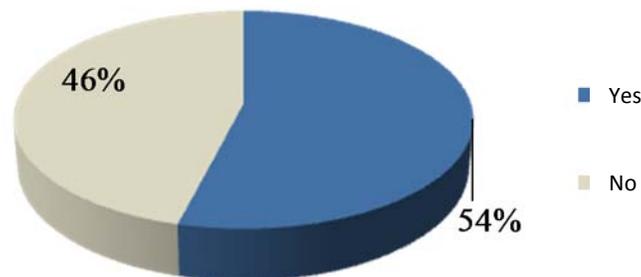
Only 22% of survey respondents reported being involved in immigrant recruitment over the past year. Of those who were involve, the most highly utilized programs and/or processes were (in order of frequency):

1. Saskatchewan Immigrant Nominee Program (SINP)
2. Temporary Foreign Worker Program
3. Francophone Significant Benefit Program
4. Intra Company Transfers
5. International Experience Canada - Working Holiday

## Labour Shortage

The number of respondents having a job remaining unfilled due to a shortage of qualified workers was 54% in this survey, just slightly below the 55% reported last year.

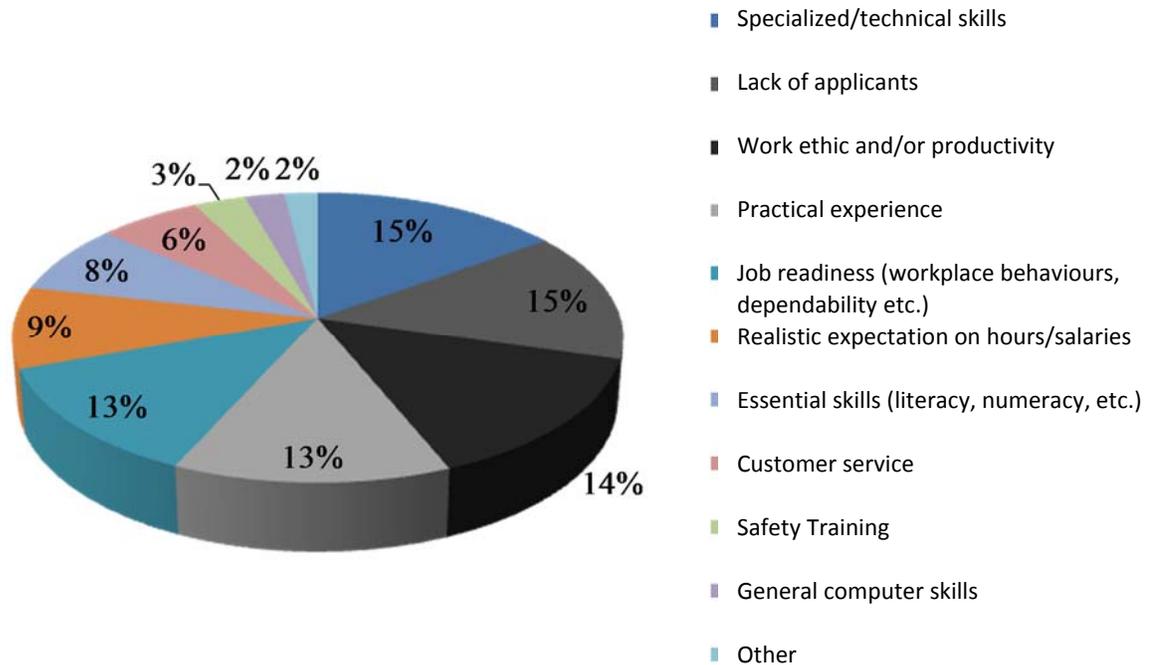
### Did you have a job remaining unfilled in 2014 due to a shortage of qualified workers?



## Skill Shortages

Respondents identified *specialized/technical skills* and *a lack of applicants* followed by *work ethic* and *practical experience* as the top four skills missing from job applicants. *Job readiness* was ranked first last year but fell into fifth this year, with *specialized skills* making the biggest move from fourth to first.

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



**The External Training System**

**Priorities**

The need to have more technical/college graduates available was the top priority for survey respondents looking to address labour issues. 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. While availability was ranked highly, recruitment drives, both nationally and internationally, continued to be seen as a low priority.

**What services or programs do you see in your sector that, if enhanced, could improve the labour pool/ workforce for your company:**

2015 Ranking	2014 Ranking	2013 Ranking
1. More technical/college grads available	1. Easier access to skills training	1. More technical or college graduates available
2. Easier access to skills training	2. More technical/college grads available	2. More skilled trades people (journeypersons)
3. More co-op/ on-the-job training programs	3. Stronger essential skills in K-12 education	3. Easier access to skills training
4. Stronger essential skills in K-12 education	4. More co-op/ on-the-job training programs	4. Easier access to labour market information
5. Greater transition to work services for Aboriginal people	5. Greater transition to work services for Aboriginal people	5. More recruitment drives nationally
6. More university grads available	6. Easier access to labour market information	6. Greater transition to work services for Aboriginal people
7. Immigration process simplified and quicker	7. More contracted training services	7. More access to co-op programs
8. Easier access to labour market information	8. More university grads available	8. Immigration process simplified and quicker
9. More recruitment drives nationally	9. Immigration processes simplified and quicker	9. Contracted training services
10. More contracted training services	10. More recruitment drives nationally	10. More university graduates available
11. More recruitment drives internationally	11. More recruitment drives internationally	11. More recruitment drives internationally

**Improvements**

*Aligning programs with hiring needs moved from fourth place to first this year while the previously topped ranked suggestion *more on-site training/practicums* dropped to fifth.*

*A focus on practical knowledge and stronger life skills jumped to second and third place this year, while *more training opportunities* experienced the largest drop, moving from second to 10<sup>th</sup>.*

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

**2015 Ranking**

1. Align programs with hiring needs
2. Focus on practical knowledge
3. Stronger focus on dependability, productivity, and life skills
4. Utilize more employer input
5. More on-site training/practicums
6. Strengthen K-12 achievement
7. Better career counseling/information availability
8. Reinforce basic skills
9. Accelerate training opportunities
10. More training opportunities

**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**

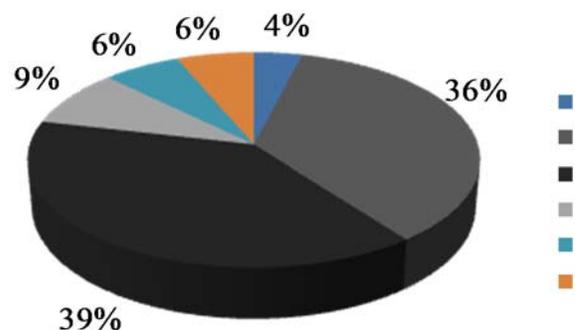
1. More on-site training/practicums
2. More training opportunities
3. Align programs with hiring needs
4. Better career counseling
5. Tuition/training affordability
6. Strengthen K-12 achievement
7. Modernize training programs with employer input
8. Stronger focus on dependability and productivity
9.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

**Employer Training Information**

As with previous years, this survey found the majority of employers are dedicating financial resources to employee training with the majority investing somewhere in the range of \$1-\$5,000. Respondents also indicated that internal training processes were the most frequent form used (about 94% indicated they used some type of in-house training). The percentage of respondents investing in safety training increased by almost 10% this year compared to 2014.

**What was your annual training budget per person last year?**

- \$0
- \$1-\$1,000
- \$1,001-\$5,000
- \$5,001-\$10,000
- \$10,001-\$20,000
- Over \$20,000



### 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 (94% of respondents)
- Safety training (73% of respondents)
- Mentoring (71% of respondents)
- Technical training/ Equipment operating (60% of respondents)
- Leadership training (56% of respondents)
- Customer service training (53% of respondents)
- First aid/CPR (52% of respondents)
- Personal growth plan and/or career counselling (38% of respondents)
- Sales training (35% of respondents)
- Productivity/Lean (25% of respondents)
- Marketing and/or communications training (25% of respondents)

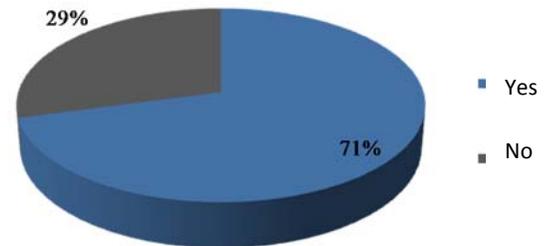
### What is the most productive workforce development service/program or activity you undertake for your employee training?

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

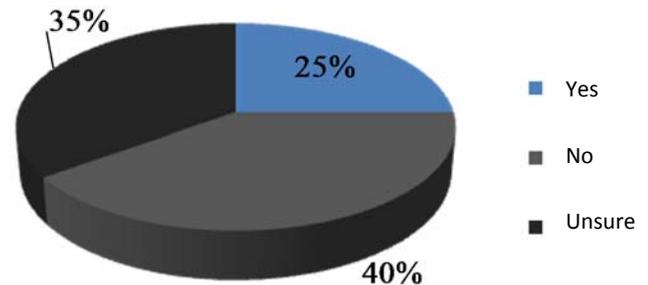
2015	2014	2013
1. Hands-on/onsite training	1. Hands-on/onsite training	1. Hands-on/onsite training
2. Mentoring and one-on-one training	2. Mentoring and one-on-one training	2. Mentoring and one-on-one training
3. Private, company-developed training	3. Workshops and conferences	3. Specific training programs offered online or out of province
4. Specific training programs through SIAST, private providers or regional colleges	4. Private, company-developed training	4. Specific training programs through SIAST, private providers or regional colleges
5. Personal & organizational goal setting	5. Personal & organizational goal setting	5. Sales training
6. Workshops and conferences	6. Specific training programs through SIAST, private providers or regional colleges	6. Personal and organizational goal setting
7. Specific training programs offered online or out of province	7. Specific training programs offered online or out of province	7. Compensation for personally organized training
8. Compensation for personally organized training	8. Compensation for personally organized training	8. Workshops and conferences

In 2014 the Government of Saskatchewan partnered with the Government of Canada to launch the Canada Job Grant. The Canada Job Grant allows employers to access additional training dollars. To access Job Grant funding an employer is required to contribute at least one third of the training costs (up to \$5,000) for additional training that leads to a new or better full-time job.

**Are you aware that there is Canada Job Grant funding available through the provincial/federal government to assist employers in providing new employee training?**



**Have you accessed, or do you plan to access, any Canada Job Grant funding to build your training capacity?**



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

**2015 Ranking**

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

**2014 Ranking**

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