

Ministry Of Agriculture , Food and Rural Affairs

# Tools to Guide Recovery

OEMC September 2022

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Agriculture and Rural Economic Development Advisors

# Territorial Acknowledgment

The City of Cornwall occupies the traditional land of the Mohawk, Wendake-Nionwentsio, and Haudenosaunee Nations.

We come to this land as uninvited visitors and promise to treat the land and community with the utmost respect as Indigenous Peoples have done for thousands of years before us.

We acknowledge the intergenerational systems that have and continue to disproportionately harm and exclude Indigenous communities and Peoples. We are actively making decisions and developing programs that promote Diversity, Equity, and Inclusion of all community members.



# Agenda

Welcome

The Road to Recovery

Using Data

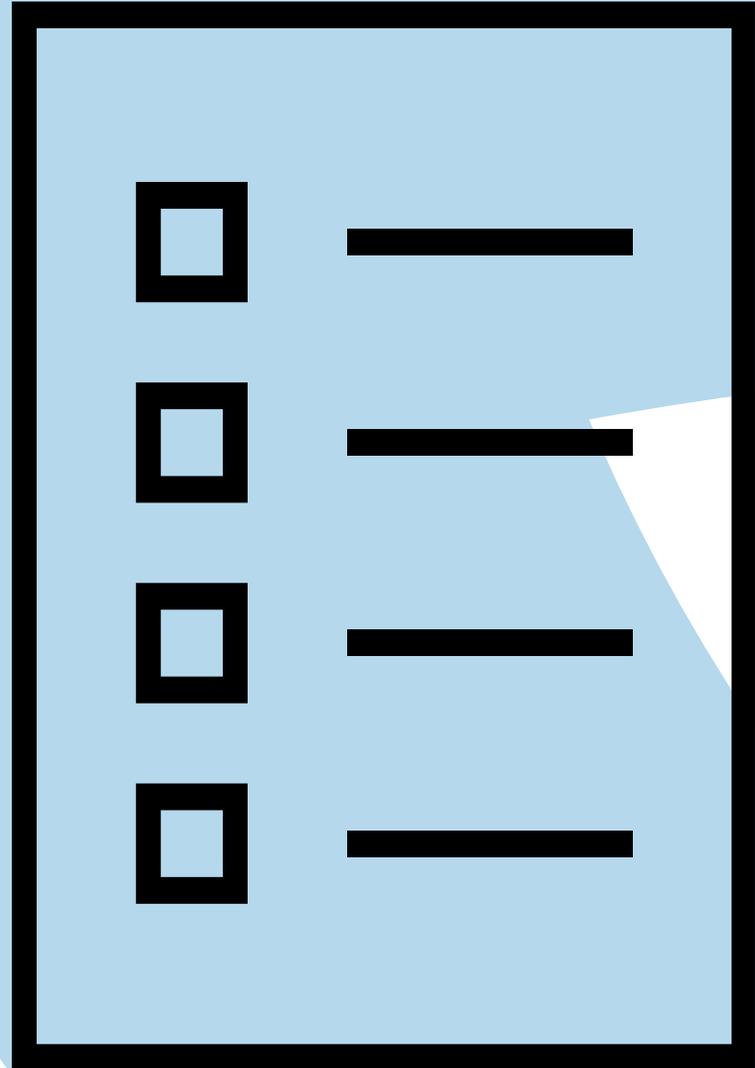
Data Tools

- Analyst and other data
- Business Retention and Expansion
- Performance Measurement
- Welcoming Communities

Key Takeaways

Resources

Questions



# The Road to Recovery: What Impacts of Covid are we still seeing now?

- Uncertainty about economic recovery
- Inflation
- Capacity to support recovery varies
- Community relationships being re-built/lack of trust/fear
- Fluctuating consumer demand
- Continued strain on social and health services
- Supply chain issues
- Rising costs of inputs
- Recruiting and retaining workers in most sectors
- Challenges transitioning/maintaining online sales because of limited access to affordable high-speed internet and lack of capacity/digital literacy
- Rising rural population putting strains on local infrastructure and driving the housing market



# What Can You Do? A Leader's Role in Recovery



PROMOTER



CONNECTOR



EDUCATOR



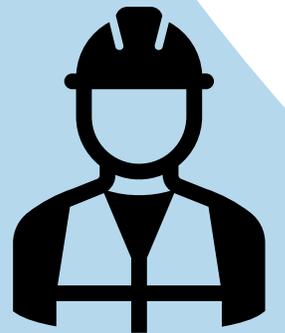
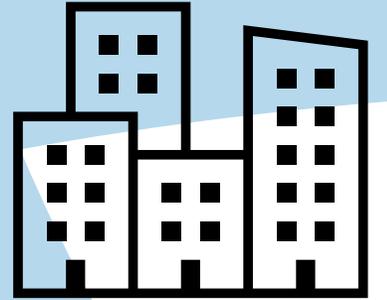
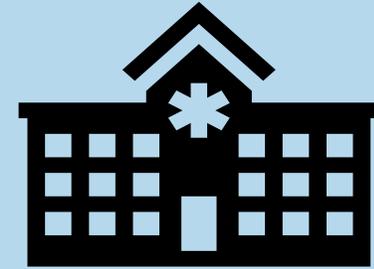
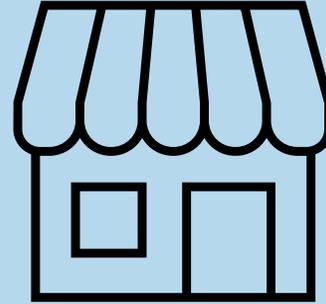
POLICY ENABLER



ORGANIZER

# Discussion

What are some key actions that your community has undertaken to aid recovery?



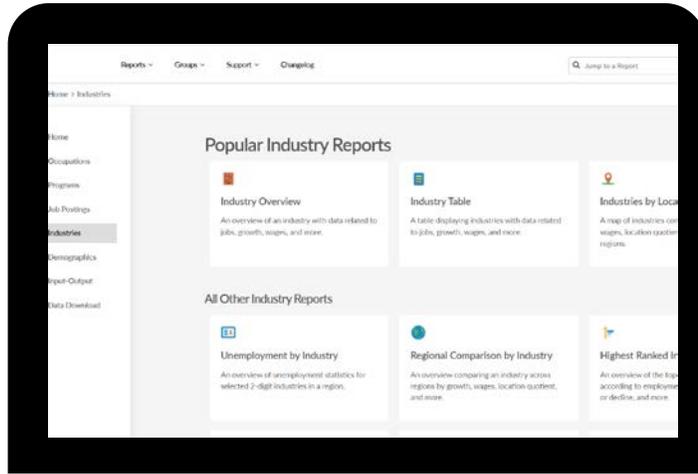
# Benefits of Data and Research for Recovery

- Data analysis is the foundation for understanding a regional economy:
  - Identify the local assets and potential liabilities that will affect local/regional economic recovery
  - Create recovery plans
  - Project local economic trends
  - Market the community effectively
  - Monitor economic performance over time, and evaluate the success of your recovery efforts.
- **BUT** why is data important in community economic development efforts?

So let's talk about OMAFRA tools that can aid in recovery...

# Analyst

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Analyst is a web-based tool that provides data on regional economies and workforces making it easier to do analysis.

Analyst helps lay out a region's data so communities can make informed decisions about how to build and strengthen their economy.

To access Analyst:

[Analyst: economic analysis software | ontario.ca](https://analyst.economicanalysissoftware|ontario.ca)

# **Analyst Snapshot for Ontario East Economic Development Commission Geography**

Start Over

12 Census Divisions Advanced · Clear

- ✘ Prince Edward (in Ontario) (3513)
- ✘ Northumberland (in Ontario) (3514)
- ✘ Peterborough (in Ontario) (3515)
- ✘ Kawartha Lakes (in Ontario) (3516)
- ✘ Renfrew (in Ontario) (3547)

Add Regions...

Timeframe

2019 ▾ to 2021 ▾

Class of Worker

- Employees
- Self-Employed

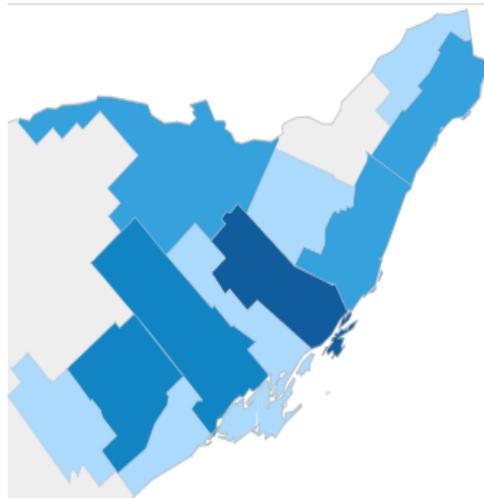
# Economy Overview

Ontario East Economic Development Commission

Save

Export ▾

Economy Overview



Regional Trends

Population (2021) ⓘ	1,212.5K
Jobs (2021) ⓘ	429.9K
Average Wages (2021) ⓘ	\$49.1K
Completions (2019)	20.0K
Exports (2019) ⓘ	\$40.7B
Imports (2019) ⓘ	\$49.6B

0

Jump to Regional Comparison by Industr

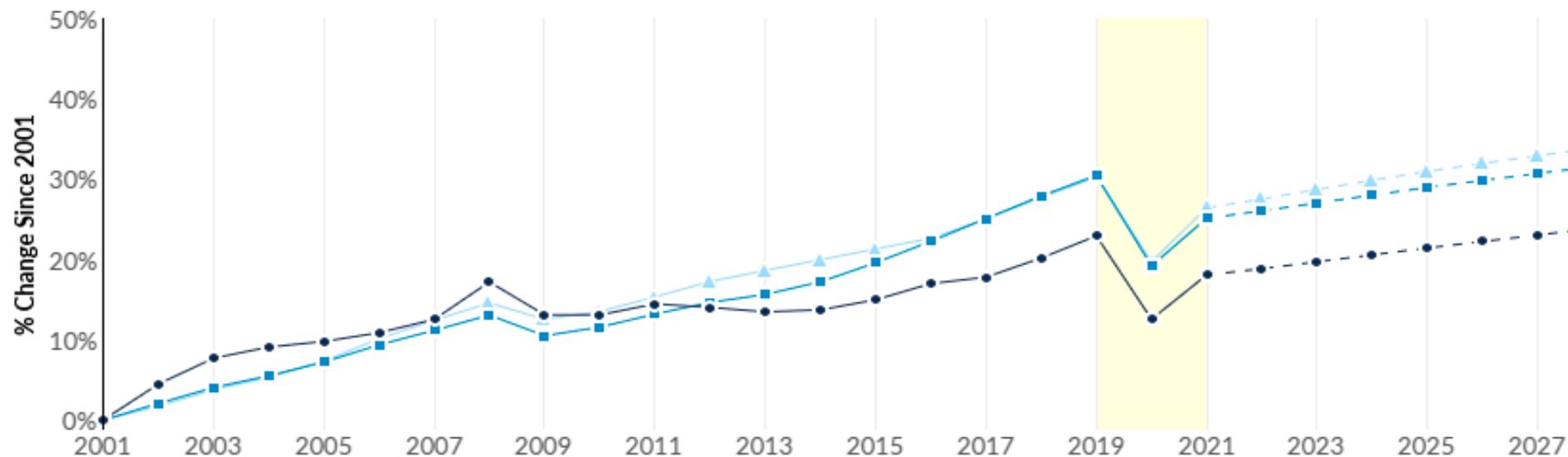
## Growing & Declining Occupations



Occupation	Change in Jobs (2019-2021)	
Store shelf stockers, clerks and order fillers	970	
Plastics processing machine operators	911	
Administrative assistants	856	
Retail salespersons	-960	
Registered nurses and registered psychiatric nurses	-1,046	
General office support workers	-1,143	

## Regional Trends

[Jump to Regional Comparison by Industry](#) ■■■



Region	2019 Jobs	2021 Jobs	Change	% Change
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● Region	447,582	429,866	-17,716	-4.0%
■ Province	6,739,353	6,464,309	-275,044	-4.1% ✘
▲ Nation	17,339,493	16,830,675	-508,818	-2.9% ✘

5 Years

12 Months

Last 30 Days

### Unique Postings Trend

[Jump to Job Postings Table](#) ■■■



Month	Unique Postings	Posting Intensity
Aug 2022	4,740	2:1
Jul 2022	3,885	2:1
Jun 2022	4,162	2:1
May 2022	3,731	2:1
Apr 2022	4,637	2:1
Mar 2022	3,099	2:1
Feb 2022	2,076	2:1
Jan 2022	3,565	1:1
Dec 2021	2,677	2:1
Nov 2021	2,960	2:1
Oct 2021	2,494	2:1
Sep 2021	2,520	2:1

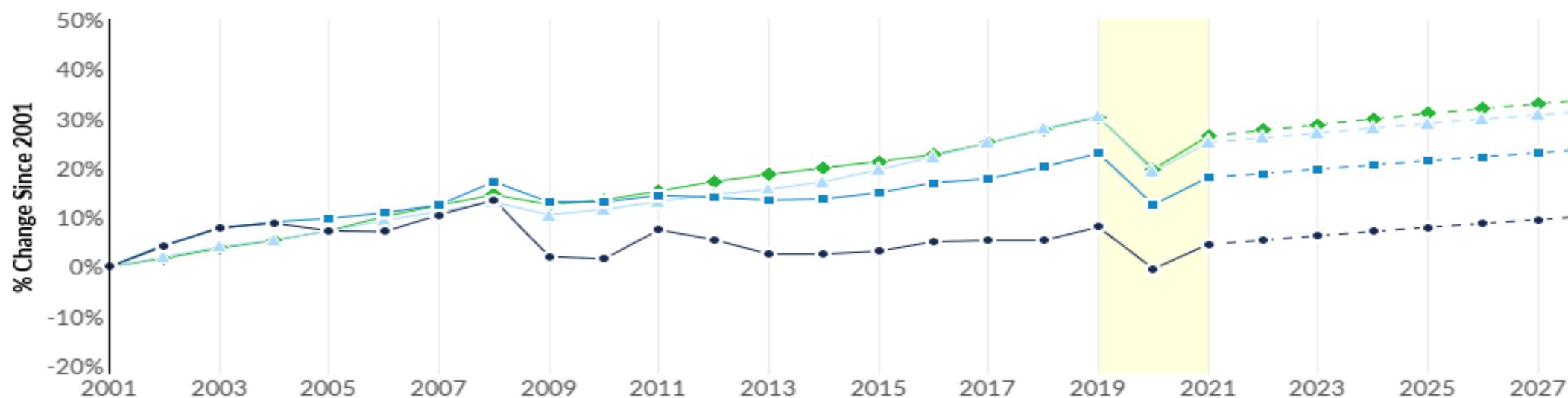
# Leeds Grenville

Where Lifestyle Grows Good Business



## Regional Trends

[Jump to Regional Comparison by Industry](#) ■■■



Region	2019 Jobs	2021 Jobs	Change	% Change
● Region	34,714	33,589	-1,125	-3.2%
■ Ontario East Economic Development Commission	447,582	429,866	-17,716	-4.0% ✘
▲ Ontario	6,739,353	6,464,309	-275,044	-4.1% ✘
◆ Nation	17,339,493	16,830,675	-508,818	-2.9% ✘

# Workforce Specific Data and How it Can Be Used

Full-service restaurants and limited-service eating places in Leeds & Grenville

## Industry Overview



2,048

Jobs (2021) ⓘ

24% above National average

-20.0%

% Change (2019-2021) ⓘ

Nation: -19.4%

\$19,258

Avg. Wages Per Job (2021)

Nation: \$21,939

## Growing & Declining Industries



Industry	Change in Jobs (2019-2021)	
📄 Employment services	116	
📄 Nursing care facilities	90	
📄 Farms	80	
📄 Other amusement and recreation industries	-164	
📄 Traveller accommodation	-191	
📄 Full-service restaurants and limited-service eating places	-511	

## Occupations Employed by this Industry

[Jump to Staffing Patterns](#) ■■■

Description	Employed in Industry (2021)	% of Total Jobs in Industry (2021)
Food counter attendants, kitchen helpers and related support occupations	638	31.2%
Food and beverage servers	353	17.2%
Cooks	282	13.8%
Cashiers	164	8.0%
Maitres d'hôtel and hosts/hostesses	141	6.9%

# Staffing Patterns

Full-service restaurants and limited-service eating places in Leeds and Grenville (in Ontario)

Save

Export

4-Digit Filter Keep Hide Jump To + Create Group

<input type="checkbox"/>	NOC	Description	Employed in Industry (2019)	Employed in Industry (2021)	Employed in Industry (2021)	Change (2019 - 2021)	% Change (2019 - 2021)	% of Total Jobs in Industry (2021)	Median Hourly Wages
<input type="checkbox"/>	6711	Food counter attendants, kitchen helpers and related support occupations	723	638	638	-85	-12%	31.2%	\$14.88
<input type="checkbox"/>	6513	Food and beverage servers	405	353	353	-52	-13%	17.2%	\$14.13
<input type="checkbox"/>	6322	Cooks	322	282	282	-40	-12%	13.8%	\$15.90
<input type="checkbox"/>	6611	Cashiers	289	164	164	-125	-43%	8.0%	\$13.99
<input type="checkbox"/>	6511	Maitres d'hôtel and hosts/hostesses	141	141	141	0	0%	6.9%	\$14.90
<input type="checkbox"/>	6311	Food service supervisors	136	108	108	-28	-21%	5.3%	\$18.08
<input type="checkbox"/>	0631	Restaurant and food service managers	94	97	97	3	3%	4.8%	\$17.61
<input type="checkbox"/>	6321	Chefs	94	79	79	-15	-16%	3.9%	\$19.78
<input type="checkbox"/>	6512	Bartenders	55	45	45	-10	-18%	2.2%	\$14.51
<input type="checkbox"/>	6332	Bakers	47	28	28	-19	-40%	1.4%	\$15.40
<input type="checkbox"/>	7514	Delivery and courier service drivers	48	21	21	-27	-56%	1.0%	\$17.17

# Job Posting Analytics

Select Occupations [Clear](#) · [Save](#)

By NOC Code  By GOT [?](#)

[Browse](#) · [Groups](#)

Cooks (6322) ✕

Select Regions [Clear](#) · [Save](#)

Government Region  City

[Drive Time](#) · [Radius From Address](#) · [Browse](#) · [Groups](#)

Leeds and Grenville (in Ontario) (3507) ✕

Select Timeframe

Standard  Preset Timeframe

Sep 2019 ▼ to Jul 2022 ▼

Show Advanced Options ▼

Run

# Job Posting Analytics

Save

Export ▾

## Job Postings Overview



101

Unique Postings (Sep 2019 - Jul 2022)

154 Total Postings

2 : 1

Posting Intensity (Sep 2019 - Jul 2022)



Regional Average: 2 : 1

There were 154 total job postings for your selection from September 2019 to July 2022, of which 101 were unique. These numbers give us a Posting Intensity of 2-to-1, meaning that for every 2 postings there is 1 unique job posting.

This is close to the Posting Intensity for all other occupations and companies in the region (2-to-1), indicating that they are putting average effort toward hiring for this position.

Annual

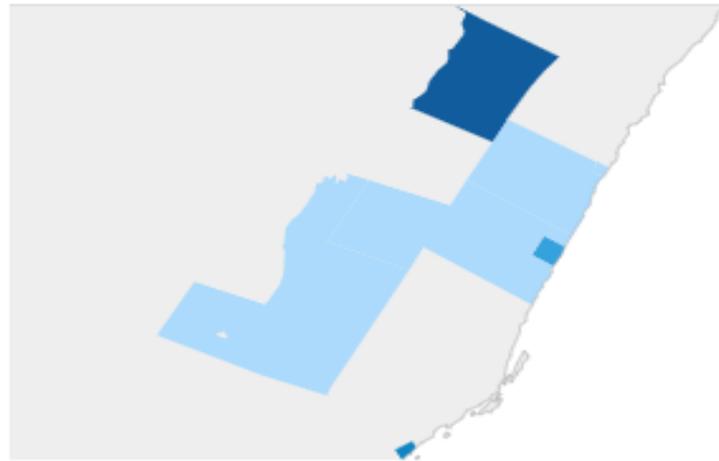
Hourly

Advertised Salary



## Job Postings Regional Breakdown

[Jump to Job Postings by Location](#) ■■■



Census Subdivision	Unique Postings (Sep 2019 - Jul 2022)
North Grenville (in Ontario)	46
Gananoque (in Ontario)	26
Brockville (in Ontario)	14
Augusta (in Ontario)	5
Elizabethtown-Kitley (in Ontario)	5

## Sample Postings

[Jump to Job Postings List](#) ■■■

- ▶ [Prep Cooks – Unclassified in Ottawa \(Jul 2022 - Active\)](#)
- ▶ [Cooks – Madhav in Brockville \(Jul 2022 - Active\)](#)
- ▶ [Cooks – Madhav in Brockville \(Jul 2022 - Active\)](#)
- ▶ [Line Cooks/Prep Cooks – Unclassified in Ottawa \(Jul 2022 - Active\)](#)
- ▶ [Line Cooks – Hornblower Cruises And Events in Gananoque \(Jul 2022 - Active\)](#)

# Who's Hiring

Top Companies Posting [Give Feedback](#)



Company	Total/Unique (Sep 2019 - Jul 2022)	Posting Intensity	Unique Postings Trend (Sep 2019 - Jul 2022)
Revera	8 / 6	1 : 1	
Madhav	5 / 4	1 : 1	
Swiss Chalet	5 / 4	1 : 1	
Nicks Family Restaurant	4 / 3	1 : 1	
Compass Group	3 / 3	1 : 1	
Chartwell Retirement Residences	3 / 3	1 : 1	
The Gananoque Inn & Spa	2 / 2	1 : 1	
Rockport Boat Line	2 / 2	1 : 1	
Compass Group Canada	4 / 2	2 : 1	
Cara Operations	3 / 2	2 : 1	

## Top Posted Job Titles



Job Title	Total/Unique (Sep 2019 - Jul 2022)	Posting Intensity	Unique Postings Trend (Sep 2019 - Jul 2022)
Cooks	58 / 37	2 : 1 	
Line Cooks	15 / 10	2 : 1 	
Line Cooks/Prep Cooks	20 / 8	3 : 1 	
Line/Prep Cooks	8 / 7	1 : 1 	
Prep Cooks	12 / 7	2 : 1 	
Prepared Foods Cooks	6 / 5	1 : 1 	
Pizza Cooks	3 / 2	2 : 1 	

# In-Demand Skills

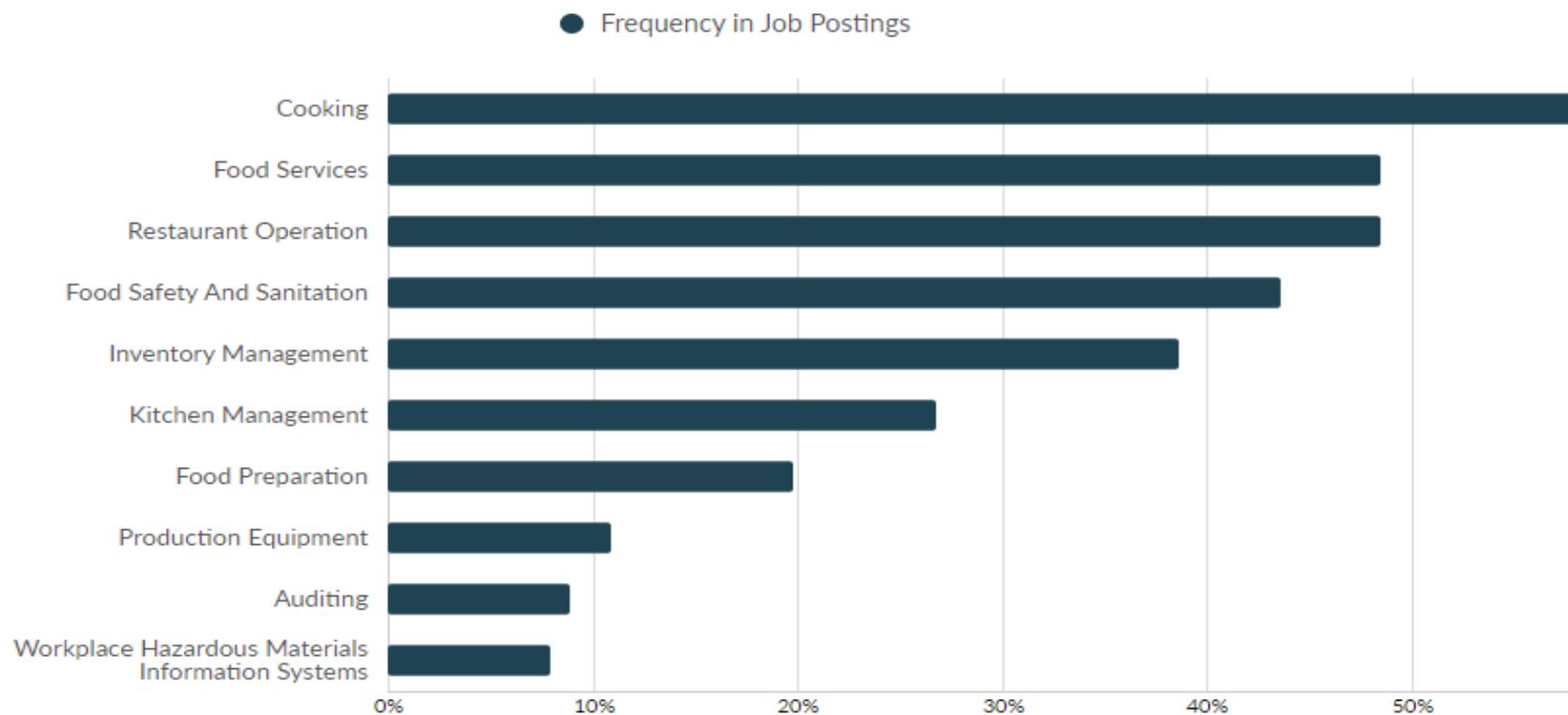
The following provides insight into the demand of relevant skills.

Specialized Skills

Common Skills

Software Skills

Top Specialized Skills





**Other Labour Force/Data Tools**



# LMI Help Desk

Local Labour Market Information, and other topics related to your information search:

- Offered through most Workforce Training Boards in Eastern Ontario
- Provides information on:
  - What skills are in demand in my area?
  - What is the demographic of workers in my area?
  - What is the median wage for my occupation?
  - What is the unemployment rate for my area?
  - What jobs are in demand in my area?

# Labour Market Intelligence (LMINT)

Home Page

Labour Force Profile page –  
Select Your “Labour shed”  
(ex. Belleville)

Labour Force Profile page –  
Generate Report, by Sector  
or Occupation

JOB TITLE	POSTINGS
Material handlers	237
Retail salespersons	211
Professional, scientific and technical services	113
Other labourers in processing, manufacturing and utilities	111
Delivery and courier service drivers	110
Janitors, caretakers and building superintendents	100
Other customer and information services representatives	96
Sales and account representatives - wholesale trade (non-technical)	95
Other business services managers	69
Transport truck drivers	69

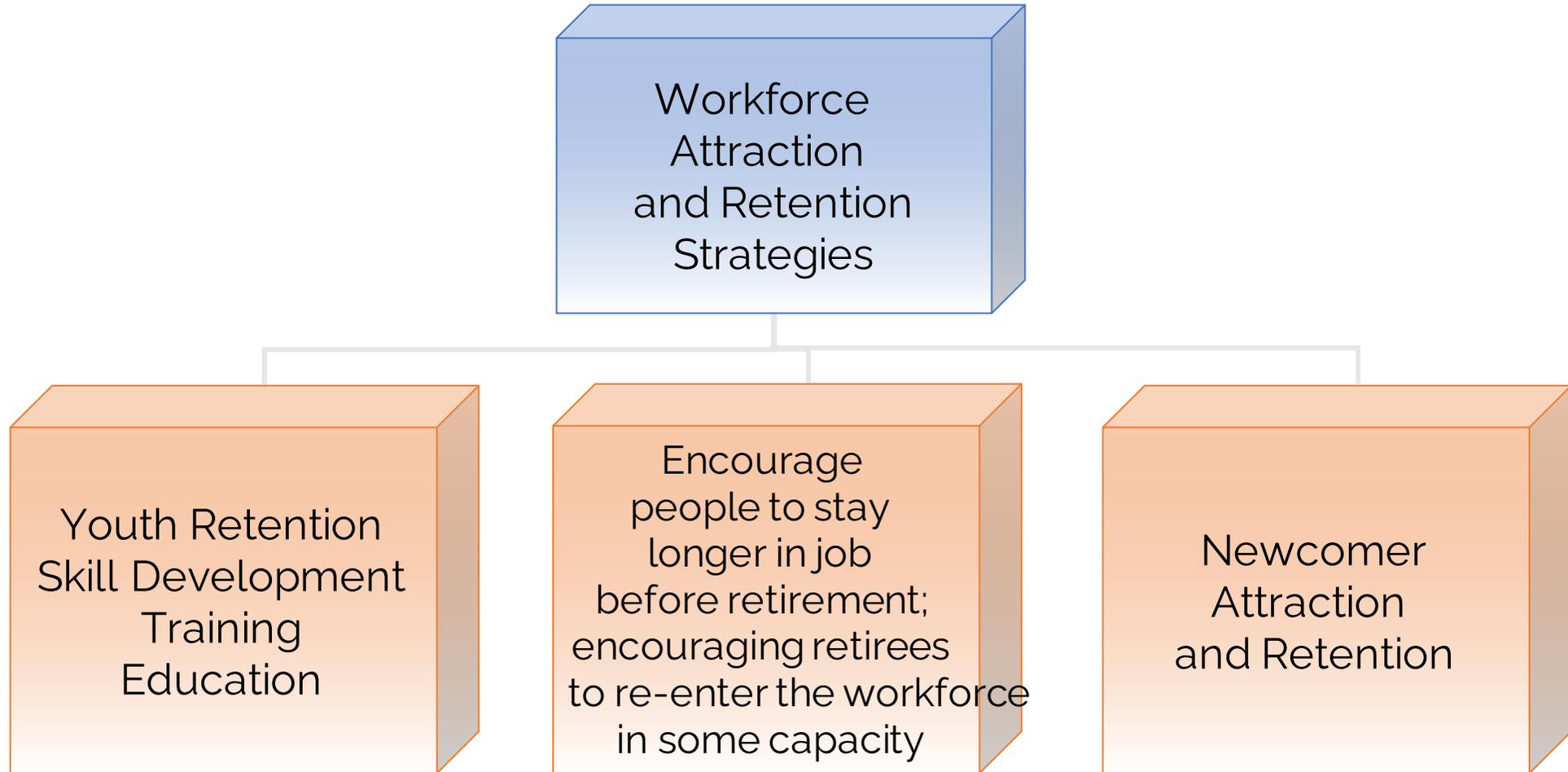
CATEGORIES	POSTINGS
Administrative and support, waste management and remediation services	410
Health care and social assistance	250
Finance and insurance	220
Other services (except public administration)	192
Accommodation and food services	177
Professional, scientific and technical services	96
Information and cultural industries	75
Construction	56
Arts, entertainment and recreation	40
Agriculture, forestry, fishing and hunting	33
Educational services	31
Real estate and rental and leasing	22
Management of companies and enterprises	10
Utilities	9
Mining, quarrying, and oil and gas extraction	3
Manufacturing	0
Public administration	0
Retail trade	0
Transportation and warehousing	0
Wholesale trade	0

# Discussion

What are some of the tools and tactics that your community is using to aid businesses in filling workforce gaps?



# So Where Would Workers Come From?



# Being a Welcoming Community

- Rural communities want to attract people to bolster economic and community development and fill workforce gaps:
  - More human capital
  - More businesses
  - Stronger tax base
  - Greater vitality





In **2041**,  
if current trends continue,  
**HALF**  
**(49.8% to 54.3%)**  
of the Canadian population would be made up  
of immigrants and their Canadian-born children.



Source: Statistics Canada, *Population projections on immigration and diversity for Canada and its regions, 2016 to 2041*.

# Immigration and Diversity

Racialized population

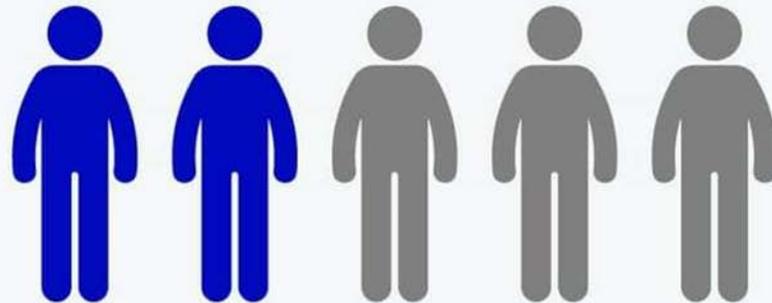
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Approximately

**2 in 5 Canadians**

would belong to a racialized group in 2041

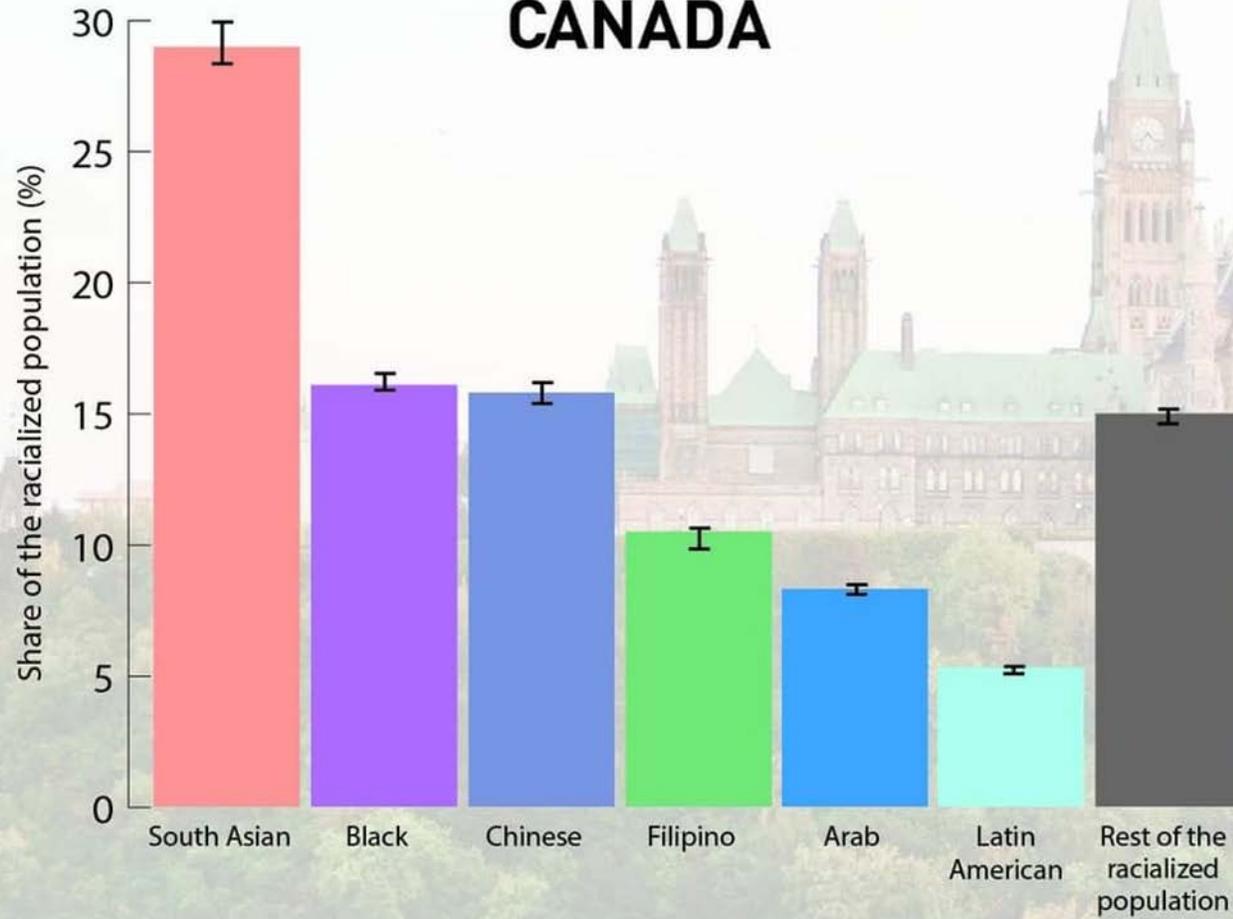
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Source: Statistics Canada, *Population projections on immigration and diversity for Canada and its regions, 2016 to 2041*.

# PROJECTED ETHNOCULTURAL MOSAIC IN 2041

## CANADA



Source: Statistics Canada, *Population projections on immigration and diversity for Canada and its regions, 2016 to 2041*.



Statistics  
Canada

Statistique  
Canada

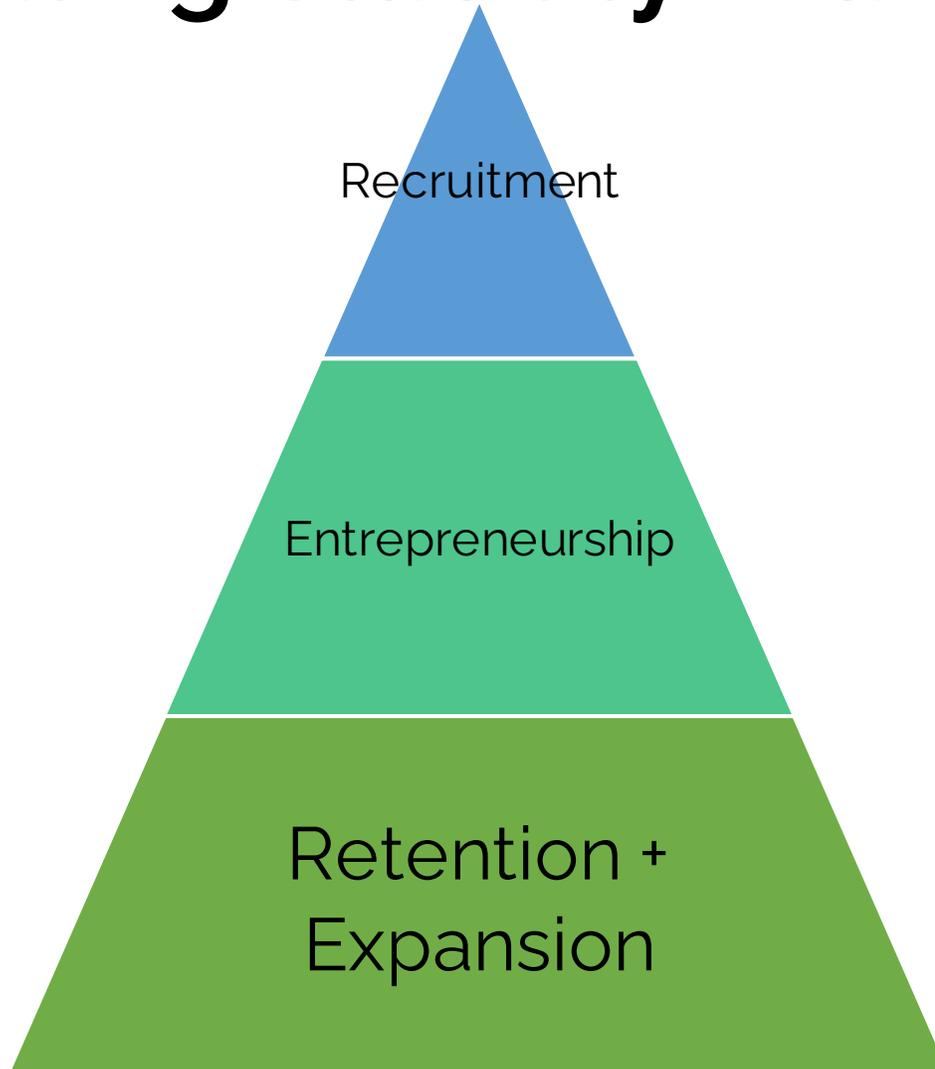
Canada

# The Importance of Diversity, Equity AND Inclusion in Recovery



- Growth often means a stronger economy, a more dynamic business environment, and increased opportunities for prosperity.
- There is a need to be intentional in planning how growth affects all demographics and this is where the culture of diversity, equity, and inclusivity comes in.
- Being an inclusive community benefits tourism, education, resilience and adaptability.
- Equal opportunities with respect to education and jobs can generate a wide range of economic benefits.
- Stats Can reports a higher percentage of those self-employed and running small businesses are immigrants vs Canadian born.

# Creating Stability in a Recovering Economy



Maintaining a solid foundation in your community means focusing on ***existing businesses***

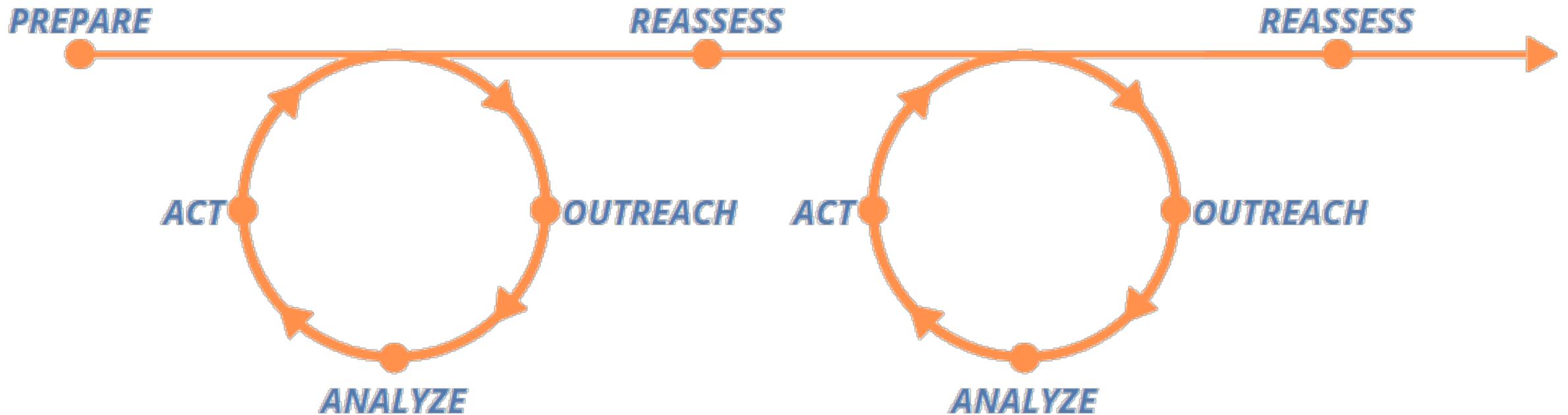
# Why is BR+E important now?

- BR+E is a fundamental tool in economic disaster recovery
- During or after a significant economic shock, BR+E allows you to:
  - Estimate the **scale and scope of impact** using data.
  - Quickly **identify businesses that require assistance** or guidance
  - Help your community **plan for economic recovery**

# Process - Traditional BR+E Approach

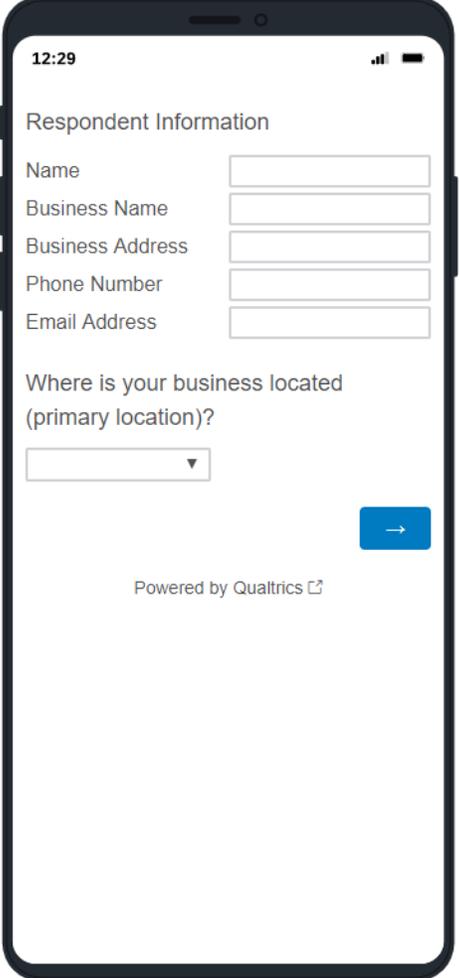


# Process - Dynamic BR+E Approach



# New BR+E Survey and Platform

- Qualtrics is now the designated BR+E platform for data management.
- What information do you need from businesses?
  - Existing BR+E surveys can be re-tooled
  - OMAFRA developed a specific BR+E Recovery Survey

A smartphone mockup displaying a survey form. The form is titled "Respondent Information" and includes five input fields: "Name", "Business Name", "Business Address", "Phone Number", and "Email Address". Below these fields is a question: "Where is your business located (primary location)?" with a dropdown menu. A blue arrow button is positioned to the right of the dropdown. At the bottom of the form, it says "Powered by Qualtrics" with a small icon.

12:29

Respondent Information

Name

Business Name

Business Address

Phone Number

Email Address

Where is your business located (primary location)?

→

Powered by Qualtrics

qualtrics<sup>XM</sup>

# Performance Measurement (PM)

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- Using performance measurement is a way to assess the efficiency and effectiveness of recovery efforts.
- Use it to measure, monitor, assess and report on progress.
- OMAFRA has been delivering performance measurement resources and training to clients since 2011.
- [www.ontario.ca/document/performance-measurement-agriculture-agri-food-and-economic-development-organizations](http://www.ontario.ca/document/performance-measurement-agriculture-agri-food-and-economic-development-organizations)



# The Road to Recovery

- Place matters
- Varied capacity to respond and pivot
- A high level of creativity was/needs to be employed to address impacts
- Collaboration and cooperation are essential across all levels of government and between public, private and NFP sectors
- Digital, professional and place connectivity are all important in forging a road ahead.

# Final Thoughts: Connecting and Using Data in Community Recovery Efforts

- If you have visited one rural community, you've visited one rural community.
  - Rural Ontario communities pre and post-pandemic have always been unique.
  - They will all experience COVID19 and impacts differently.
- The importance of building upon local resources, integrating local knowledge and using locally relevant information
  - We've shown a few accessible and relevant datasets today to help support planning into the future and indicate general trends in the economy that have impacts at the local level.
  - These data sets should be supplemented by local knowledge – BR+E efforts are a great opportunity to blend data from different sources and incorporate that local knowledge.
  - Data continues to be the foundation for community actions to be taken.
  - Building an inclusive workplace and community is critical to building workforce and vibrant communities.

# Resources

- [Recovery Plans & Performance Measures – Is your plan working? – ON Regional Economic Development \(onregionalecdev.com\)](https://onregionalecdev.com)
- [Disaster Recovery - International Economic Development Council \(iedconline.org\)](https://iedconline.org)
- [2022 Leadership Toolkit Template final web\(1\).pdf \(iedconline.org\)](https://iedconline.org)
- [COVID-19 Rural Economic Development in Canada: Impacts, Responses and Recovery](https://iedconline.org)
- [IIEDC Whitepaper WhatWeveLearned.pdf \(iedconline.org\)](https://iedconline.org)

# THANK YOU

## QUESTIONS?

