



2024 LOCAL LABOUR MARKET PLAN

Ottawa-Carleton



The Eastern Ontario Training Board would like to thank all of the individuals, organizations and companies that continue to provide information and validation of the content of this Local Labour Market Plan.

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EXECUTIVE SUMMARY

Over the past year, the Eastern Ontario Training Board has had the opportunity to begin to get to know community partners dedicated to workforce development across the Ottawa-Carleton region. We are pleased to provide a Local Labour Market Plan for 2024 providing statistical data specific to local labour market supply and demand as well as feedback from the Ottawa community. In December 2023, a cross-section of local partners came together to establish four priorities for workforce development in Ottawa-Carleton and discuss collaborative actions to advance these areas of focus. The Local Labour Market Plan concludes with an Action Plan based on these priorities:

01

Identify immediate and future skills in demand and promote training to upskill job seekers and existing workers.

02

Identify and promote immediate and longer-term occupations in demand.

03

Attract, integrate and retain marginalized and barriered groups in the workforce including immigrants, youth, people with disabilities, etc.

04

Assist employers to attract, retain and promote existing workers.



LABOUR MARKET SUPPLY

The Statistics Canada Census 2021 identified that the population in Ottawa increased 8.9% between 2016 and 2021. During the same time period, the population in Ontario grew by 5.8% and in Canada by 5.2%. The median age in Ottawa is 40.0, younger than the 41.6 median age in Ontario and Canada

The total population age 15 and older in Ottawa increased 9.6% between 2016 and 2021. The population age 15 to 24 increased by 4.4% while the cohort age 25 to 54 increased 6.6%. However, the age demographic with the greatest increase were those age 55 and older, increasing 16.5%.

Between 2016 and 2021, the indigenous population in Ottawa grew by 15% while the racialized population grew by 36%.

Of the 43,015 immigrants settling in Ottawa between 2016 and 2021, 65% were age 25 to 54, a demographic important to both workforce and economic development.

Using Statistics Canada Taxfiler data to track people moving in and out of the area, we observe a net in-migration into Ottawa of 74,072 people. More than 39,740 people were age 25 to 44.

The number of people in the labour force without a secondary school diploma decreased in Ottawa between 2016 and 2021 while the number with a secondary school diploma only increased by almost 9,000 people.

The number with a college or non-university diploma increased slightly between 2016 and 2021 while the number with a university credential increased substantially by more than 20%. The number with an Apprenticeship or Trades certificate decreased by almost 1,600 (5.1%).

As of October 2023, there were 5,060 people collecting Regular Employment Insurance benefits in Ottawa. This is 1,340 more than the number collecting these benefits in October 2022.



LABOUR MARKET DEMAND

With 8,065 more businesses operating in Ottawa in June 2023 as compared to June 2020 when pandemic restrictions had been in place for three months. The greatest increases in the number of businesses are observed in the Professional, Scientific and Technical Services; Health Care and Social Assistance; and Construction sectors.

Entrepreneurship is important to Ottawa's economy. Businesses operated by self-employed individuals with no employees comprise more than 71% of the 109,836 businesses operating in Ottawa as of June 2023. Businesses employing fewer than four individuals make up more than 87% of all businesses in Ottawa.

The composition of the economy in Ottawa by sector is similar to Ontario with a greater concentration of businesses operating in the Professional, Scientific and Technical Services and Health Care and Social Assistance sectors.

Statistics Canada Census data identifies the greatest growth in the percentage of employment by sector between 2016 and 2021 also took place in the Professional, Scientific and Technical Services and Health Care and Social Assistance sectors as well as Construction. Decreases in the Accommodation and Food Services, Retail and Other Services sectors may be partially attributable to pandemic restrictions in place when the Census 2021 was conducted.

The greatest increase in the percentage of the total labour force in 2021 as compared to 2016 took place in the Natural and applied sciences occupations. This group includes professionals working in the physical sciences, life sciences and engineering fields.

EMSI Analyst uses various Statistics Canada data sources to project industry and occupation growth. Between 2024 and 2029 in Ottawa, they anticipate the greatest job creation to take place in the Public Administration; Health Care and Social Assistance and Professional, Scientific and Technical Services sectors.

By 2029, the greatest employment concentration in Ottawa is projected to be in Public Administration; Professional, Scientific and Technical Services; Administrative Support, Waste Management and Remediation Services; Other Services; and Information and Cultural Services as compared to Canada overall.

The number of taxfilers earning \$100,000. or more per year increased by more than 75% between 2016 and 2021. During this timeframe, the median income in Ottawa increased 20%.



Employment Ontario data provided annually to EOTB highlighted that Assisted Employment Services program usage increased significantly in the previous year. 7,290 individuals received Assisted Employment Services in 2022-2023, an increase of 18% over 2021-2022. An additional 38,904 people took advantage of Unassisted Employment Services, an increase of 37% over the previous year.

Almost 6,000 people using Assisted Employment Services were either newcomers or internationally trained professionals or 82% of the total clients in Ottawa in 2022-2023. 44% of Assisted Employment Services in the past year had no source of income.

65% of Assisted Employment Services in Ottawa exited services for employment while 16% left to further their education or training.

Participation in Literacy and Basic Skills was also stable over the past year. The number of new learners increased by 49 growing from 1,189 in 2021-2022 to 1,237 in 2022-2023. Carry-over learner numbers decreased by 31 creating an increase of net new and carry-over learners in the past year from 2,043 to 2,061 or 18 learners (0.9%).

Twenty-five percent of 299 learners left LBS for further education or training while 258 or 22% left for employment.

With the exception of Better Jobs Ontario, participation in programs administered by Employment Services decreased between 2021-2022 and 2022-2023.

The number of new Apprenticeship registrations in Ottawa increased by 230 (18%) in 2022-2023 compared to the previous year. The number of active apprentices increased by 343 growing to 5,618 in 2022-2023.

Comparison of program activity in 2022-2023 with 2019-2020, the last pre-pandemic year, highlighted that, for the most part, participation in Employment Ontario programs has decreased since the pandemic. The exceptions were a 33% increase in the use of Unassisted Employment Services and 30% increase in Better Jobs Ontario participation in Ottawa. With the exception of modular training registrations, apprenticeship activity also increased in Ottawa, Eastern Ontario and Ontario overall in 2022-2023 as compared to 2019-2020.

Employment Ontario service providers expressed concern with the decrease in use of the Canada Ontario Job Grant program. It was also noted that Literacy and Basic Skills providers are piloting a centralized educational readiness initiative supporting learner success in Better Jobs Ontario.

The Action Plan 2024 identifies workforce development priorities in Ottawa and a summary of current or planned activities to address these priorities.



BACKGROUND



Over the past year, the Eastern Ontario Training Board has had the opportunity to begin to get to know community partners dedicated to workforce development across the Ottawa-Carleton region. We are pleased to provide a Local Labour Market Plan for 2024 providing statistical data specific to local labour market supply and demand as well as feedback from the Ottawa community.

In December 2023, a cross-section of local partners came together to establish four priorities for workforce development in Ottawa-Carleton and discuss collaborative actions to advance these areas of focus. The Local Labour Market Plan concludes with an Action Plan based on these priorities:

01

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Assist employers to attract, retain and promote existing workers.

Along with the resulting Action Plan for workforce development, this update provides an analysis of various indicators of labour market demand and labour market supply as well as a summary of input provided by multiple stakeholders including employers, economic developers, educators and employment service providers.

LABOUR MARKET SUPPLY



Statistics Canada Census 2021 population data provides an overview of changes that have taken place in Ottawa over the past five years. As noted in the 2023 report, the population of Ottawa increased by 8.9% from 943,243 in 2016 to 1,017,449 in 2021 with a median age of 40.0. During the same five-year period, the population of Ontario grew by 5.8% and in Canada at 5.2%. The median age in both the province and Canada is 41.6.

Population Groups in Ottawa

Tables 1A, B and C provide a further examination of the population in Ottawa by gender, age group, racialized and indigenous populations and newcomers.

Table 1A: Age Characteristics of the Ottawa population

Ottawa									
Age Groups	2016			2021			Change		
	Total	Men+	Women+	Total	Men+	Women+	Total	Men+	Women+
15+ Pop.	761,420	367,445	393,975	834,140	404,315	429,820	72,720	36,870	35,845
15-24	124,855	63,505	61,350	130,390	66,080	64,320	5,535	2,575	2,970
25-54	383,880	185,405	198,485	409,385	199,375	209,995	25,505	13,970	11,510
55+	252,685	118,550	134,140	294,375	138,860	155,505	41,690	20,310	21,365

Source: Statistics Canada Census 2016 and 2021

The total population of individuals age 15 and older in Ottawa increased 9.6% between 2016 and 2021. The age 15 to 24 demographic increased 4.4% while those age 25 to 54 increased 6.6%. Retention and growth of the population of residents age 25 to 54 is important not only from the workforce perspective but for economic development overall as people in this age group are in their prime purchasing years. The age demographic with the greatest increase between 2016 and 2021 was those age 55 and older increasing 16.5%.

Table 1B: Changes in the Indigenous and Racialized Populations in Ottawa

Population Groups	2016			2021			Change		
	Total	Men+	Women+	Total	Men+	Women+	Total	Men+	Women+
Ottawa									
Indigenous	18,480	8,640	9,840	21,205	9,800	11,400	2,725	1,160	1,560
Racialized	187,090	88,505	98,585	254,690	122,330	132,355	67,600	33,825	33,770

Source: Statistics Canada Census 2016 and 2021



15%

The indigenous population in Ottawa grew by 15% between 2016 and 2021.



36%

The population of racialized individuals grew by 36% between 2016 and 2021.

Table 1C: Changes in Newcomer Population in Ottawa

The following table highlights the increase and pace of immigrants arriving in the region.

Ottawa								
AGE GROUPS	TOTAL IMMIGRANTS	2016-2021	2016	2017	2018	2019	2020	2021
15 to 24	20,540	5,715	1,405	1,130	1,150	1,100	615	315
25 to 54	126,005	27,920	5,040	5,040	5,910	6,335	3,950	1,635
55 +	97,685	3,665	720	830	715	750	485	175
Total - Age	244,230	37,300	7,165	7,000	7,775	8,185	5,050	2,125

Source: Statistics Canada Census 2016 and 2021

Of the 37,300 immigrants settling in Ottawa between 2016 and 2021, 75% were in the important workforce age demographic, age 25 to 54. Integrating these individuals into the labour force is important to addressing labour market demand pressures.



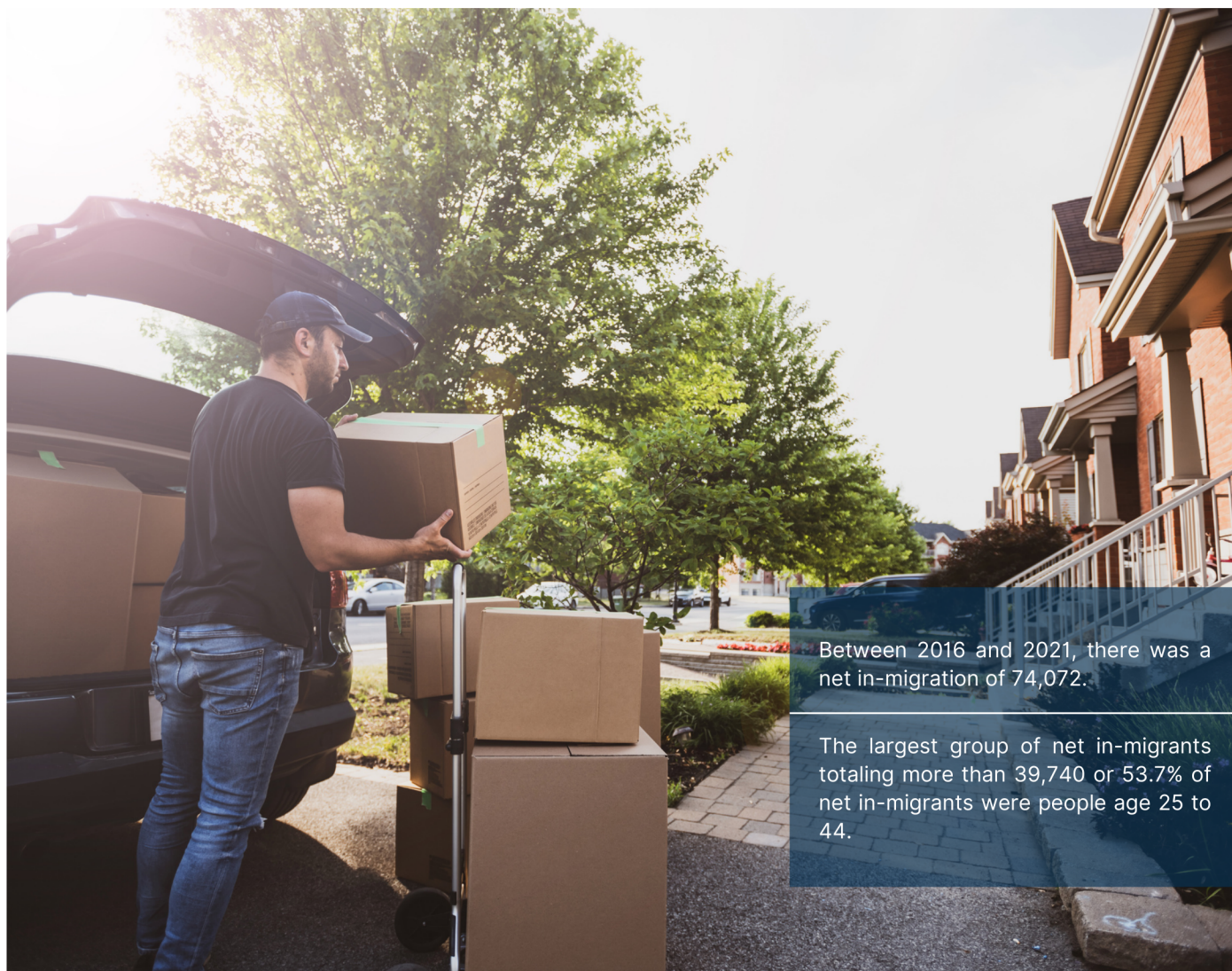
Migration Characteristics

Table 2 uses residents' annual tax returns to track migration in and out of the region.

Table 2 - Migration In and Out of Ottawa

Ottawa – 2016 to 2021			
Age Range	Total In-Migration	Total Out-Migration	Net Migration
0 to 17	38,498	21,102	17,396
18 to 24	32,377	17,356	15,021
25 to 44	95,254	55,513	39,741
45 to 64	26,779	25,794	985
65 +	11,322	10,393	929
TOTAL	204,230	130,158	74,072

Source: Statistics Canada Taxfiler data



Educational Attainment

Tables 3A and B highlight the change in educational attainment in Ottawa in the five-year period between 2016 and 2021.

Table 3A: Educational Attainment - 2021 Compared to 2016 - Ottawa

Level of Education	Total Labour Force - 2021		Total Labour Force - 2016		Change	% Change	% Ontario 2021
	Number	%	Number	%			
No certificate, diploma or degree	92,040	11.0%	93,225	12.2%	(-1,185)	(-1.3%)	15.3%
Secondary school diploma or equivalent	192,095	23.0%	183,115	24.0%	8,980	4.9%	27.2%
Apprenticeship or Trades certificate/diploma	29,735	3.6%	31,325	4.1%	(-1,590)	(-5.1%)	5.0%
College/CEGEP or other non-university degree or diploma	157,475	18.9%	152,100	20.0%	5,375	3.5%	29.3%
Total University certificate, degree or diploma	364,185	43.5%	301,655	39.6%	62,530	20.7%	32.2%

Source: Statistics Canada Census 2021 and 2016



The number of people without a secondary school diploma in Ottawa decreased between 2016 and 2021 while the number with a secondary school diploma only increased by almost 9,000 people.

The number with a college or non-university diploma or degree increased slightly while the number with a university credential increased substantially by more than 20%.

The number with an Apprenticeship or Trades certificate decreased by almost 1,600 (5.1%) during this 5-year time period.

Compared to Ontario in 2021, a greater percentage of the labour force in Ottawa has a university credential.

Labour Force Status: Eastern Ontario

Table 4 shows that the annual unemployment rates in Eastern Ontario is considerably lower than in Ontario.

Table 4: Annual Unemployment Rates in Eastern Ontario

Geography	2019	2020	2021	2022	2023
Ottawa Economic Region	4.8%	7.4%	6.3%	4.4%	4.5%
Ottawa Census Metropolitan Area	4.9%	7.4%	6.1%	4.2%	4.5%
Ontario	5.6%	9.8%	8.1%	5.6%	5.7%

Source: Statistics Canada Table 14-10-0393-01 and 14-10-0385-01, Labour force characteristics, annual

Table 5 compares the number of people collecting Regular Employment Insurance benefits in October 2023 with October 2022. There are 5,060 people in Ottawa collecting regular employment insurance benefits in October 2023 or 1,340 more than in October 2022 – an increase of 36%.

Table 5: Increase in Number Collecting Regular Employment Insurance - October 2022 and October 2023

Age Range	Oct 2022		Oct 2023		Difference Recipients - Males		Difference Recipients - Female	
	Males	Females	Males	Females	Number	%	Number	%
Age 15-29	710	420	1,010	600	300	42.3%	180	42.9%
Age 30-54	1,140	890	1,540	1,190	400	35.1%	300	33.7%
Age 55-64	320	240	410	310	90	28.1%	70	29.2%

Source: Table 14-10-0323-01 Employment Insurance beneficiaries by Census Division, monthly, unadjusted for seasonality



LABOUR MARKET DEMAND

One of the first measures that provides some insight into the impact of the pandemic on the region's economy is Canada Business Counts data, released by Statistics Canada semi-annually. Table 6 compares the number of businesses operating in Ottawa as of June 2023 with the number operating in June 2020 shortly after the initial pandemic restrictions began in March 2020. It must be noted that some changes in the numbers of businesses operating in each sector may be caused by changes in the assignment of postal codes within Census Divisions by Statistics Canada.

Table 6A: Change in Number of Businesses June 2020-June 2023 - Ottawa

Sector	No of Businesses Jun 2020	No. of Businesses Jun 2023	Absolute Change	Percent Change
Agriculture, Forestry, Fishing, Hunting	894	1,000	106	11.9
Mining, Oil and Gas Extraction, Quarrying	60	67	7	11.7
Utilities	91	108	17	18.7
Construction	7,293	7,823	530	7.3
Manufacturing	1,245	1,297	52	4.2
Wholesale Trade	1,563	1,539	(-24)	(-1.5)
Retail Trade	5,398	5,709	311	5.8
Transportation and Warehousing	3,963	4,182	219	5.5
Information and Cultural Services	1,451	1,536	85	5.9
Finance and Insurance	5,503	5,308	(-195)	(-3.5)
Real Estate and Leasing	19,405	23,342	3,937	20.3
Professional, Scientific and Technical Services	17,975	18,697	722	4.0
Management of Companies and Enterprises	826	717	(-109)	(-13.2)
Admin. Support, Waste Mngmt., Remediation	3,358	3,500	142	4.2
Educational Services	1,470	1,395	(-75)	(-5.1)
Health and Social assistance	9,635	10,316	681	7.1
Arts, Entertainment and Recreation	1,647	1,624	(-23)	(-1.4)
Accommodation and Food Services	2,813	2,916	103	3.7
Other Services	6,417	6,519	102	1.6
Public Administration	211	219	8	3.8
Businesses not classified by industry	10,553	12,022	1,469	13.9
Total	101,771	109,836	8,065	7.9

Source: Statistics Canada, Canada Business Counts, June 2020 and June 2022

With 8,065 more businesses operating in Ottawa than before the COVID-19 pandemic, indications are that the economy in the Ottawa area has made significant progress toward recovery. The greatest increases are observed in the Professional, Scientific, Technical Services; Health Care and Social Assistance; and Construction sectors. The large increase in the Real Estate and Leasing sector can be attributed to self-employed individuals with no employees. The significant increase in the number of new businesses not yet classified is noteworthy as this can be a positive indicator of innovation and future growth.

Canada Business Counts data is also a useful tool to better understand the composition of the region's economy by looking at the percent of total businesses operating in each sector, or distribution.

Table 7 examines the composition of the Ottawa economy by the number and size of businesses and the number of employees within each sector.

Table 7: Distribution of Businesses by Sector and Employee Size Range

Industries	No. employees		Micro 1-4 employees		Small 5-99 employees		Medium 100-499 employees		Large 500+ employees	
	No.	%	No.	%	No.	%	No.	%	No.	%
Agriculture, Forestry, Fishing, Hunting	808	80.8	117	11.7	73	7.3	2	0.2	0	0.0
Mining, Oil and Gas Extraction, Quarrying	36	53.7	12	17.9	18	26.9	1	1.5	0	0.0
Utilities	84	77.8	9	8.3	12	11.1	2	1.9	1	0.9
Construction	4,765	60.9	1,696	21.7	1,311	16.8	46	0.6	5	0.1
Manufacturing	619	47.7	257	19.8	377	29.1	42	3.2	2	0.2
Wholesale Trade	635	41.3	344	22.4	531	34.5	26	1.7	3	0.2
Retail Trade	2,304	40.4	1,102	19.3	2,192	38.4	107	1.9	4	0.1
Transportation and Warehousing	3,650	87.3	275	6.6	228	5.5	22	0.5	7	0.2
Information and Cultural Services	972	63.3	233	15.2	304	19.8	24	1.6	3	0.2
Finance and Insurance	4,339	81.7	469	8.8	484	9.1	13	0.2	3	0.1
Real Estate and Leasing	21,953	94.0	997	4.3	369	1.6	20	0.1	3	.01
Professional, Scientific and Technical Services	12,596	67.4	4,602	24.6	1,381	7.4	100	0.5	18	0.1
Management of Companies and Enterprises	583	81.3	38	5.3	75	10.5	13	1.8	8	1.1
Admin. Support, Waste Mngmt., Remediation	2,137	61.1	599	17.1	695	19.9	61	1.7	8	0.2
Educational Services	931	66.7	198	14.2	243	17.4	13	0.9	10	0.7
Health and Social assistance	6,430	62.3	2,292	22.2	1,502	14.6	79	0.8	13	0.1
Arts, Entertainment and Recreation	1,141	70.3	155	9.5	308	18.8	21	1.3	2	0.1
Accommodation and Food Services	789	27.1	458	15.7	1,640	56.2	25	0.9	4	0.1
Other Services	3,628	55.7	1,550	23.8	1,307	20.0	31	0.5	3	.05
Public Administration	20	9.1	130	59.4	35	16.0	18	8.2	16	7.3
Businesses not classified by industry	9,617	80.0	1,956	16.3	446	3.7	3	0.02	0	0.0
Total	78,037	71.0	17,489	15.9	13,528	12.3	669	0.6	113	0.1

Source: Statistics Canada, Canada Business Counts, June 2020 and June 2022



Entrepreneurship is important to Ottawa's economy. Businesses operated by self-employed entrepreneurs comprise more than 71% of the 109,836 businesses operating in Ottawa as of June 2023. Businesses employing fewer than 4 individuals make up more than 87% of all businesses in Ottawa.

Labour Market Demand

Canada Business Counts data can also be used to highlight the importance of each sector to the local economy.

Table 8 examines the total number of businesses by sector in Ottawa and the percentage within each sector of the total businesses overall. This can be compared with the distribution in Ontario to gauge the importance of the sector locally as compared to the province.

Table 8: Distribution of Businesses by Sector

Sector	Total number in the sector and Percent of Total Businesses		Percent of Total Businesses in Ontario
	Total	%	
Agriculture, Forestry, Fishing, Hunting	1,000	0.9	2.9
Mining, Oil and Gas Extraction, Quarrying	67	0.1	0.1
Utilities	108	0.1	0.2
Construction	7,823	7.1	8.5
Manufacturing	1,297	1.2	2.1
Wholesale Trade	1,539	1.4	2.2
Retail Trade	5,709	5.2	5.6
Transportation and Warehousing	4,182	3.8	6.8
Information and Cultural Services	1,536	1.4	1.3
Finance and Insurance	5,308	4.8	5.1
Real Estate and Leasing	23,342	21.3	20.7
Professional, Scientific and Technical Services	18,697	17.0	12.5
Management of Companies and Enterprises	717	0.7	0.8
Admin. Support, Waste Mngmt., Remediation	3,500	3.2	3.5
Educational Services	1,395	1.3	1.0
Health and Social assistance	10,316	9.4	6.5
Arts, Entertainment and Recreation	1,624	1.5	1.4
Accommodation and Food Services	2,916	2.7	2.6
Other Services	6,519	5.9	5.5
Public Administration	219	0.2	0.1
Businesses not classified by industry	12,022	10.9	10.7
Total	109,836		

Source: Canada Business Counts, June 2023



Table 8 highlights the economic composition in Ottawa is similar to Ontario with a greater concentration of businesses operating in the Professional, Scientific and Technical Services and Health Care and Social Assistance sectors.

The Statistics Canada Census 2021 provides an opportunity to look at the change in total employment by industry and by occupation over the past five years.

Table 9 highlights the importance of the public administration sector to employment in Ottawa. It also identifies gains in employment taking place between 2016 and 2021 in the Professional, Scientific and Technical Services; Health Care and Social Assistance and Construction sectors. Decreases in the Accommodation and Food Services; Retail and Other Services sectors may be partially attributable to pandemic restrictions which were in place when the Statistics Canada Census 2021 was conducted.

Table 9: Change in Employment by Sector - Ottawa

Industry	Ottawa		Ontario
	% of Total Employed Labour Force 2016	% of Total Employed Labour Force 2021	% of Total Employed Labour Force 2021
Agriculture, Forestry, Fishing, Hunting	0.4%	0.4%	1.5%
Mining, Oil and Gas Extraction, Quarrying	0.1%	0.1%	0.5%
Utilities	0.3%	0.3%	0.8%
Construction	4.4%	5.2%	7.5%
Manufacturing	3.1%	3.1%	9.3%
Wholesale Trade	2.4%	2.1%	3.5%
Retail Trade	10.3%	9.1%	10.5%
Transportation and Warehousing	2.9%	3.4%	5.3%
Information and Cultural Services	2.8%	2.4%	2.4%
Finance and Insurance	3.4%	3.6%	5.9%
Real Estate and Leasing	1.9%	1.7%	2.2%
Professional, Scientific and Technical Services	10.4%	12.0%	9.9%
Management of Companies and Enterprises	0.1%	0.2%	0.4%
Admin. Support, Waste Mngmt., Remediation	4.2%	4.0%	4.3%
Educational Services	8.1%	7.9%	7.5%
Health and Social assistance	11.1%	12.2%	12.6%
Arts, Entertainment and Recreation	1.9%	1.3%	1.3%
Accommodation and Food Services	6.5%	4.3%	4.5%
Other Services	4.1%	3.4%	3.5%
Public Administration	21.6%	23.2%	6.4%

Source: Statistics Canada Census 2016 and 2021



Gains in employment taking place in the Health Care sector



Decrease in Accommodations

Labour Market Demand

Table 10 highlights changes in employment levels within major occupational groups between 2016 and 2021 in Ottawa.

Table 10: Change in Employment by Major Occupational Group - Ottawa

Industry	Ottawa		Ontario
	% of Total Employed Labour Force 2016	% of Total Employed Labour Force 2021	% of Total Employed Labour Force 2021
Legislative and senior management	11.2%	12.3%	13.1%
Business, finance and administration	15.8%	16.5%	16.5%
Natural and applied sciences	5.0%	5.5%	9.2%
Health occupations	6.8%	7.9%	7.8%
Education, law, social, community, government	12.3%	12.1%	12.2%
Arts, entertainment and recreation occupations	1.7%	1.6%	2.9%
Sales and service occupations	21.6%	18.0%	18.8%
Trades, transport and equipment operators	18.6%	19.2%	13.4%
Natural resources and agriculture occupations	2.6%	2.1%	1.4%
Manufacturing and utilities occupations	4.4%	4.6%	4.6%

Source: Statistics Canada Census 2016 and 2021



The increase in the concentration of people working in the Natural and applied sciences occupations is noteworthy.

This group encompasses professionals working in the physical sciences, life sciences, and engineering fields such as architects, urban planners, land surveyors, mathematicians, statisticians, actuaries, and computer and information systems professionals.

The decrease in Sales and Services group may, once again, be attributable to the timing of the 2021 census during pandemic restrictions. almost 9,000 people.

EMSI Analyst is a useful tool for examining projected employment growth within industries and occupations. EMSI's analysis incorporates and harmonizes labour market data from multiple Statistics Canada datasets including the Survey of Employment, Payroll, and Hours (SEPH), Labour Force Survey (LFS), Canada Business Counts, Census, Postsecondary Student Information System (PSIS) and Canadian Occupation Projection System (COPS) to calculate employment growth and the concentration of employment locally as compared to national levels. Industries with a concentration of 1.00 or more have a higher concentration of employment locally compared to Canada. Along with employment concentration,

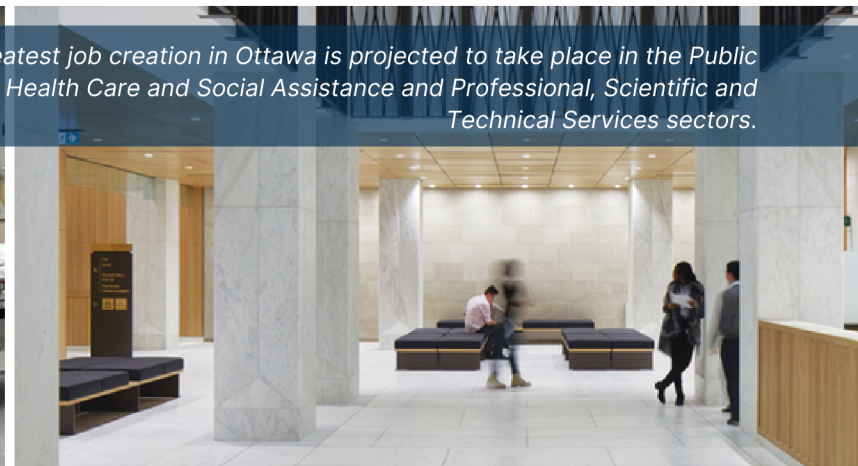
Table 11: Projected Job Creation and Employment Concentration by Industry from 2024 to 2029

Industries	2024 Jobs	2029 Jobs	2024-2029 Creation	2029 Employment Concentration
Agriculture, Forestry, Fishing, Hunting	1,136	1,134	(-2)	(-0%)
Mining, Oil and Gas Extraction, Quarrying	433	463	30	7%
Utilities	1,511	1,466	(-45)	(-3%)
Construction	30,260	31,897	1,727	6%
Manufacturing	20,036	20,685	649	3%
Wholesale Trade	19,849	20,177	328	2%
Retail Trade	54,986	55,332	346	1%
Transportation and Warehousing	17,507	18,989	1,481	8%
Information and Cultural Services	14,995	15,086	91	1%
Finance and Insurance	19,805	21,162	1,357	7%
Real Estate and Leasing	9,090	9,467	378	4%
Professional, Scientific and Technical Services	52,553	55,573	3,020	6%
Management of Companies and Enterprises	1,580	1,845	265	17%
Admin. Support, Waste Mngmt., Remediation	33,612	37,891	4,280	13%
Educational Services	48,940	51,394	2,454	5%
Health and Social assistance	64,092	69,418	5,326	8%
Arts, Entertainment and Recreation	9,464	10,168	704	7%
Accommodation and Food Services	37,040	38,862	1,823	5%
Other Services	26,045	28,086	2,041	8%
Public Administration	131,392	137,368	5,976	5%
Businesses not classified by industry	11,482	12,105	623	5%
Total	605,808	638,662	32,853	5%

Source: EMSI Analyst - Note: Arithmetical discrepancies are a result of rounding



The greatest job creation in Ottawa is projected to take place in the Public Administration; Health Care and Social Assistance and Professional, Scientific and Technical Services sectors.



Labour Market Demand

Table 12 highlights twelve occupations with more than 500 jobs projected to be created between 2024 and 2029 in Ottawa. Eight of the 12 occupations or 75% are more highly concentrated in Ottawa than in Canada.

Table 12: Projected Job Change and Employment Concentration by Occupation

Occupations	2024 Jobs	2029 Jobs	2024-2029 Creation	2029 Employment Concentration
31301 Registered nurses & reg'd psychiatric nurses	10,728	11,931	1,204	11%
41403 Social policy researchers, project officers	11,474	12,490	1,016	9%
65201 Food counter attendants, kitchen helpers	12,610	13,585	975	8%
20012 Computer & information systems managers	7,055	7,983	928	13%
33102 Nurses aides, orderlies and patient associates	7,589	8,502	913	12%
41404 Health policy researchers, program officers	5,629	6,508	878	16%
22221 User support technicians	6,775	7,458	683	10%
11200 Human resources professionals	9,336	9,966	631	7%
21222 Information systems specialists	12,487	13,069	582	5%
13100 Administrative officers	8,701	9,255	554	6%
64410 Security guards & other security occupations	5,586	6,121	536	10%
65200 Food and beverage servers	5,672	6,195	523	9%
Total	605,808	638,662	32,853	5%

Source: EMSI Analyst

Income levels provide additional insights into labour market demand. Table 13 highlights the number of tax filers by total income group between 2016 and 2021 as well as median total income. The number of tax filers earning \$100,000.00 or more has increased by more than 75% in the past five years. The median income increased 20% during the same time period.

Table 13: Taxfilers and Dependents with Income by Total Income in Ottawa Census Metropolitan Area

Number of taxfilers - income group	2016	2017	2018	2019	2020	2021	Absolute change 2016-2021	Percent change 2016-2021
\$10,000. or less	84,620	81,000	80,230	80,500	57,980	66,690	(-17,930)	(-21.2%)
\$10,000. to \$25,000.	153,140	153,160	151,670	153,120	140,120	145,170	(-7,970)	(-5.2%)
\$25,000. to \$50,000.	174,640	175,030	181,420	182,010	203,950	201,820	27,180	15.6%
\$50,000. to \$75,000.	138,810	139,170	146,280	149,790	157,730	158,600	19,790	14.3%
\$75,000. to \$100,000.	93,320	96,200	98,530	102,290	108,850	117,420	24,100	25.8%
\$100,000. to \$150,000.	68,470	80,490	84,820	91,200	99,000	118,510	50,040	73.1%
\$150,000. to \$200,000.	16,240	18,820	20,470	22,630	25,000	30,020	13,780	84.9%
\$200,000. and over	12,820	14,540	16,250	18,180	19,600	23,200	10,380	81.0%
Median total income	43,770.	45,360.	46,500.	47,650.	50,570.	52,390.		

Source: Statistics Canada Table 11-10-0008-01

As more and more employers turn to online job postings sites analyzing the number of job postings provides insights into labour market demand.

Tables 14 identifies the top 25 occupations by job postings and corresponding wages.

It should be noted that the count does not include job postings where the employer advertised the job anonymously or when the job is advertised by a known employment agency.

Table 14: Top 25 Occupations Advertised in Ottawa - Jan 1 2023 to Dec 31 2023

NOC	Occupation	Number of Online Job Postings	Average Hourly Wage
64100	Retail salesperson and visual merchandiser	2,585	\$20.09
60020	Retail and wholesale trade managers	1,864	\$24.39
63200	Cooks	1,662	\$19.56
13110	Administrative assistants	1,550	\$25.73
64409	Other customer and information services representatives	1,480	\$22.62
13100	Administrative officers	1,386	\$31.18
65201	Food counter attendants, kitchen helpers & related support	1,348	\$17.19
65102	Store shelf stockers, clerks and order fillers	1,159	\$18.11
14101	Receptionists	1,122	\$19.71
44101	Home support workers, caregiver and related occupations	1,058	\$21.63
65310	Light duty cleaners	1,011	\$19.43
75101	Material handlers	961	\$21.31
42202	Early childhood educators and assistants	873	\$20.91
64101	Sales and account representatives – wholesale trade	850	\$31.11
75201	Delivery service drivers and door-to-door distributors	848	\$22.11
65100	Cashiers	703	\$16.64
60010	Corporate sales managers	673	\$40.70
65200	Food and beverage servers	565	\$17.31
14100	General office support workers	557	\$22.22
14200	Accounting and related clerks	556	\$26.03
11202	Professional occ'ns in advertising, marketing, public relations	552	\$32.80
31301	Registered nurses and registered psychiatric nurses	535	\$38.64
60030	Restaurant and food service managers	534	\$25.65
64410	Security guards and other related security service occ'ns	534	\$22.14
10029	Other business service managers	529	\$43.20
60010	Corporate sales managers	673	\$40.70
65200	Food and beverage servers	565	\$17.31

Source: Vicinity Jobst



Over the past year, the EOTB team has continued to gather feedback from employers in Ottawa.

The business consistently emphasizes the importance of worker reliability. Many are more interested in a candidate's attitude than specific skills and experience. Some employers experience job candidates who do not attend job interviews or who do not report for work once hired. Others are struggling to retain employees.

There is a fear that the employee will leave after gaining experience, using that experience to secure a better paying job with another employer.

There is also an overall need for bilingual candidates especially in the business and service sectors.

Early in 2024, the Eastern Ontario Training Board will be conducting a survey of employers in Ottawa asking them to reflect on their experience with their workforce in the past year.

The results of this survey will be released in March and provide additional insights into local labour market demand.



EMPLOYMENT ONTARIO DATA 2022-2023

Over the past several years, Employment Ontario data has been shared annually with the Eastern Ontario Training Board to provide further insight about service use and encourage collaboration to address local labour market demand and supply.

The following analysis examines service usage in 2022-2023 compared to the previous year as well as the last pre-pandemic year, 2019-2020.

To provide context to client activity in Ottawa, it is helpful to look at program participation in Eastern Ontario and Ontario overall.

Employment Ontario Program Activity in Ottawa

Assisted Employment Services



OTTAWA

Participation in Assisted Employment Services increased significantly in 2022-2023.

7,290 individuals received Assisted Employment Services in 2022-2023. This is an increase of 1,123 clients (18%) over 2021-2022.

The number of newcomers and internationally trained professionals using Assisted Employment Services each increased by more than 1,000 in the past year. Together they totalled 5,999 people or 82% of assisted clients in 2022-2023.

EASTERN-ONTARIO | ONTARIO

Participation in Assisted Employment Services increased 9.1% between 2021-2022 and 2022-2023 and 4.2% in ON overall.

In both E-O and ON, 68% of Assisted Employment Services participants left for employment and 13% for further education or training.

Unassisted Employment Services



OTTAWA

Participation in Unassisted Employment Services increased significantly in 2022-2023.

An additional 38,904 people took advantage of Unassisted Employment Services in 2022-2023 – an increase of 10,520 (37%) over the previous year.

EASTERN-ONTARIO | ONTARIO

The number participating in Unassisted Employment Services in Eastern Ontario grew by 23% last year and 12.2% in Ontario

Literacy Basic Skills



OTTAWA

Participation in Literacy and Basic Skills in Ottawa in 2022-2023 was stable compared to the previous year.

The number of new learners in Ottawa increased by 49 learners (4%) growing from 1,187 in 2021-2022 to 1,237 in 2022-2023.

Carry-over learner numbers decreased by 31. Net total of new and carry-over learners increased from 2,043 to 2,061 or 18 learners (0.9%)

The greatest increase by numbers was employed learners – increased by 100 learners (20%). Self-employed participants increased from 34 to 56 (65%).

EASTERN-ONTARIO

In E-O, net new learners in Literacy and Basic Skills increased 3% while in Ontario net new learners increased by 2.7%.

In E-O, 28% of learners left LBS for employment and 27% continued in education or training. In ON one in four learners left either for employment and one in four for education or training.

Programs Administered by Employment Services Recorded the Following Level of Activity Between 2021-2022 and 2022-2023

Canada Ontario Job Grant



OTTAWA

Company participation decreased from 233 to 209 (-10%). The number of workers obtaining training decreased from 756 to 647 or 109 fewer learners (-14%)

EASTERN-ONTARIO | ONTARIO

The number of Eastern Ontario companies participating decreased by 8% and by 13% in Ontario. The number of trainees in Eastern Ontario decreased by 13% and by 17% in Ontario

Better Jobs Ontario



OTTAWA

The number of participants increased from 324 to 348 (7%)

EASTERN-ONTARIO | ONTARIO

Participation in E-O increased by 4.3% while experiencing a 19% decrease across ON.

Youth Job Connection



OTTAWA

Participation decreased slightly from 441 to 434 (2%) in 2022-2023

EASTERN-ONTARIO | ONTARIO

In E-O, participation was stable with a slight decrease of 0.3%. Participation in Ontario increased by 2%.

Youth Job Connection Summer



OTTAWA

Youth Job Connection Summer: Participation decreased from 225 to 208 or 17 fewer participants in 2022-2023 (-8%)

EASTERN-ONTARIO | ONTARIO

Again, participation in E-O was relatively stable with a decrease of 3% and a 2% decrease in On.

Apprenticeship



OTTAWA

The number of new Apprenticeship registrations in Ottawa increased by 230 (18%) in 2022-2023. The number of active apprentices increased by 343 growing to 5,618 in 2022-2023.

513 Certificates of Apprenticeship were issued, a 27% increase from 2021-2022.

Modular training registrations decreased from 189 to 151 (-20%).

The number of female apprentices grew from 136 in 2021-2022 to 160 in 2022-2023 (24%).

EASTERN-ONTARIO | ONTARIO

New Apprenticeship registrations grew by 17% in E-O and by 23% in ON overall. In E-O the number of active apprentices increased by 4% and by 5% in ON.

Certificates of Apprenticeship issued increased by 21% in E-O and by 17% in ON. In E-O modular training registrations decreased by 4% while increasing by 6% in ON overall.



ACTION PLAN UPDATE ^{23.} 2024-2025

In October, 2023, the Eastern Ontario Training Board surveyed stakeholders across the region to obtain their opinion on priorities for workforce development in Ottawa. The opinions of fifteen respondents were summarized and formed the basis for an action planning session conducted on December 5, 2023.

The following plan summarizes the revised priorities and actions identified during this session. Contributions of additional partners will be incorporated into the plan as outreach into the Ottawa community continues.

* S = Short-term; M = Mid-Term (2 Years); L = Long-Term (3 Years) ** Acronym Glossary follows

Key Priority # 1 – Identify skills in demand and promote training to upskill

Collaborative actions identified at community consultation Nov 2023:

- Increase collaboration between training partners and service providers to improve coordination and awareness of programs
- Promote employer feedback on in-demand occupations and skills to educators
- Facilitate sector specific information sessions

Action	Outcomes	Partners**	Timeframe*		
			S	M	L
Communicate with employers and business associations to market EO services and available training.	Maintain yournextjob.ca training info.	EOTB, OTEC, WCG		✓	✓
Identify local employers willing to contribute to support students, jobseekers and upskillers	Database of local employers willing to provide placements, tours, guest speakers, etc.	EOTB OTEC Employers		✓	✓
Deliver Labour Market Help Desk (Eastern Ontario) services in Ottawa	Respond to a minimum of 35 inquiries per year	EOTB		✓	✓
Use statistical data and employer feedback to coordinate services and educators to address labour market shortages. Establish employer tables to obtain input.	Programs and services developed meeting worker and employer labour market needs. Communicate findings to educators and employment service providers.	EOTB, OTEC, Employers		✓	✓
Complete annual Local Labour Market Plan with updated LMI, EO data analysis and consultation feedback.	Publish annual Local Labour Market Plan 2025	EOTB, SCG, EN, SLC, OW Mun., CTCA		✓	✓
Maintain “www.yournextjob.ca” community calendar of workshops and webinars available to all employers, jobseekers and incumbent workers.	Community calendar promoting all EO services available online.	EOTB, CC		✓	✓

Key Priority # 2 – Promote immediate and longer-term in-demand occupations

Collaborative actions identified at community consultation Dec 2023:

- Consult with industry and sector experts
- Facilitate employer to employer-led dialogue
- Communicate findings to local school boards, post-secondary and other educators

Action	Outcomes	Partners**	Timeframe*		
			S	M	L
Analyze, summarize and publish labour market information data as released from various sources. Ensure distribution to secondary and post-secondary educators.	Publish monthly "Eye on the Labour Market" report for OttawaUpdate and promote labourmarketinfo.com website as custom data becomes available	EOTB		✓	✓
Develop 'career ladders' promoting careers launched through entry-level work. Evaluate use as a tool for workforce development and training of new and incumbent workers.	Evaluate use of existing career ladders. Develop and publish one additional career ladder.	EOTB, Educators, CC, YCG		✓	✓

Key Priority # 3 – Attract, integrate and retain marginalized groups into the workforce

Collaborative actions identified at community consultation Dec. 2023:

- Facilitate and promote training for employers on Equity, Diversity and Inclusion
- Educate employers on working with newcomers; what this means at various stages
- Educate employers on creating youth-friendly workplaces; policies and practices that support youth
- Communicate the benefits of mentorship and job experience programs

Action	Outcomes	Partners**	Timeframe*		
			S	M	L
Coordination of Employment Ontario services to meet the needs of jobseekers, workers, newcomers and employers.	Continue to deliver Community Connections. Expand participation.	SCG, CC, YCG		✓	✓
Maintain and promote "Your Next Job" website as a repository of online job postings in Ottawa from multiple local and national job posting websites.	A minimum of 100 users access the website in 2024	EOTB, CC, YCG, OTEC		✓	✓
Support or participate in Local Immigration Partnership Council to welcome newcomers to Ottawa	Assist newcomers to obtain info and services required.	EOTB, CC		✓	✓



Key Priority # 4 – Assist Employers to attract new workers and retain existing employees

Collaborative actions identified at community consultation Dec. 2023:

- Encourage and educate employers on onboarding programs that promote a positive workplace culture and mentorship programs that set employees up for success
- Promote the benefits of training and skills development to employers as an investment in their business. Include leadership development
- Educate employers on the changing labour force – their needs and expectations including work-life balance, flex work, hybrid and/or work from home options

Action	Outcomes	Partners**	Timeframe*		
			S	M	L
Deliver a minimum of three training products to employers.	A minimum of 90% of employers indicate satisfaction	EOTB, CC, YCG, OTEC, WCG, Employers		✓	✓
Communicate results of various employer surveys, labour market information, etc..	Distribution of newsletters, reports, etc. to a minimum of 80 additional employers.	EOTB, CC, YCG, OTEC		✓	✓



ACRONYM GLOSSARY



AC - Algonquin College
CC - Community Connections Partners
EO - Employment Ontario
EOTB - Eastern Ontario Training Board
LIP - Local Immigration Partnership
LCC - La Cité Collegiale
Mun. - Municipalities including economic development representatives
OTEC - Ontario Tourism Education Council
OTF - Ontario Trillium Foundation
OW - Ontario Works
PR - Prescott-Russell
SC - Service Canada
SCG - Service Coordination Group members
SDG - Stormont, Dundas, Glengarry
WDBs - Workforce Development Boards
YCG - Youth Collective Group
WCG - WCG Services

