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Workforce Development Board Announces newly created Integrated Local Labour Market Planning Committee to benefit area businesses, educators and residents

PETERBOROUGH, Ontario -- The Workforce Development Board based in Peterborough has recently been selected as a demonstration site for an Integrated Local Labour Market Planning System (ILLMPS). The project is funded by the Ministry of Training, Colleges and Universities (MTCU) and a Ministry of Community and Social Services (MCSS) grant through the City of Peterborough. This demonstration project serves constituents in the Counties of Northumberland, Peterborough, Haliburton and the Cities of Kawartha Lakes and Peterborough. Along with the provincial investment, this project will also benefit from the collaborative work of the Workforce Development Board and the City of Peterborough as well as Social Services Departments from Northumberland, Peterborough, Kawartha Lakes and Haliburton.

Integrated Local Labour Market Planning is used to identify, assess and prioritize the skills and knowledge needs of the community, employers and individual participants as well as learners - in the local labour market. Results are used to create a Local Plan that assists the government in making informed decisions on the best way to support the local community. The process includes working with employers to identify and address their current and emerging skills needs. It is designed to actively involve employers, workers, educators and trainers in the community.

A core group of community leaders with demonstrated leadership, expertise and experience in labour market issues from across the Workforce Development Board area have been identified to serve on the newly created Local Labour Market Planning Committee. The LMPC's vision for this plan is that it will be a key local influencer of change in growing the supply of labour in the local market and addressing the demand side by working with employers to identify and address their current and emerging skills needs.

Gord Evans, Chief Executive Officer of the Workforce Development Board is pleased to announce the appointment of the following individuals to the Local Labour Market Planning Committee:

- Dan Borowec, Director of Economic Development and Tourism, Northumberland County
- Marion Burton, President, Peterborough and District Labour Council
- John Fox, Canadian Tire Associate Store, Lindsay
- Foster Loucks, Chair, Central East Local Health Integrated Network
- Andy Mitchell, President & CEO, Greater Peterborough Area Economic Development Corporation
- Linda Mitchelson, Social Services Division Head, City of Peterborough
- Michael Skinner, President/CEO, Operitel Corporation
- Sylvia Terpstra, Director of Education, Kawartha Pine Ridge District School Board
- Tony Tilly, President, Fleming College
- Paul Van Laren, Site Leader, SABIC Innovative Plastics, Cobourg
- Stephanie Williams, Director of Human Resources, Trent University
- Ted Wilson, Totten Sims Hubicki Associates

These individuals will play a key role in identifying, assessing and prioritizing the skills and knowledge needs of the community, employers and individual participants/learners – in this local labour market.

“The Local Labour Market Planning Committee is responsible for developing a rolling 3-5 year strategic “evidence-based” plan. This plan will respect and reflect local/area labour market challenges and opportunities and is anticipated to be completed by June, 2009,” explains Evans.

“The labour market information generated by this initiative will help those living and working here make informed decisions about careers, education, employment and business plans. It will complement existing strategic economic development initiatives and other similar programs serving the needs of this community. It will also assist educational institutions and others in planning targeted, research-based programs that address the needs of key employers,” adds Evans.

Peterborough Councilor Doug Peacock states: "Members of City and County Councils are very supportive of this project. This initiative builds on the very effective partnerships that City Social Services staff developed over the past few years with others in the employment sector. We now have an opportunity to improve on that through local planning to better meet the needs of this region as well as expand the partnerships with our neighbouring municipalities and serve as a model in the Region and perhaps the province."

This initiative is part of Employment Ontario, the province’s employment and training network. Employment Ontario is part of the \$1.5 billion Skills to Jobs Action Plan to train Ontarians for new careers and build on the province’s competitive edge in skills and knowledge.

Fundamental to the success of this program will be the ability to partner with other community organizations and businesses to access pre-existing employment and other statistics to be included in the overall development plan for the Integrated Local Labour Market Planning System.

According to Evans, the project will result in positive outcomes for this community, including:

- Greater understanding of community/regional needs
- Improvement in current local labour market indicators
- Local strategies with common performance management and reporting frameworks
- Development of better information on successes and how customers access programs
- Planning and capacity building (local planning, infrastructure, innovation funds, effective pathways to service)
- Customer-centred services with local flavour and perspective.

”Through this initiative, we will be building on a foundation of existing programs to help people in our region find jobs, stay employed over the long-term and improve their quality of life and connection to the community. Employers and communities in the region will be better served by a more highly skilled workforce and a more efficient, informed, integrated and adept employment and training system that maximizes available resources,” says Evans.

The Workforce Development Board (WDB) is a community based, not-for-profit corporation that serves the cities of Peterborough and Kawartha Lakes and the counties of Northumberland, Peterborough and Haliburton. For more information on the Integrated Local Labour Market Planning System, contact Gord Evans at 1-800-340-0111.