

Clause No. 9 in Report No. 7 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on April 17, 2014.

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JOB POSTINGS IN YORK REGION - 2013 TRENDS

Committee of the Whole recommends adoption of the following recommendation contained in the report dated March 20, 2014 from the Executive Director, Corporate and Strategic Planning:

1. RECOMMENDATION

It is recommended that Council receive this report for information.

2. PURPOSE

This report provides an update to Council on trends in job postings across York Region in 2013.

3. BACKGROUND

Economic Strategy staff researches local job postings in support of workforce and economic development stakeholders and programs

Since 2007, Economic Strategy staff have been monitoring, analyzing and reporting to Council on trends in job postings across York Region. Undertaken via the Regional Investment and Marketing Program, this research facilitates understanding of the local job market in support of workforce and economic development stakeholders and programs at both the regional and local municipal level.

This report provides insight into trends in the number of job postings, position types, required occupations, as well as key hiring employers. The data also serves as one of the indicators of future economic trends in York Region in such areas as employment and labour force, live/work ratio and industry sectors. It also supplements other research and third party data on York Region's labour market such as the Regional Employment Survey and Statistics Canada.

Workforce stakeholders across York Region including local municipal economic development offices, chambers of commerce, ventureLAB Regional Innovation Centre,

newcomer services agencies, school boards, the Workforce Planning Board and Ontario Works receive the annual report in support of their program delivery aimed at increasing and facilitating employment opportunities for local residents.

Staff utilize a specialized web-based software subscription service to collect and analyze data on local job postings

Staff utilize a web-based subscription service as the source for statistics on job postings, allowing for research and analysis to be conducted in-house. Data is collected by a software platform that automatically captures and classifies online job postings from multiple sources including corporate career websites, staffing agencies and over 25 job boards such as Workopolis, HRDC, LinkedIn and Monster.

This same service is also used by key government and economic organizations across Canada to track and report on national and local job markets including the Conference Board of Canada, Department of Finance Canada, Employment and Social Development Canada, The City of Toronto and TD Bank Economics. It is also used by private sector corporations to monitor competitive hiring trends in both Canada and the United States.

The source utilized for this research incorporates quality control features such as the elimination of duplicate job postings from multiple sources. It does however have some limitations, primarily as job ads do not differentiate between new or replacement jobs, as well as that not all postings contain data that enables automatic classification into job locations, occupations, types etc.

Whereas this report analyses trends in local job postings and required occupations, the Region's Employment and Industry report addresses overall annual employment growth by industry sectors based on a Region-wide Employment Survey. While the two data sets are complementary and related, they cover different aspects related to the local labour market in York Region.

4. ANALYSIS AND OPTIONS

As part of the research, postings are grouped by typical data included in a job advertisement such as location of employment, name of hiring employer, occupational title and job type, among others. Key findings from a qualitative and quantitative analysis of these groupings are outlined below, addressing various aspects of 2013 job postings in York Region.

The number of jobs posted by local employers decreased by 1.6 per cent in 2013; overall volume still well above 2009 recession level

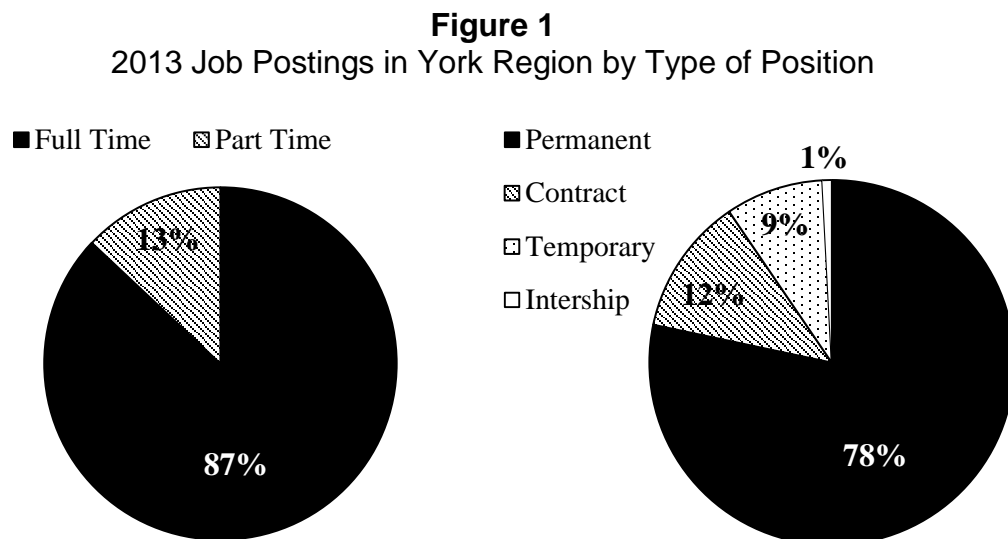
An estimated total of 42,350 job ads were posted by York Region employers between January and December 2013 across occupations and job types, a minor decrease of 1.6 per cent (about 700 postings) from 2012. The decrease can be primarily explained by lower demand for Sales and Service occupations (770 fewer job postings than in 2012) and Business, Finance and Administration occupations (640 fewer postings), partially offset by an increase of 700 job postings in Management Occupations. The job postings volume in 2013 however remains over 20 per cent higher than the 2009 recession level, indicating sustained economic recovery.

Year-over-year change in the number of job postings may be a predictive indicator of future local employment trends. The number of postings however can not be accurately used to estimate absolute employment growth in the community, primarily as job ads do not differentiate between replacement hiring and a new job.

Eighty seven per cent of job postings were for full time positions and 78 per cent for permanent jobs, indicating a healthy local jobs market

Eighty seven per cent of the job ads posted by local employers in 2013 indicated full time positions, representing a higher rate than the national full time employment average of 82 per cent as per Statistics Canada. This demonstrates a healthy local job market as well as continued confidence of local employers in the economy and business conditions.

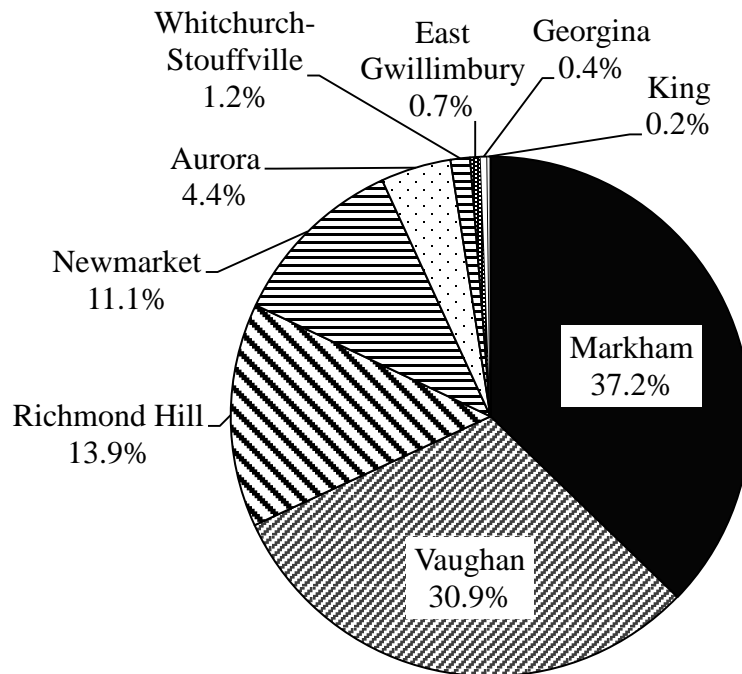
Close to 80 per cent of the jobs posted listed the position as permanent, with the remainder posted as contract, temporary and to a much lesser extent internship. *Figure 1* breaks down job postings by type of position indicated.



Eighty two per cent of job postings were for employers in southern York Region, consistent with the geographic distribution of local businesses

Eighty two per cent of all job postings listed employers or job locations in York Region's southern three area municipalities of Markham, Vaughan and Richmond Hill. This share is consistent with the geographic distribution of business establishments across York Region. *Figure 2* breaks down job postings by employer municipal location.

Figure 2
2013 Job Postings by Listed Employer Municipal Location












Service-oriented occupations represented 80 per cent of job postings while occupations unique to trades and manufacturing accounted for 20 per cent

Job postings are classified by position titles and job descriptions into occupational categories using Statistics Canada's National Occupational Classification (NOC) system. This classification relates to occupational professions rather than industry sector of employment. A smaller set of postings are then further classified into more detailed and specific sub-occupations.

Table 1 on the next page outlines local job postings by major NOC categories. As the data demonstrates, service-oriented occupations such as sales and customer service, business and finance, sciences, management, healthcare and recreation dominate local job postings, representing about 80 per cent of total in 2013. Occupations unique to trades and transport, manufacturing and utilities, and primary industry accounted for about 20 per cent. This distribution is consistent with overall trends in the Canadian labour market.

Table 1
 2013 Job Postings in York Region by Major National
 Occupational Classification (NOC) Categories

	Occupational Category (NOC)	No. of Job Postings	Per Cent of All Job Postings
	Sales and service occupations	8,267	19%
	Business, finance and administration occupations	8,184	19%
	Natural and applied sciences and related occupations	7,326	17%
	Management occupations	6,761	16%
	Trades, transport and equipment operators and related occupations	4,530	11%
	Occupations unique to processing, manufacturing and utilities	2,410	6%
	Health occupations	1,202	3%
	Occupations in art, culture, recreation and sport	977	2%
	Occupations unique to primary industry (e.g. natural resources and agriculture)	316	1%
	Not Classified	2,377	6%

Detailed descriptions of major NOC occupational categories and breakdown by sub-occupations can be found on the Federal Government's website of Employment and Social Development Canada at www.esdc.gc.ca/NOC.

The occupational distribution of local jobs posted in 2013 demonstrates alignment with the demographics of York Region's resident labor force. According to Statistics Canada's 2011 National Household Survey (NHS) 85 per cent of the Region's labour force is employed in services occupations while only 15 per cent have occupations unique to manufacturing and utilities, trades and transport, and primary industry.

Local demand for Computer and Information Systems professions reflects the strength of York Region's Information Technology sector

Analysis of those job postings classified into more detailed sub-occupations shows that Computer and Information Systems Professionals (part of the higher level "Natural and Applied Sciences" NOC category), was the most in-demand sub-occupation by local employers in 2013, with 3,000 job postings, or 7 per cent of total. This includes such professions as information systems analysts, software engineers, computer programmers, interactive media developers and web designers and developers.

The strong demand for Computer and Information Systems professions reflects the strength of the local Information and Communications Technology (ICT) sector. York Region is home to estimated 3,900 businesses in the ICT sector including major employers such as IBM, AMD, Huawei, Qualcomm, CGI, Compugen, etc., as well as thousands of small- and mid-size technology businesses. Based on Statistics Canada data, York Region's ICT sector is the largest in Canada relative to population size and second largest overall behind the City of Toronto. The strong demand for Computer and Information Systems Professionals can be also explained by the significant application of Information Technology across major industry sectors in York Region including healthcare, public sector, banking and insurance, manufacturing etc.

Finance and Insurance Clerks was the second most in-demand NOC sub-occupation with 1,550 job postings or 4 per cent of total. Part of the "Business, Finance and Administration" NOC category, this includes professions such as accounting clerks, payroll clerks, tellers, banking and insurance clerks etc.

Third with about 1,500 job postings was the Childcare and Home Support Workers sub-occupation which is part of the "Sales and Service" NOC occupational category and includes housekeepers, elementary and secondary school teacher assistants, nannies and parents' helpers.

The majority of job ads in York Region were posted by Small and Medium-Sized Enterprises (SMEs)

Most job ads in York Region were from Small- and Medium-Sized Enterprises (SMEs) that posted between one and 15 job vacancies each in 2013. Only about 20 identified employers in York Region (private and public sector) posted directly more than 100 jobs each throughout the year.

These findings reinforce the significant role that SMEs, defined as companies with up to 100 employees, play in the local economy. Overall, these businesses account for over 95 per cent of all employers across York Region.

Companies that posted the most jobs in 2013 represent a range of sectors, in particular technology and engineering, retail trade and financial services

Table 2 lists private sector companies in York Region that posted more than 50 job ads each in 2013. These companies represent a range of industry sectors with a higher proportion operating in the areas of Information and Communications Technology (ICT) and consulting engineering, retail trade, financial and insurance services, and corporate head offices. It should be noted that some of the listed companies headquartered in York Region may also be recruiting for satellite locations outside the Region, while large banks, retail, or consumer services companies may be headquartered in another GTA municipality but recruiting for jobs in branches/locations across York Region.

Table 2
 Private Sector Employers* in York Region That Posted
 More Than 50 Job Ads Each in 2013 (by sector / municipal location)

Employer	Job Location in York Region	Employer	Job Location in York Region
Professional, Scientific and Technical Services		Management of Companies and Enterprises	
AECOM	Markham	Johnson & Johnson	Markham
AMD	Markham	Staples**	Richmond Hill / Multiple
CGI Group	Markham	Adidas**	Vaughan
General Electric (GE)	Markham	Cara Operations	Vaughan
Huawei Technologies	Markham	Manufacturing	
IBM	Markham	Magna International	Aurora / Multiple
Parsons Corporation	Markham	Johnson Controls	Markham
Qualcomm	Markham	Philips Electronics	Markham
WorleyParsons	Markham	Information Industries	
URS Canada	Richmond Hill	LexisNexis	Markham
Retail Trade		Nielsen Company	Markham
FGL (SportChek)	Multiple	Rogers Comms**	Multiple
GAP	Multiple	Accommodation and Food Services	
Home Depot	Multiple	Hilton Hotels	Multiple
Lowe's	Multiple	Jack Astor's	Multiple
Shoppers Drug Mart	Multiple	Arts, Entertainment and Recreation	
Sobeys	Multiple	Canada's Wonderland	Vaughan
Target Corporation	Multiple	Goodlife Fitness	Multiple
Walmart	Multiple	Wholesale Trade	
Finance and Insurance		Acklands-Grainger	Richmond Hill / Multiple
American Express	Markham	Educational Services	
Johnson Inc.	Richmond Hill	Seneca College	Markham / King
BMO Financial	Multiple	Other Services	
CIBC	Multiple	Regis Corp. (First Choice Haircutters)	Multiple
TD Canada Trust	Multiple		

* Company names are collected from public domain corporate career sites and on-line job boards by third party software. No company confidential data was collected nor used for this report ** These companies also operate retail outlets in York Region and therefore fall under the Retail Trade sector as well.

The top public sector and non-profit organizations that posted jobs in York Region in 2013 (in alphabetical order) include Mackenzie Health, Southlake Regional Health Centre, St. Elizabeth Healthcare, The City of Markham, The City of Vaughan and The Regional Municipality of York.

Link to key Council-approved plans

York Region has a number of Council-approved strategic documents that provide clear direction regarding economic development both in the longer term and within the current term of Council. *Vision 2051*, the *Regional Official Plan 2010*, and the *2011 to 2015 Strategic Plan* all highlight the importance of economic vitality. The Economic Strategy Branch, through the Investment and Marketing program, undertakes economic research in support of its mandate to sustain and promote the economic vitality of York Region.

5. FINANCIAL IMPLICATIONS

Research and analysis of local job postings is conducted by Economic Strategy staff, as part of the Investment and Marketing program, utilizing a subscription analytics software service. All costs associated with the 2013 research were included in the approved Economic Strategy Branch budget. Costs associated with continuing this activity are included in the approved 2014 Economic Strategy Branch budget.

6. LOCAL MUNICIPAL IMPACT

Jobs posted by employers in York Region are an important measure of local economic and business activity as well as one of the key indicators of future trends in regional employment and the local labour market.

This report and the underlying research can be utilized by local municipal economic development staff to further understand and address emerging employment trends across the Region in support of their economic and business development initiatives. Moreover, community embedded workforce stakeholders serving York Region's local municipalities such as chambers of commerce, ventureLAB Regional Innovation Centre, immigrant services agencies, school boards, the Workforce Planning Board and Ontario Works receive the annual report in support of their respective program delivery.

7. CONCLUSION

Job postings are a key measure of economic activity in York Region and an indicator of future trends in the local labour market. Research in this area supports the Economic Vitality strategic priority area of the 2011 to 2015 Strategic Plan as well as programs of workforce and economic development stakeholders across the Region.

Analysis of 2013 jobs posted by local employers in York Region indicates a vibrant local economy with a robust, diverse and relevant jobs market. The number of job postings in 2013 remains well above the 2009 recession level, continuing the trend of sustained economic recovery. Eighty seven per cent of postings were for full time positions, indicating a healthy local jobs market relative to nationwide average.

Services-oriented occupations such as sales and customer service, business and finance, sciences, management and healthcare continue to dominate job postings by local employers, representing 80 per cent of the total job postings volume in 2013 whereas occupations unique to trades, manufacturing and utilities accounted for 20 per cent. This is consistent with overall trends in the Canadian labour market as well as demonstrates alignment with occupational demographics of York Region's resident labor force.

For more information on this report, please contact Robert Unterman, Manager Investment and Marketing at (905) 830-4444, at Ext. 71491.

The Senior Management Group has reviewed this report.