

# PERFECT STORM

## To Hit Job Markets

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Career Cruising

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**1** Great  
Recession

**2** Aging  
Population

**3** Upskilling  
of Jobs

**4** Unprepared  
Workforce



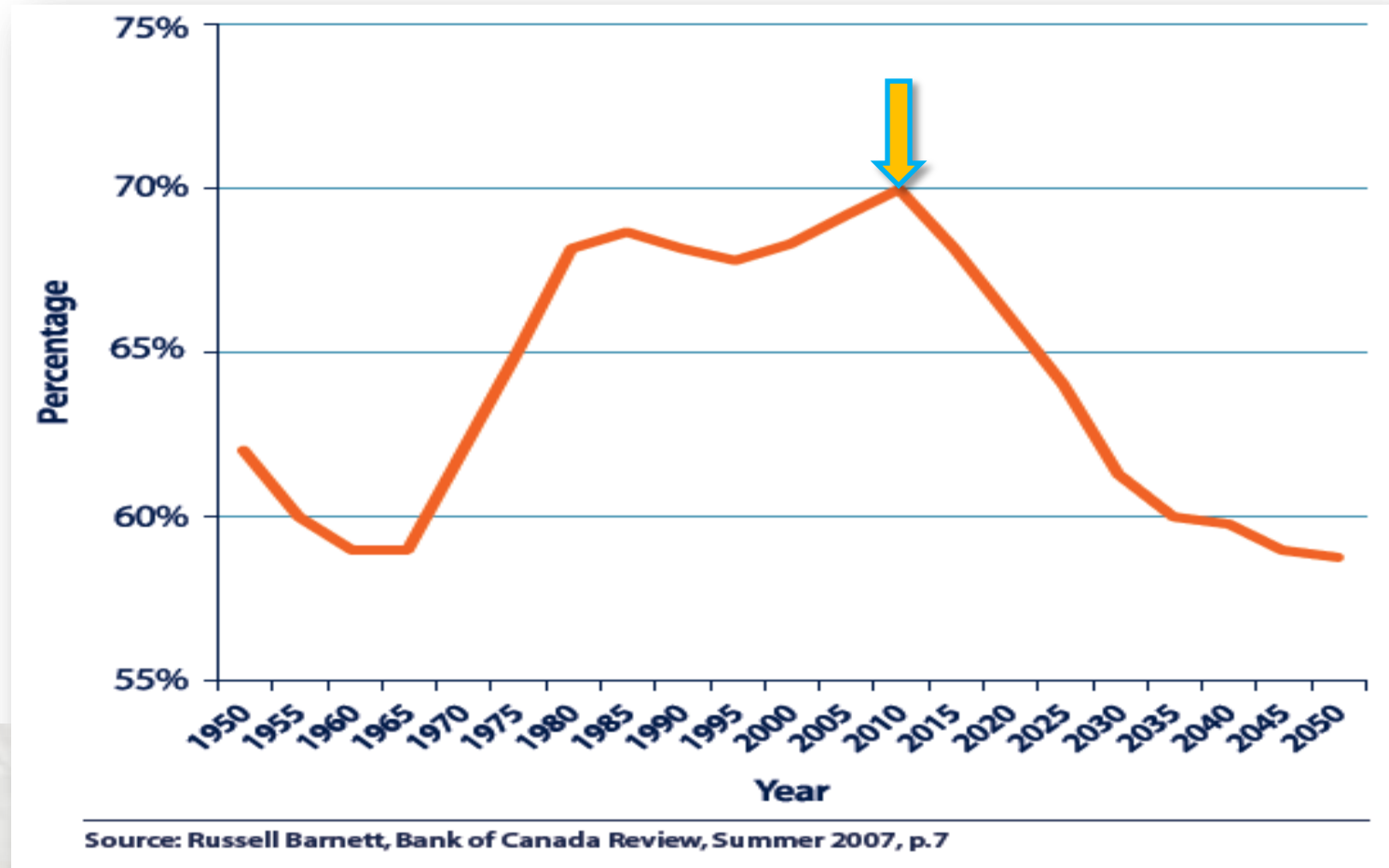
- Global economy in throes of worst economic storm in century
- Jobs in jeopardy
- Slow, faltering recovery
- Governments in record debt



- Declining birth rate since 1967
- Later marriage & childbirth
- Fewer children
- Boomers retiring (1947-65 in 2012)
- Growing concerns: dependency ratio
- Immigration cannot offset natural decline

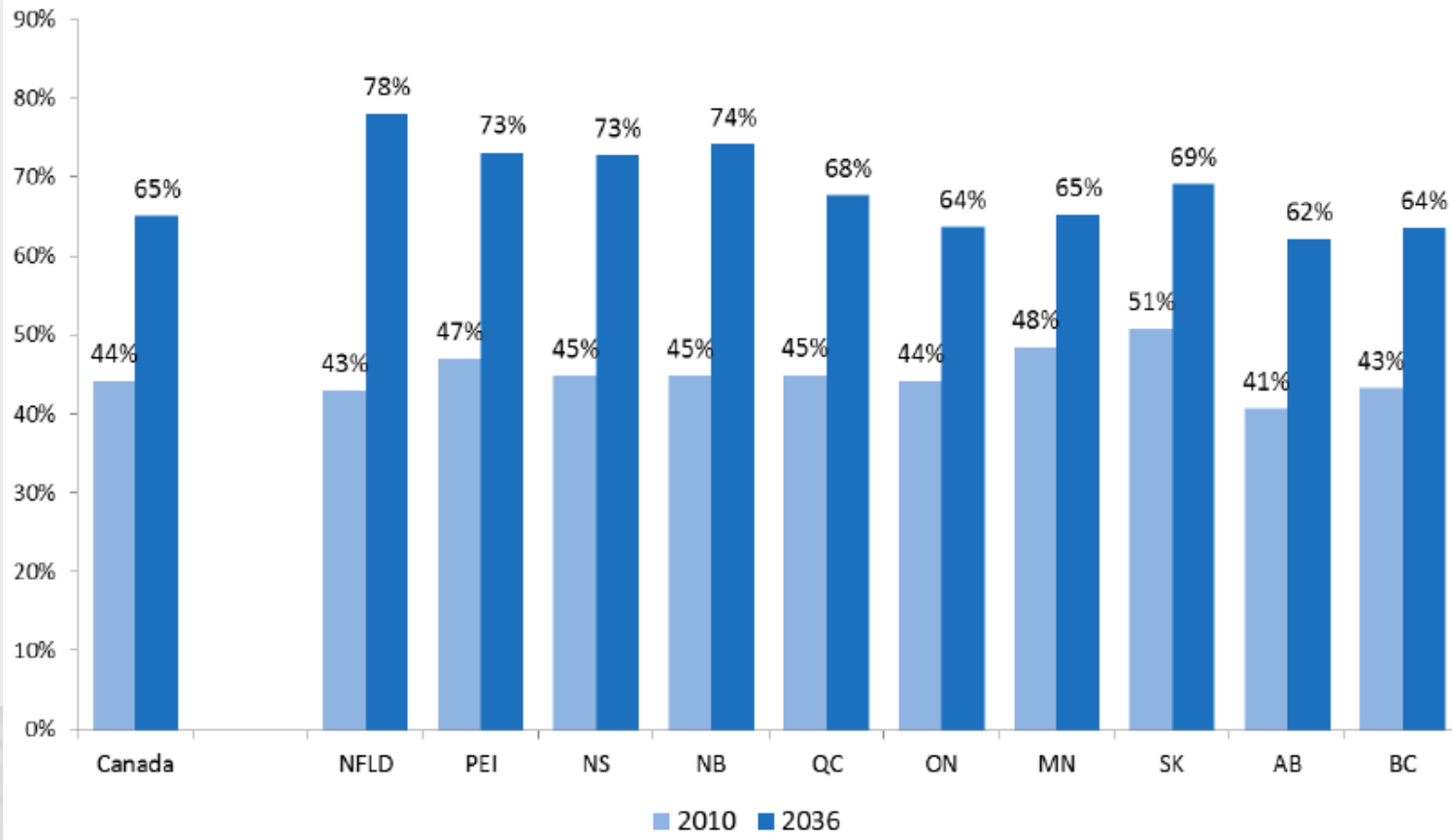


## Percent of Canadian Population 15-64 Years of Age



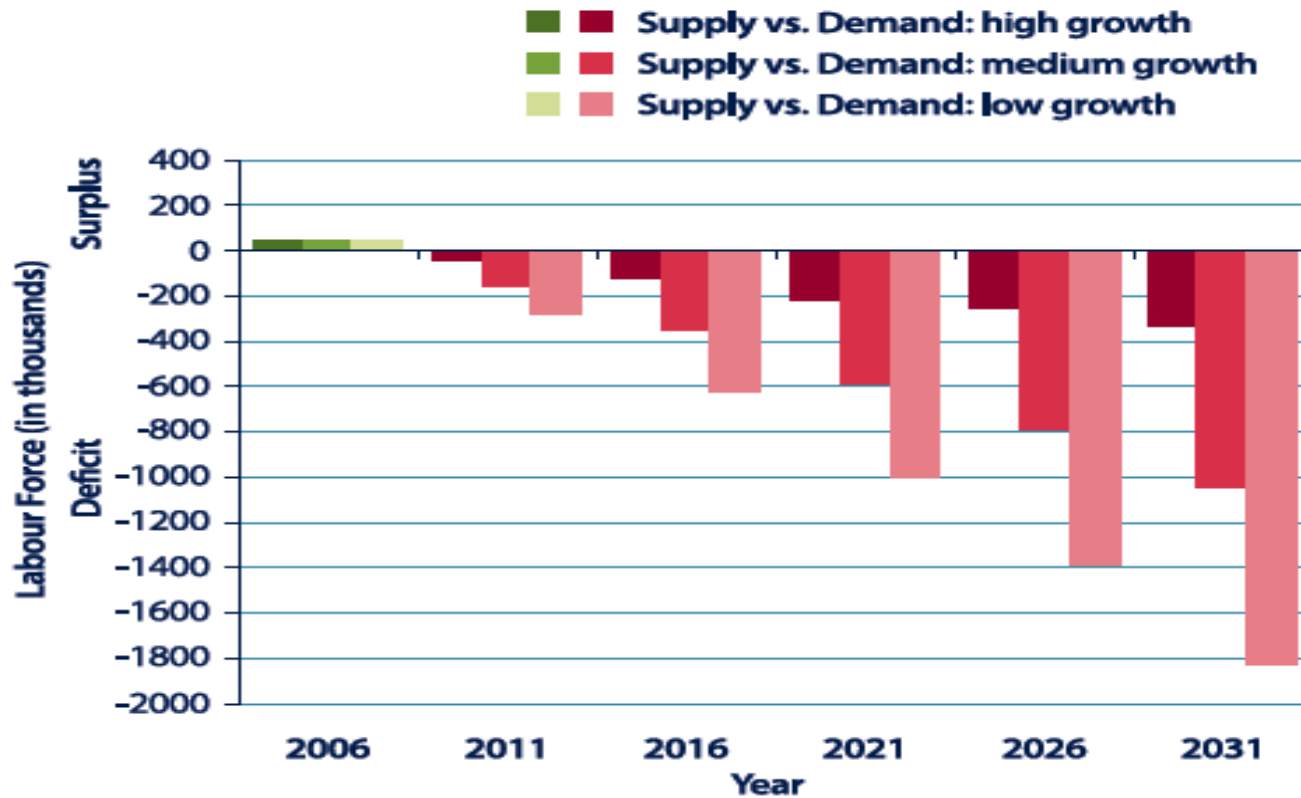
## Dependency Ratio

Figure 1. Dependency Ratios<sup>1</sup> by Province: 2010 and 2036



## Projected Worker Shortfall

Figure 5. Ontario Labour Force Supply and Demand: High, Medium and Low Population Growth Projections



	<b>Ontario</b>	<b>Canada</b>
<b>2012</b>	<b>160,000</b>	<b>420,000</b>
<b>2016</b>	<b>360,000</b>	<b>950,000</b>
<b>2021</b>	<b>590,000</b>	<b>1,550,000</b>
<b>2026</b>	<b>790,000</b>	<b>2,080,000</b>
<b>2031</b>	<b>1,050,000</b>	<b>2,760,000</b>

- **Rick Miner, People Without Jobs, Jobs Without People**
- [Figures projected nationally from Miner's Ontario (38%) medium growth estimates]







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### OUR TIME TO LEAD

## Why Canada needs a flood of immigrants

**JOE FRIESEN** — DEMOGRAPHICS REPORTER

From Saturday's Globe and Mail

Published Friday, May. 04, 2012 8:13PM EDT

Last updated Saturday, May. 05, 2012 3:12PM EDT

1754 comments



41



Like

168



+1

16



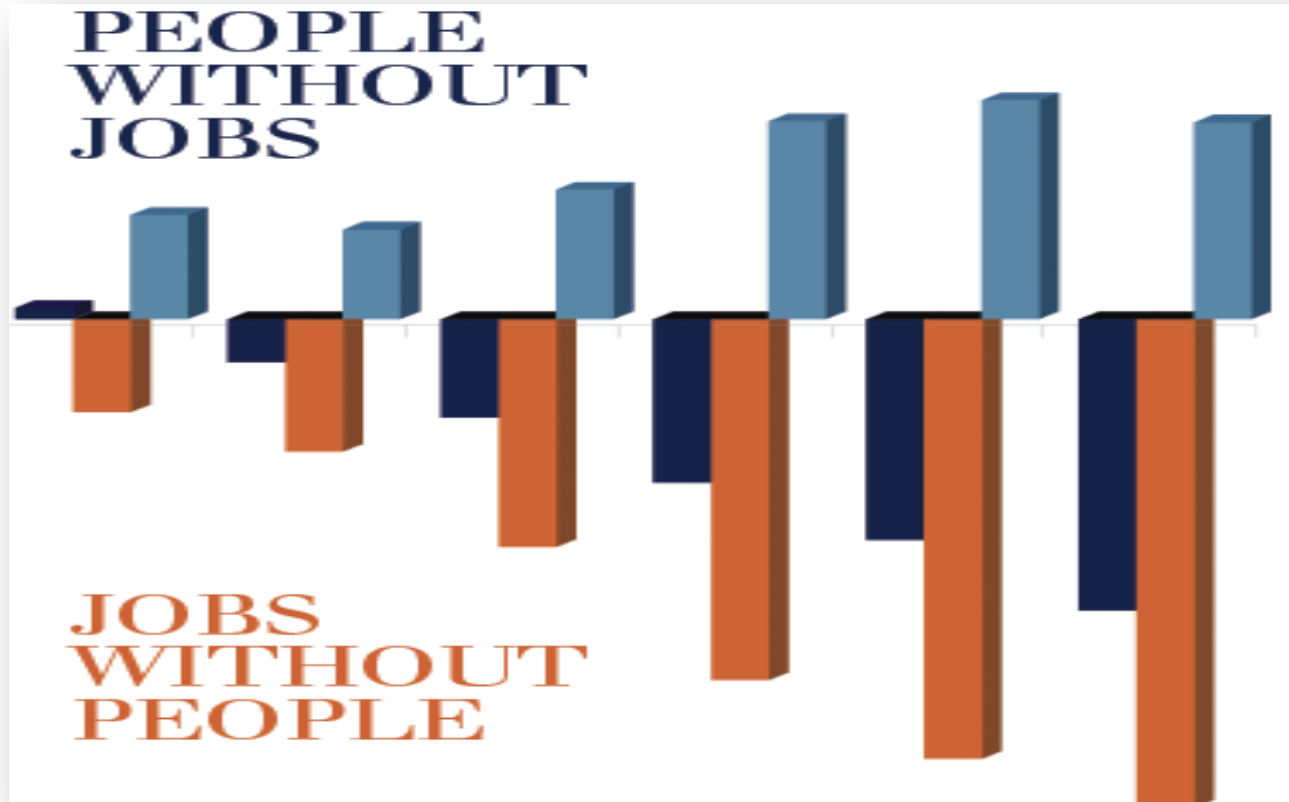
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COME ALONG  
FOR THE RIDE

Between now and 2021, a million jobs are expected to go unfilled across Canada. Ottawa is making reforms to the immigration system but isn't going far enough. We need to radically boost immigration numbers. With the right people, Canada can be an innovative world power. Without them, we'll drain away our potential.

# 3 Upskilling of Jobs



- Rick Miner, February 2010, People Without Jobs, Jobs Without People

## Canadian IT sector facing 'alarming' labour shortage: report

Jameson Berkow Mar 29, 2011 – 9:30 AM ET | Last Updated: Mar 29, 2011 10:34 AM ET



## Labour Force Ageing and Skill Shortages in Canada and Ontario

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### Study Shows Vast Skills, Labour Shortages Looming for Canada's Tech Sector

Posted April 1, 2011

TORONTO, ON (March 29, 2011) - Canada's technology employment base, is facing a shortage for Human Resources in the ICT Labour Market (ICTLC), in partnership with the Information and Communications Technology Council (ICTC), a picture of a new job market for ICT that is emerging —industry and education, the association is poised to act.

The new report underscores that in most cases, employers will encounter systemic shortages when recruiting for ICT. The severity of these shortages will increase when employers are seeking marketing, accounting and finance competencies.

The results also show a new job market for ICT, one that has a radical edge package of skills, for example systems analysis and design or management, or people with particular combinations of domain expertise together with ICT expertise.

Over the next five years, Canadian employers will need to hire an estimated 106,000 ICT workers. Other key Report highlights include:



CANADIAN TOURISM HUMAN RESOURCE COUNCIL

THE FUTURE OF CANADA'S TOURISM SECTOR:

LABOUR SHORTAGES TO RE-EMERGE AS ECONOMY RECOVERS

Help Wanted: The Labour Shortage Crisis and Canada's Foodservice Industry



Canadian Restaurant and Foodservices Association  
Association canadienne des restaurateurs et des services alimentaires

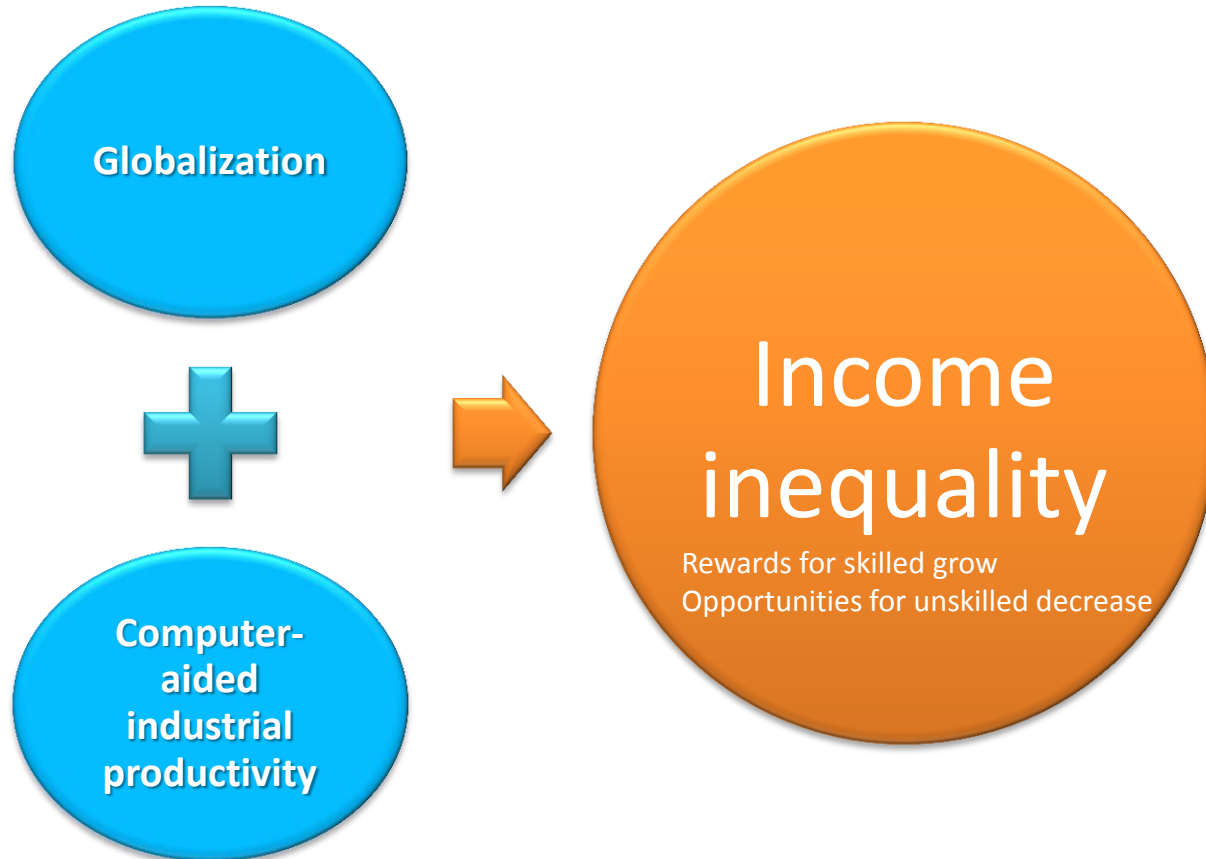
#### Executive Summary

Over the next 20 years, the one-two punch of low fertility rates and the retirement of baby boomers

rising disposable income and an aging population lead to greater household spending

- 52% of organizations have difficulty recruiting for specific jobs
  - high-tech companies - 71%
  - manufacturers - 68%
  - financial firms - 49%
  - professional services firms - 59%
  - construction, mining, oil and gas companies - 51%
  - local governments - 33%
  - federal government - 31%

- High Unemployment vs. 600,000 unfilled jobs
- Reported Lack of
  - problem solving skills - 52%
  - industry certification or vocational training - 43%
  - basic employability (soft) skills - 40%
  - technology or computer skills - 36%



- Great time to imagine career prospects
  - Nano-mechanic
  - Old age wellness manager
  - Memory augmentation surgeon
  - Weather modification police
  - Waste data handler
  - Social networking worker
  - Personal brander/communications advisor
  - Stem cell bank manager

### Talent Pipeline





- ✓ National HS graduation rate 79%

(Education Indicators 2011, Statistics Canada & Council of Ministers of Education Canada)

- ✓ 60% of HS grads (47%) register immediately for post-secondary programs

(King, 2009, Who Doesn't Go To Post-Secondary Education?)

- ✓ 25% of post-secondary students dropout by the end of the first year. A similar percent change programs or majors

(Miner, 2010, People Without Jobs, Jobs Without People)



## Of 100 students in the educational pipeline in Grade 9:

- 29 will graduate on schedule with post-secondary degree, diploma, certificate
- 50% “mal-employed”

(Statistics Canada and Human Resources & Skills Development Canada)

- by 2031 approximately 77% of the workforce will require a post-secondary education or training

(Jobs of the Future: Options and Opportunities, Rick Miner, PhD, March 2012)

Many carry heavy student loan debt, have uncertain employment prospects, and unclear career goals

## Consequences

of staying the course

- Ongoing unacceptable levels of student underachievement and disengagement
- Continued faltering in school to work transitions
- Continued out-migration of talent
- Increasing recruitment challenges for employers
- More storm victims in future job markets
- Reduced community prosperity



The Perfect Talent Storm makes a **harmonized, whole-community** commitment to career and workforce development an **economic imperative**



- Potential future hockey stars discovered at young age
- Most others: educational maze



- Mobilize & harmonize community efforts to help all citizens succeed in 21<sup>st</sup> century careers
  - Students
  - Teachers
  - Parents
  - Spouses
  - Employers
  - Community agencies

## Our ccEngage Solution



### ccSpringboard

The heart of ccEngage



### ccPathfinder

High school course planner



### ccAchieve

College application planner



### ccInspire

Connecting education and industry



### ccSpark!

Career learning begins



### ccTheRealGame

Classroom experiential learning



### Method Test Prep

Online SAT / ACT prep

# Career Cruising

- More informed, purposeful, engaged, and higher achieving students
- Reduced truancy and bullying
- Higher productivity for employers with reduced recruiting and retention costs



- **Reduced costs for support programs (alternative education, drug and substance abuse, employment insurance, social assistance, welfare, corrections)**
- **More engaged, self-reliant, and resilient citizens**
- **Pride and prosperity shared by community**

# WANT A DEMO?

**Career Cruising**

For a *free personal online demonstration* of any of our ccEngage products call:

**Toll-free 1-800-965-8541** (8AM-6PM Eastern Mon-Fri)

Or email:

**[sales@careercruising.com](mailto:sales@careercruising.com)**

[www.careercruising.com](http://www.careercruising.com)