


# Building a Superior Workforce: 2009 – 2012 LABOUR MARKET ACTION PLAN

## Executive Summary



**North Superior**  
Workforce Planning Board





**The “war for talent” has been described by many as the new battleground for businesses in the 21st century economy.**

**Education and training are key underpinnings of our future economic growth. Regional workers and employers must have access and supports to learn, train and transition to the skills and knowledge of a changing employment landscape, and the skills and training capacity to attract and retain the businesses and workers of tomorrow.**

*Building a Superior Workforce: 2009-2012 Labour Market Action Plan* recognizes this urgency. It provides the strategic context to help address shorter-term adjustment labour market needs, while laying the groundwork to position our region to leverage labour market opportunities in the future.

Integrated Local Labour Market Planning (ILLMP) is a community development process. Its strength comes from extensive community participation that directs a principled, focused and evidence-informed three-year action plan, to guide priorities and activities. As a working plan, its implementation requires flexibility, collaboration and new community synergies. Success of this 3-year plan will best be captured through answers to the question – will our workforce, employers and our communities be better off now than when the Plan started?

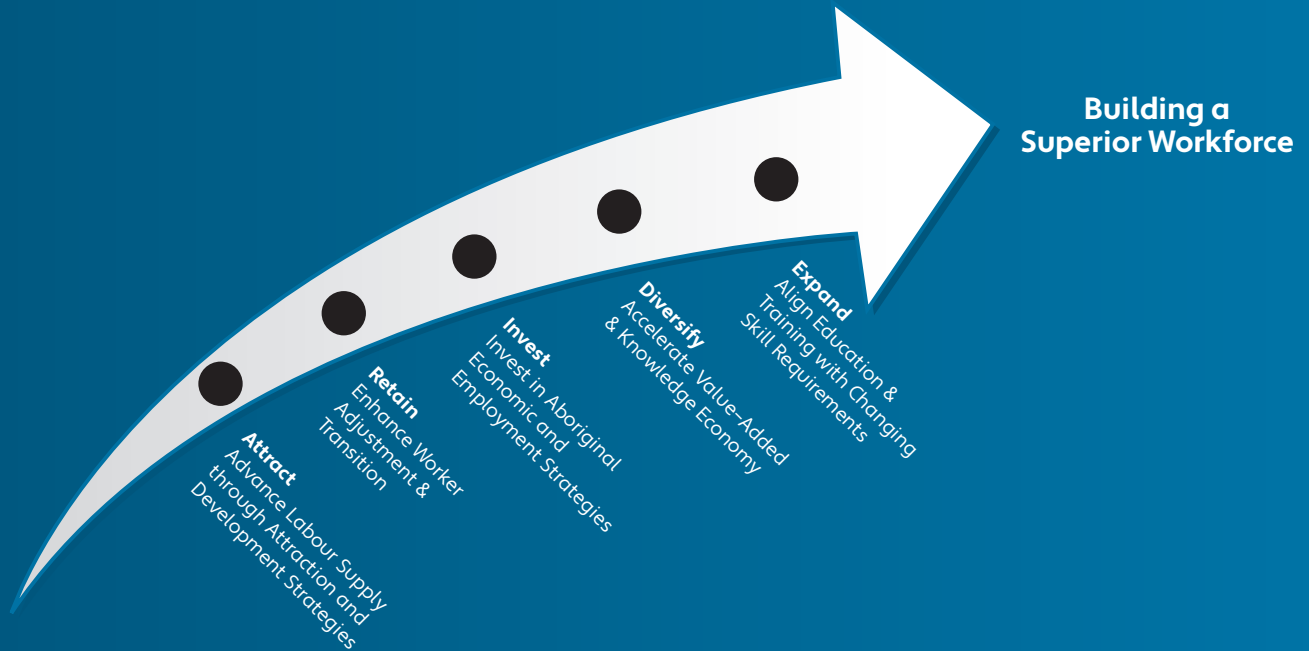
We will know this Plan is working if, as a community of partners, we are able to:

- Actively involve employers in aligning education, training and employment strategies within a changing social, economic and employment landscape;
- Assist First Nation and Aboriginal people in securing the supports needed to mitigate barriers to employment and training;
- Develop a local labour market information and intelligence “system” that improves capacity for local labour market planning – made evident through its use by labour market and economic development partners as well as individuals, workers, students and parents;
- Contribute to meeting skills retention and attraction strategies that, over time, reduces out-migration and increases immigration;
- Complement economic development priorities and contribute to new or expanded business investments;
- Influence government program priorities and investment decisions that benefit clients, through use of this local Plan as a reference document.

The following *Building a Superior Workforce: 2009-2012 Labour Market Action Plan* begins with setting the context of our changing economic landscape across our region and examines the need for creating a value-added labour market culture. A snapshot of regional labour market information (LMI) updates then lays the foundation for informed decision-making. The next section profiles the enhanced ILLMP planning process that, while building on past successes of the Trends, Opportunities and Priorities (TOP) annual process and report, extends the rigour and depth of intelligence garnered to guide the development of the Plan. Based on this input, the action plan then outlines specific activities to help address the strategic priorities defined through the planning process. A research and consultation methodology section reflects the various techniques used to capture inclusive input from over 1,900 area residents.

Grounded in information, local intelligence and community consultation, the following three-year action plan outlines specific labour supply-and-demand initiatives based on five principal themes and strategic priorities. These strategic priorities present the most pressing challenges and promising opportunities to affect change for area workers, families and communities.

Singularly, they help address specific labour supply and demand challenges. Combined, they support an integrated approach to meeting current needs while positioning our labour market for future opportunities.



The Plan then includes a summary of participant perspectives, challenges and recommendations to move our communities forward. A comprehensive detailed update of local labour market information follows and is tailored to build a richer understanding of our region. Lastly, the Plan explores how a local labour market information system could be developed.

Through collaborative implementation, this Plan will, over time, contribute to our regional renewal and provide competitive advantages in the global economy. The power in this Plan rests with community partners who have committed to its successful implementation. It is only a beginning, and must be continually monitored to ensure the path is the right one, at the right time.

*If you want 1 year of prosperity, grow grain.  
If you want 10 years of prosperity, grow trees.  
If you want 100 years of prosperity, grow people.*  
Chinese Proverb



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