



NATIVE WOMEN'S  
ASSOCIATION OF CANADA  
L'ASSOCIATION DES FEMMES  
AUTOCHTONES DU CANADA

# LMD

## Information Bulletin

October | November 2015

## Labour Market Development Bulletin

### In this issue...

#### GAPS IN THE PLOTLINE

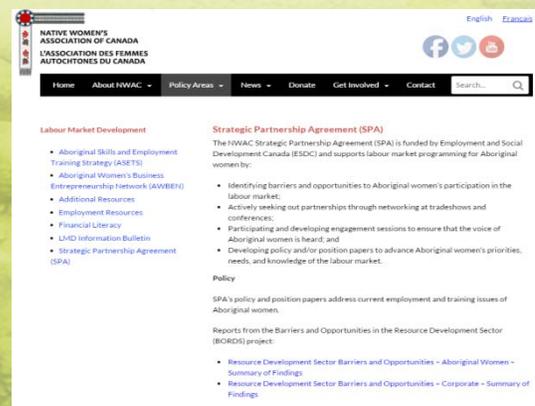
A breakdown of the problems with labour market stats that every job-seeker needs to know!

#### LOOKING FOR AN APPRENTICESHIP?

Then head over to [apprenticesearch.com](http://apprenticesearch.com), the [all-in-one online resource](#) for apprentices in Ontario.

#### November is Financial Literacy Month!

From the Financial Consumer Agency of Canada, Jane Rooney highlights the lasting benefits of financial literacy education.



#### WEBSITE UPDATES!

[Check out NWAC.ca](#) for a complete archive of LMD's resources, including every issue of the LMD Information Bulletin and MORE!

**Fun fact:** all renewable energy technologies rely on mining extracts to make their parts. For example, rechargeable batteries are made from lithium.

# Financial Literacy Month brings year-long benefits

By Jane Rooney, Financial Consumer Agency of Canada

**JANE  
ROONEY**  
FINANCIAL LITERACY  
LEADER

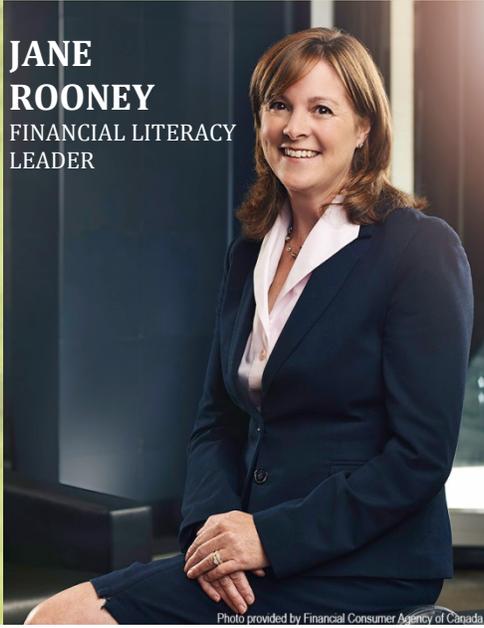


Photo provided by Financial Consumer Agency of Canada

November is **Financial Literacy Month (FLM)** in Canada, and it has been an extraordinarily busy time for individuals and organizations working to help Canadians gain the knowledge, skills and confidence to make important financial decisions. I commend the **Native Women's Association of Canada** for raising awareness of financial literacy issues among Aboriginal communities.

FLM has gained momentum in the five years since it was first held in 2011. Every year, organizations play an important part in promoting resources events that help strengthen the financial literacy of Canadians. Many of these can be found in the **Canadian Financial Literacy Database**—a one-stop source for financial education materials, tools, resources and events. Since it was launched in 2014, the database has grown to include more than **1,000 resources** from financial education providers. These can be filtered by topic; Credit and debt management, Taxes, and by target audience, including Aboriginal peoples.

For FLM 2015, the database listed over **1,400 FLM events held during November**. Workshops, conferences, seminars and other events helped Canadians understand financial issues ranging from managing credit and debt, to saving for retirement, to protecting themselves from fraud.

Financial literacy is important all year. We, as stakeholders in financial education, must continue our efforts year-round to promote and create awareness about the importance of being financially literate. Many Canadians need help with the basics like budgeting and making ends meet; for example, it's easy to overdo it financially during the holiday shopping season if you don't have a plan and stick to it. The **Financial Consumer Agency of Canada (FCAC)** has resources that can help consumers tell the difference between needs and wants, make decisions suited to their financial situations and help them plan and track their spending.

Whether it's to budget for special events or to cover day-to-day living expenses, FCAC provides information, tools and resources to help Canadians strengthen their money management skills. The **Budget Calculator**, mortgage calculators, **Credit Card Payment Calculator** and others are available to all on [ItPaysToKnow.gc.ca](http://ItPaysToKnow.gc.ca).

The website also has information on protecting yourself from fraud, especially when using your credit or debit card to shop online; choosing the right banking package and credit card; savings and investing; and planning for the future by setting financial goals.

A good place to start is **FCAC's online quiz**. Canadians can evaluate their ability to keep track of income and expenses, plan ahead, stay informed and choose financial products. The results page links to resources and events in the **Canadian Financial Literacy Database** to help in the identified areas of need, or to maintain current levels of knowledge and skills.

Join the financial literacy conversation at #CountMeInCA. Follow FCAC on social media: on [Twitter @FCACan](https://twitter.com/FCACan), on Facebook at [facebook.com/FCACan](https://facebook.com/FCACan), and on YouTube at [FCACan](https://FCACan).

# The Problem with Labour Market Data

## How the Story is Told

There are five surveys that are used to tell the story of current labour market events. These surveys are:

- The Labour Force Survey (LFS, record number 3701);
- The Survey of Employment, Payrolls and Hours (SEPH, record number 2612);
- Employment Insurance Statistics (EIS, record number 2604);
- The Job Vacancy Statistics (JVS, record number 5202), and;
- The Job Vacancy and Wage Survey (JVWS, record number 5217).

The LFS focuses on its strengths: timely data on the labour market, including the unemployment rate and demographic analysis. SEPH reports, which come out later each month, show greater detail on non-farm industry employment and earnings. EIS provides substantial detail on benefits by geography, socio-demographics and former occupation. JVS offers information on labour demand by reporting on the number of job vacancies by industry. JVWS provides labour market demand information by occupation, offered wage and region.

## Gaps in the Plotline

Although we have these various surveys, much of the data is outdated and filled with gaps. Job vacancies are now reported as a three-month moving average and released three months after the surveyed months. During those three months, the economy can go through significant upheavals. One only has to look at what has happened to the oil and gas sector in Alberta.

Most of the labour market data does not allow for a comparison between labour supply and labour demand. For instance, we may be told that engineering jobs are in demand, but we are not told what types of engineering and where exactly these jobs are located.



Table displaying the increase in employment for the month of October, 2015. Source: Statistics Canada

Recently, the government announced that Canada's labour force ballooned by 44,400 net jobs last month. It sounds very good on paper. Yet, when the figure was released, there were a few caveats that were associated with the statistic.

One being that the number was heavily influenced by temporary jobs created for the October 2015 federal election. In labour force statistical terms, they call this a temporary spike, and this temporary spike gives the illusion that the October's unemployment rate was down. In addition, the figure is associated with the creation of part-time employment. This could be viewed as a structural drop in the demand for youth labour.

Finally, if you are not collecting EI and you are still looking for work; you are not counted in the labour market statistics. The system views you as leaving the labour market and, in labour market terms: 'you are not engaged in the economy'. This omits a significant number of people who otherwise would count towards the rate of unemployment in Canada.

In our next issue, we will talk about why the skills shortages problems that Canada is facing may be overblown.

**Did you know?** Approximately 15% of the world's mined gold is used in electronics like laptops and smartphones. Another 1% is used to make dental tools.

# Apprenticesearch.com: Ontario's Premier Apprenticeship Connection Website

## Just another Job Site?

Spear-headed by the **Halton Industry Education Council (HIEC)**, apprenticesearch.com was created as a solution to the disconnection between apprentices and employers.



Apprenticesearch.com separates itself from other job matching sites because not only does it contain information about skilled trades and apprenticeships, it also features an apprenticeship database.

By partnering with numerous non-profit organizations to build awareness, this website has successfully connected over 550 apprentices with employers across Ontario. From its start date in 2008, apprenticesearch.com has had over 30 million individual hits, with 14,000 applicants serviced. Currently, there are 1,600 employers registered and listing job opportunities.

## Above and Beyond

The website goes above and beyond traditional job matching sites by offering personalized assistance to its users. Local administrators have been positioned throughout Ontario, each ready to address the specific needs of individuals living in their area.

Not sure where to start?

**[Click here](#)**  
to take the  
**apprenticesearch.com**  
**Employability Skills Quiz!**

## Who Can Use It?

Registration is currently open to apprentices, employers, and community agencies in Ontario. Every profile is screened by an administrator before the posting is made public. Users are not required to register to access the information; a number of quizzes, links, reports, and resources are freely available to anyone on the site.

It also boasts a wide variety of resources geared towards specific demographics, including resources for each specialization and women in skilled trades. There's something for everyone within apprenticesearch's vast library of publications. A comprehensive list of information sources can be found [here](#).

Recently, HIEC released a [report](#) using findings from apprenticesearch.com, entitled **Winning Conditions for Apprenticeship**. The report showcases the successes of the database and provides up to date statistics on apprenticeship in Ontario.

Visit [apprenticesearch.com](http://apprenticesearch.com) to start your application today!

**Did you know?** Apprenticeship training programs across Canada received 104,280 new registrations in 2012. This number is an increase of 6.8% since 2011!

## NWAC.ca: Updates to LMD

Check out the Labour Market Development section of NWAC's website to see the recently uploaded content. The [Strategic Partnership Agreement \(SPA\)](#) tab now features an image gallery with photos from our resource development engagement session.

An [LMD Information Bulletin archive](#) has also been added, with tabs labelled by volume to make navigation that much easier. The bulletins can be downloaded as PDFs directly from the website.

## Stay tuned for the third issue of volume #2!

- What to watch out for when you consider an internship;
- Harmonization and apprenticeship mobility in Canada;
- Impact Benefit Agreements;
- And much more!

Have an idea or concept for our newsletter? Let us know! Submit your ideas via e-mail to:

Beverly Blanchard: [bblanchard@nwac.ca](mailto:bblanchard@nwac.ca)

Sydney Ducharme: [sducharme@nwac.ca](mailto:sducharme@nwac.ca)

**Canada** 

Funded by the Government of Canada's Employment and Social Development Canada (ESDC).