

Training Demand Report

Yukon

Updated 2015



Table of Contents

- Introduction and Overview 3
- Benefits of the Training Demand Report 4
- Not on the lists? 4
- Yukon’s Top 25 Training Priorities for 2015 5
- Methodology 6
- Featured Industries: Tourism and Retail Trade 7
- Rationale 9
- Limitations 9
- Background 10
- Appendix A: Research Questions 11

Introduction and Overview

In 2012, Yukon Education undertook the task of developing a Training Demand Report. This was done to support the goals of the Labour Market Framework: specifically, “to provide relevant, quality and timely labour market information. . .” This document is an update for 2015.

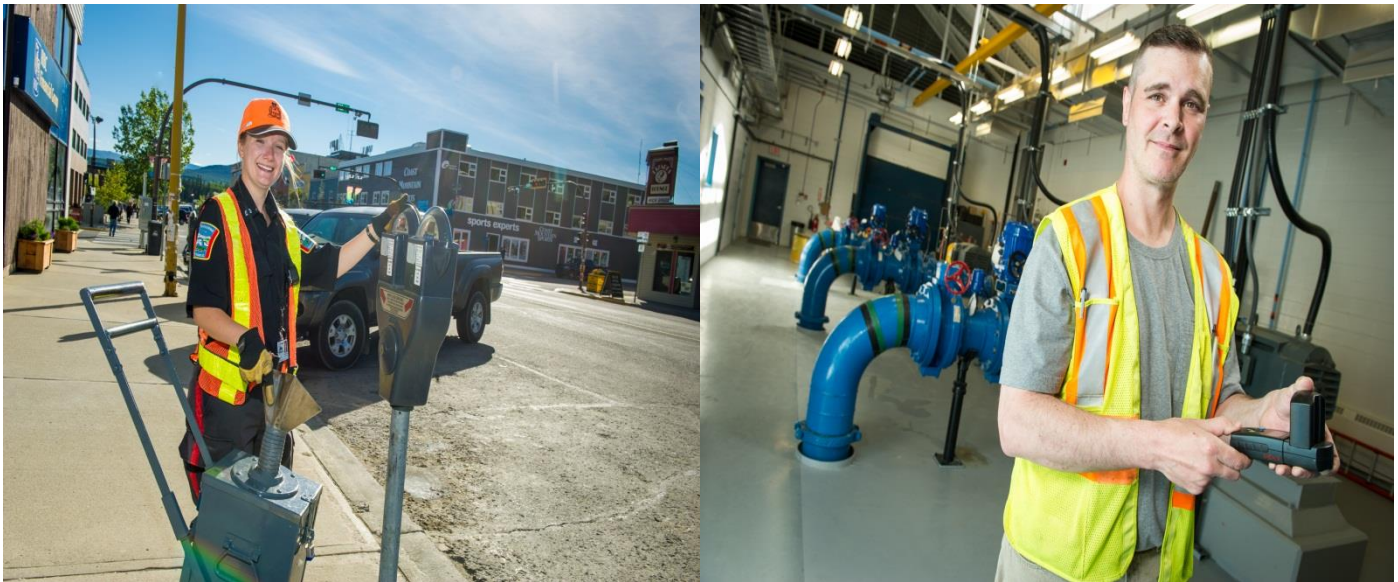
The purpose of the Training Demand Report is to integrate and analyze available labour market data and identify occupations forecast to be in high demand. This information can then be used to inform:

1. how government should target and prioritize funding for training programming;
2. priorities for Yukon College offerings over the next three years; and
3. decision-making by individuals and other labour market stakeholders.

The Training Demand Report features a list of 25 occupations across multiple sectors which are forecast to be in high demand in Yukon over the next five years or more.

For 2015, the updated report features information specific to the closely linked industries of tourism and retail trade.

In an effort to meet future labour market needs, Yukon Education has identified training specific to the occupations listed in this report as a priority for labour market program funding.



Benefits of the Training Demand Report

The “Top 25 Training Priorities” list and the “Featured Industry – Tourism and Retail Trade” list are tools used to help individuals and organizations plan for the future and to assist Yukon Education in making funding decisions.

The Training Demand Report removes the need to provide additional Labour Market Information (LMI) to support a funding application. If a proposal points to training or employment that appears on these lists, there is sufficient LMI to support the project.

Additional benefits include:

- shorter assessment times for funding proposals;
- evidence-based support for funding applications;
- evidence-based support for wage subsidy applications;
- evidence-based support for Yukon Nominee Program (YNP) applications;
- better development of future program content;
- better tool to support longer-term program planning; and
- a good summative tool to supplement the Yukon’s WorkFutures website.

Not on the lists?

From a funding perspective, exclusion from these lists does not mean support will not be considered.

The lists were based on synthesizing LMI for Yukon as a whole. Each individual, community and sector will still have opportunity to provide information that is specific to their context, which may not be reflected in the “Top 25 Training Priorities” list or the “Featured Industry – Tourism and Retail Trade” list.

Yukon's Top 25 Training Priorities for 2015

| Rank | NOC | Occupation | Skill Training Required |
|------|------|---|--|
| 1 | 6211 | Retail & wholesale trade managers | University degree |
| 2 | 1221 | Administrative officers | Some post-secondary education/certification |
| 3 | 1241 | Administrative assistants | Some post-secondary education/certification |
| 4 | 4212 | Social & community services workers | Some post-secondary education/certification |
| 5 | 3012 | Registered nurses & psychiatric nurses | Some post-secondary education/certification |
| 6 | 4214 | Early childhood educators & assistants | Some post-secondary education/certification |
| 7 | 1311 | Accounting technicians & bookkeepers | Some post-secondary education/certification |
| 8 | 7521 | Heavy equipment operators (except crane) | Completion of secondary school required Specialized technical training recommended |
| 9 | 4032 | Elementary school & kindergarten teachers | University degree |
| 10 | 7511 | Transport drivers | Completion of secondary school Class 1 and Airbrakes generally required |
| 11 | 1411 | General office support workers | Completion of secondary school required. Post secondary office support courses strongly recommended |
| 12 | 7271 | Carpenters | Some post-secondary education/certification |
| 13 | 4112 | Lawyers & Quebec notaries | University degree |
| 14 | 4021 | College & other vocational instructors | University degree |
| 15 | 1414 | Receptionists | Some post-secondary education/certification |
| 16 | 2121 | Biologists & related scientists | University degree |
| 17 | 4031 | Secondary school teachers | University degree |
| 18 | 7611 | Construction trades helpers & labourers | Completion of secondary school Post-secondary trades training preferred |
| 19 | 632 | Accommodation (hotel/motel) service managers | Completion of post-secondary school |
| 20 | 4152 | Social workers | Some post-secondary education/certification |
| 21 | 4413 | Elementary & secondary school teacher assistants | University degree |
| 22 | 0713 | Transportation Managers | Some post-secondary education/certification |
| 23 | 0016 | Senior Managers –goods production, utilities, transportation and construction | Some post-secondary education/certification |
| 24 | 7265 | Welders and related machine operators | Completion of Secondary School Post-secondary trades training preferred |
| 25 | 6433 | Airline Sales and Services Agents | Some post-secondary education/certification |

Methodology

Yukon's Top 25 Training Priorities list for 2015 is based on high demand occupations and is the result of the synthesis and analysis of data from two of Yukon's primary LMI tools: WorkFutures and the Yukon Occupational Modeling System (YOMS) (April 2015). Findings are supported and validated using a variety of other available LMI sources.

The following steps were taken to develop Yukon's Top 25 Training Priorities list:

Phase 1: Labour Market Analysis

Step 1: Triangulate findings from YOMS and WorkFutures. Identify which occupations:

- have a forecasted labour market demand from both sources;
- have a forecasted labour market demand large enough to justify multiple training cohorts/intakes; and
- have a forecasted labour market demand for five years or more.

Step 2: Establish a list of 'top occupations' that meet the criteria outlined in Step 1.

Phase 2: Education and Training Analysis

Step 3: Using the National Occupational Classification (NOC) system determine the skill level of each occupation. Identify which occupations have a forecasted labour market demand that can be addressed through formal education and/or training.

Step 4: Omit occupations from the list of 'top occupations' that are identified as NOC skill level D and do not require formal training or education.

Step 5: Omit occupations from the list of 'top occupations' for which formal education and or training cannot be offered in Yukon (for example general practitioners and police officers).

Phase 3: Secondary LMI Analysis

Step 6: Collect additional data for each of the occupations on the 'top occupations' list to support and validate findings.



Yukon WorkFutures is an in-depth guide to career opportunities in the Yukon. The 100 career profiles provide information on trends and projections, including estimated job openings and annual growth rates in employment from 2011-2020.



The Yukon Occupational Modeling System (YOMS) was developed by the Yukon Department of Economic Development and C4SE and funded by Advanced Education. YOMS is an econometric forecasting model that allows the varying of a number of factors and produces employment forecasts by industry.

Refer to Appendix A for a complete list of research questions.

The validation exercise took into account the findings from the Yukon Business Survey 2014, The Conference Board of Canada: Territorial Outlook; Service Canada Employment Prospect Calls as well as input from the community. The validation analysis was primarily focused on identifying any variance between the data generated by YOMS (April 2015) and the demand forecast derived from the additional labour market intelligence.

Step 7: Formulate Yukon's Top 25 Training Priorities list.

Featured Industries: Tourism and Retail Trade

As a percentage of Yukon's gross domestic product, both retail trade (about 4.2 per cent) and tourism (about 4.3 per cent) have been growing steadily (Yukon Bureau of Statistics, 2013).

More than 30 per cent of Yukon's private-sector jobs were in either retail trade or accommodation and food service industries. The close relationship between retail trade and tourism is also evident. Of the total gross revenue of approximately \$671.9 million generated by retail trade for the reporting period, \$77.4 million (11.5 per cent) was reported to be from tourism. Accommodation and food services, the industry with the second-highest reported tourism-related gross revenue, attributed 38.6 per cent of its gross revenue in 2012 to tourism.

Tourism

Tourism-related activities in Yukon are very important to the economy. There has been an increase in tourism-related campaigns to grow this sector in 2015 and beyond. This is coupled with an increase in overall capital spending this year, some of which translates to investment in arts, culture, museums and heritage. Yukon tourism performance is also affected by many factors including the global economy, socio-cultural issues and activities, and environmental issues.

Yukon's tourism industry attracts outside-of-territory clients. This makes tourism an export service. A weaker Canadian dollar will make Yukon more affordable for international visitors, as will lower oil prices and an increased awareness of Yukon as a travel destination. A high demand in the local tourism sector could create additional jobs in retail, information and culture, arts, entertainment and recreation, and food and accommodation industries.

Retail Trade

The Conference Board of Canada projects an increase in retail growth in 2015. Wholesale trade declined 4.1 per cent in 2013 and 0.2 per cent in 2014 but is projected to recover and grow by 6.1 per cent in 2015 (The Conference Board of Canada, *Territorial Outlook: Economic Forecast Autumn 2014*).

The Yukon Bureau of Statistics reported a 2.8 per cent annual growth in retail sales for 2012, which was slightly above the Canadian rate of 2.5 per cent for the same period.

Based on the North American Industry Classification System (NAICS), Yukon retail sales include: furniture and home furnishings; electronics and appliances; building materials, garden equipment and supplies dealers; food and beverage stores; health and personal care; gasoline stations; clothing and clothing accessories; sporting goods; hobby; books and music; general merchandise; motor vehicle and parts dealers; and miscellaneous stores (Statistics Canada, 2012, CANSIM, table 080-0023).

Expected growth in the average wage to 2025 will make consumers more willing to make major and minor purchases, thereby supporting housing and retail markets. (Miller Dickinson Blais: *Yukon Labour Market Supply and Migration Study*, 2014). This is expected to have a positive impact on the retail sector as residents spend disposable income on consumer goods.

Below are the high-demand retail trade and tourism occupations.

| Rank | NOC | Occupation | Skills Training Required |
|------|------|--|---|
| 1 | 6211 | Retail and wholesale trade managers | University degree |
| 8 | 1311 | Accounting technicians and bookkeepers | Some post-secondary education/certification |
| 11 | 7511 | Transport drivers | Completion of secondary school required. Class 1 and Airbrakes generally recommended. |
| 12 | 1411 | General office support workers | Completion of secondary school required. Post secondary office support courses strongly recommended |
| 20 | 0632 | Accommodation (hotels/motels) service managers | Completion of secondary School |
| 23 | 0713 | Transportation Managers | Some post-secondary education/certification |
| 24 | 0016 | Senior Managers – goods production, utilities, transportation and construction | Some post-secondary education/certification |

The demand in the retail trade and tourism occupations reflects labour market conditions in those sectors. While the Report lists occupations requiring some level of post-secondary training, the in-demand occupations in retail trade and tourism may require industry specific training that can be acquired through ‘on-the-job-training’. These training options should be pursued.

Rationale

Reliable LMI is essential to effectively understand future labour market needs. In the absence of specific job offers to employees, LMI is the most reasonable way to make choices as to which of the many training and career options are likely to be most beneficial to Yukon. Yukon Education seeks to support the labour market in examining the gaps between supply (employees) and demand (employers). The goal is to create a replicable system to synthesize and analyze available LMI in order to identify current and future training priorities.

Limitations

Assumptions

The results of the Training Demand Report are limited by the accuracy of the forecasting models used by WorkFutures and YOMS. Forecasting models rely on a number of key assumptions and therefore produce projections which, while reliable, cannot be 100% accurate.

Yukon's Top 25 Training Priorities list relies on assumptions made around the following:

- global economy;
- commodity prices;
- interest and exchange rates;
- Yukon boom and bust cycle;
- cyclical nature of the mining industry;
- major projects;
- demographics – birth and death rates;
- labour force participation rates;
- Federal government fiscal policy; and
- Yukon government policy.

Information on Labour Market Supply

The tools used to determine Yukon's Top 25 Training Priorities list forecast anticipated labour market demand, not the gap between labour market supply and demand. Therefore, priorities are based on high demand occupations, which do not necessarily correlate with skills shortages.

Background

Yukon Education provides approximately \$34 million for post-secondary education each year. As demand for funding historically exceeds available dollars, there was a need to increase the amount and quality of the evidence used to make funding decisions. Through the development of Yukon's Labour Market Information Strategy, labour market stakeholders worked together to identify how this challenge could be addressed. Several initiatives resulted from this work, including the development of the Yukon Occupational Modeling System, updating Yukon WorkFutures, and labour market projections made through the Yukon Business Survey 2014 as well as Service Canada Employment data for Yukon 2015 (latest employment prospect call validation exercise for Yukon released in March 2015). More initiatives are underway to further improve the breadth and quality of data being used to create this report and inform decision making in regards to the labour market. The Training Demand Report provides another tool to help target and prioritize training programs that can best meet Yukon's training needs.

Yukon's principle post-secondary education provider, Yukon College played an important role in the development of the Training Demand Report. Yukon College is in the midst of developing a new three-year strategic plan. Historically, it has determined its program and course offerings based on labour market research and community feedback through its President's committees, consultation with First Nations, response to government priorities, and student uptake.

Appendix A

| Research Questions Used in the Development of the Top 25 Training Priorities List | |
|---|---|
| Phase 1 | <p>Is there a labour market gap forecasted?</p> <p>What is the size of the gap?</p> <p>What is the projected growth rate?</p> <p>Is there adequate demand for multiple cohorts?</p> <p>Do demand and supply analysis suggest future gaps?</p> <p>How long is demand expected to exceed supply?</p> <p>What is the cause of the gap?</p> |
| Phase 2 | <p>Can the gap be filled through formal education or training?</p> |
| Phase 3 | <p>Is there a gap in available education and training to meet future labour market needs?</p> <p>Are resources/ interested partners available to address the training need locally?</p> <p>Is the area of study of interest to potential students?</p> <p>Is there potential for job security?</p> <p>What is the average wage?</p> <p>Is there opportunity for advancement?</p> <p>Do industry/occupational changes require formal training to upgrade skills or (re)certify?</p> <p>What is the impact and risk to employers if they cannot fill vacancies?</p> <p>Will the impact to businesses be high if they experience quality or capacity shortfalls?</p> <p>Does the gap impact a key role in the business process?</p> <p>What is the length of the education/training cycle?</p> <p>Geographically, where are gaps forecasted? Whitehorse/Communities?</p> <p>Is there variance between the research data sources?</p> |