



**McSWEENEY**

inspiring economic sustainability®

# Clearwater County

## Labour Profile and Workforce Action Plan

January 2020





**McSWEENEY**

inspiring economic sustainability®

# Labour Force Profile

The Census Division



# Workforce Commuting Flow



- 87% of Clearwater County workers work outside of the community.
- Most residents that work outside the community commute to the Rocky Mountain House.
- About half (49%) of the persons working in Clearwater County are not residents in Clearwater County.
- Most of the non-residents working in Clearwater County are from Caroline, Sundre, and Rocky Mountain House





**Workforce is a Regional Asset. By examining labour within the Census Division, we sought to examine the labour pool available to local businesses.**



# Historical Regional Employment



## Population

Since 1996, the population has been increasing, albeit at a decreasing pace. Growth of 9.5% over 20 years compared to provincial growth of 52.7%

## Employment

2001 to 2016:

- Agriculture industries had the most notable change (30% decline employment, 20% decline in # of farms)
- Utilities, transportation and professional services have had the fastest jobs growth in the 15 years recorded



# Labour Skills Supply



## Education Level

44% of residents 15 years and older have a post secondary education; college is the most common level

## Key Expertise

Top 3 fields of study:

1. health;
2. mechanic and repairs
3. Businesses; management and marketing

## Largest Gaps Relative to the Province

- Engineering
- Physical sciences
- Computer and information sciences
- English literature/letters





# Top Skills Supplied by Occupation

Occupations (by 2 digit NOCS)	Total	%
75 Transport and heavy equipment operation and related maintenance occupations	886	8%
07-09 Middle management occupations in trades, transportation, production and utilities	844	7%
72 Industrial, electrical and construction trades	759	7%
67 Service support and other service occupations	612	5%
73 Maintenance and equipment operation trades	604	5%
12 Administrative and financial supervisors and administrative occupations	515	4%
<b>Total</b>	<b>4,220</b>	<b>36%</b>





Two Key occupational groups employ 40% of the population





# Entrepreneurship by Gender



Labour force by class of worker	Total	Male	Female	%Total	%Male	%Female
Total labour force 15 years +	11630	6,371	5,258	100%	100%	100%
Class of worker – n/a	170	75	94	1%	1%	2%
All classes of worker	11460	6,296	5,164	99%	99%	98%
Employee	9,252	4,859	4,393	80%	76%	84%
Self-employed	2,208	1,437	771	19%	23%	15%

The region also has a lower percentage of women than men with the following knowledge/skills experience:

- Computer and information sciences and services
- Managerial occupations (accounting)



# Labour Force Characteristics

## Key Trends

### Young Males 15 -24

Highest unemployment rate, compared to all

### Women 25 and over

Most underutilized: lowest participation rate, compared to all groups





## Key LF Trends in Education:

### ❖ **No education**

Highest unemployment rate, compared to all

### ❖ **Apprentice & trades**

Second highest unemployment rate

### ❖ **University education**

Extremely low unemployment rate (3.9%)





## Key LF Trends by Field of Study:

# Top 3 types of expertise underemployed

- ❖ Precision production, and
- ❖ Mechanic and repair  
technologies/ technicians
- ❖ Construction





## Key LF Trends by Occupations:

### Top 3 skills underemployed

- ❖ Heavy equipment operators (except crane)
- ❖ Welders and related machine operators
- ❖ Transport truck drivers



# Labour Market Gaps/Surpluses

## Largest Gaps

1. Contractors industrial, electrical and construction
2. Wholesale representatives
3. Service supervisors
4. Contractors maintenance, heavy equipment and transport
5. Underground miners, oil and gas drillers

## Largest Surpluses

1. Home care providers and educational support occupations
2. Motor vehicle and transit drivers
3. Retail salespersons
4. Cleaners
5. Harvesting, landscaping and natural resources labourers



## Labour-based Investment Attraction:

1. Administrative assistants
2. Accounting technicians and bookkeepers
3. Supervisors, furniture and fixtures manufacturing
4. General farm workers
5. Nurse aides, orderlies and patient service associates
6. Financial sales representatives
7. Cabinetmakers
8. Photographers
9. Other automotive mechanical installers and servicers
10. Accommodation, travel, tourism supervisors
11. Power engineers and power systems operators
12. Agricultural service contractors, farm supervisors and specialized livestock workers

Key Occupations: Concentrated & Growing





**McSWEENEY**

inspiring economic sustainability®

# Economic Base Analysis

Clearwater County and the Region





Administrative  
and support  
services

Forestry and  
logging

Aboriginal public  
administration

Credit  
intermediation  
and related  
activities

Repair and  
maintenance

Nursing and  
residential care  
facilities

Plastics and  
Rubber Products  
Manufacturing

Fabricated metal  
product  
manufacturing

Performing arts,  
spectator sports  
and related  
industries

Growth Subsectors by Employment, 2014/ 19



# Total export sales of \$8B

Top Export Sales Generators	Total Export Sales
Oil and gas extraction	\$384,707,431
Utility system construction	\$177,909,178
Petroleum and coal product manufacturing	\$140,626,885
Farms	\$82,525,539
Veneer, plywood and engineered wood product manufacturing	\$71,836,071
Support activities for mining, and oil and gas extraction	\$60,990,787
Specialized freight trucking	\$58,356,488
Other specialty trade contractors	\$28,485,839





Location Quotient is used to highlight potential clusters for development by looking at Industries which have employment concentrations, and thus may be specialized locally



# Labour Concentrations

Division No 9, has industry concentrations across the entire wood product manufacturing supply chain, relative to the province and nation:

- Veneer, plywood and engineered wood product manufacturing
- Logging
- Sawmills and wood preservation



# Labour Concentrations

Division No. 9 has several concentrated industries, relative to the province and nation, that could support an energy cluster (renewables or other), namely:

- Utility system construction
- Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance
- Support activities for mining, and oil and gas extraction
- Other specialty trade contractors



# Labour Concentrations

Division No. 9 has several concentrated industries, relative to the province and/or the nation, which could support a professional services cluster, including:

- Office administrative services
- Depository credit intermediation
- Lessors of real estate
- Accounting, tax preparation, bookkeeping and payroll services



# Labour Concentrations

Clearwater County also has several concentrated industries related to manufacturing, relative to the region, the province and the nation:

- Machine shops, turned product, and screw, nut and bolt manufacturing
- Household and institutional furniture and kitchen cabinet manufacturing
- Sawmills and wood preservation



# Labour Concentrations

Clearwater County has concentrations in industries related to professional services relative to Division No.9, which suggests that Clearwater County could be a service provider for the region for the following concentrated industries:

- Accounting, tax preparation, bookkeeping and payroll services
- Management, scientific and technical consulting services
- Advertising, public relations, and related services
- Specialized design services





Description	2018 Without employees	2018 With employees	2018 Total
Beef cattle ranching and farming, including feedlots	351	20	371
Services to oil and gas extraction	62	78	140
Lessors of residential buildings and dwellings (except social housing projects)	131	6	137
Commercial and industrial machinery and equipment (except automotive and electronic) repair and maintenance	53	68	121
Hay farming	91	5	96
Other scientific and technical consulting services	35	35	70
Oil and gas pipeline and related structures construction	27	31	58

## Largest industries by # of Businesses



# Business Patterns, 2013 -2018

Subsectors with the largest business growth (with employees):

1. Professional, scientific and technical services
2. Repair and maintenance
3. Support activities for mining, and oil and gas extraction
4. Specialty trade contractors
5. Truck transportation



Demand for	Demand met by Imports	% Demand met by Imports
Oil and gas extraction	\$264,344,213	73.7%
Lessors of real estate	\$37,073,467	80.8%
Utility system construction	\$34,755,054	76.0%
Veneer, plywood and engineered wood product manufacturing	\$30,896,665	84.2%
General medical and surgical hospitals	\$30,154,111	84.0%
Depository credit intermediation	\$29,607,701	72.7%
Electric power generation, transmission and distribution	\$22,344,997	75.5%
General freight trucking	\$19,261,037	81.9%
Sawmills and wood preservation	\$18,617,383	79.7%
Other general-purpose machinery manufacturing	\$12,511,213	81.6%

## Supply Chain Gaps/ Opportunities



# Target Sectors

Targeted industries were selected through a regional cluster identification exercise. The regional clusters were identified based on regional strengths measured by industry performance, as well as regional infrastructure and assets.

Regional cluster development will require collaboration between regional leaders, decision-makers, and stakeholders to determine a mutually beneficial path for regional growth and development. The Division No. 9 census division depends on leaders from economic development, workforce development, education/training, and business associations to drive economic diversification and sustainability.



# Target Sectors

Through a data-driven decision-making process, the following five key target regional clusters have been identified for Division No. 9:

- Wood Products Manufacturing
- Food Product Manufacturing
- Advanced Machine Manufacturing
- Tourism
- Cleantech And Clean Energy



# Target Sectors

These clusters show strong potential for growth and diversification for the regional economy but require the regional leaders to pool resources and champion initiatives to assist the growth of local businesses and entrepreneurs, recruit new industry, and leverage other opportunities for economic growth. Specific strategies and opportunities include coordination resources between regional stakeholders, such as food safety organizations, Red Deer College and Olds College; other training program institutions in the region; as well as manufacturers and technology firms in the region.



# THANKS!

Any questions?

