

**STAFF REPORT: Administration**



**REPORT TO: Finance and Administration  
Committee**  
**MEETING DATE: June 21, 2011**  
**REPORT NO.: CEDC.11.13**  
**SUBJECT: Labour Force Development Strategy**  
**PREPARED BY: Lisa Kidd, Communications and  
Economic Development Coordinator**

**A. Recommendation**

THAT Council receive Report CEDC.11.13 "Labour Force Development Strategy" for information purposes.

**B. Background**

The communities forming South Georgian Bay (Collingwood, The Blue Mountains, Wasaga Beach and Clearview) are continually seeking ways to work together on economic development issues which are regional in nature.

The Town of Collingwood has secured funding from the Simcoe Muskoka Workforce Development Board to complete a Labour Force Development Strategy for the region. This Labour Force Development Strategy will provide all municipalities in South Georgian Bay with valuable data about our labour force and the labour needs of new and existing organizations in the region.

An important and crucial piece of the strategy is the completion of an Employer Survey prepared by the consulting team retained for the project. The results of the survey will provide a clear picture of employment in the region, assist with retention and attraction of new businesses in South Georgian Bay, and provide valuable information for the South Georgian Bay Campus of Georgian College to take into consideration as they plan programming for 2012 and beyond.

The Employer Survey will be launched on July 4, 2011 with a period of two weeks for completion. Through advertisements and personal networking, all businesses in the area will be encouraged to complete this short on-line survey.

Results from the Survey will be made available to Staff and Council by the Fall of 2011.

This initiative will be one way to begin to address several of the objectives and actions outlined in "Red Hot and Blue", including:

- Retention of existing business
- Attracting new businesses and ensuring that the Town is supportive of new business initiatives – by promoting and increasing opportunities for local entrepreneurship
- Providing employment options for youth, young adults and young families
- Continuing to incubate a knowledge-based economy
- Nurturing an educated community and ensuring life-long learning (e.g. second career, professionals, literacy programs)

**C. The Blue Mountains' Strategic Plan**

6.5 Involve the community, business sector, developers, public partners and others in the ongoing work of the municipality

6.6 Implement processes for continuous improvement

**D. Environmental Impacts**

None.

**E. Financial Impact**

None.

**F. Attached**

None.

Respectfully submitted,



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