



SIMCOE MUSKOKA

**SKILLFORCE**

Employer's Conference  
June 18

Business Survey Results

# Business Survey 2023-24

- The first question asked employers to identify workforce or business changes which they had experienced in the last six months

Top two responses were:

1. 93% of respondents said that the impact of rising costs was increasing
2. 82% said that the pressure to raise wages was increasing



# Strategies to Manage the Impact of Labour Shortages

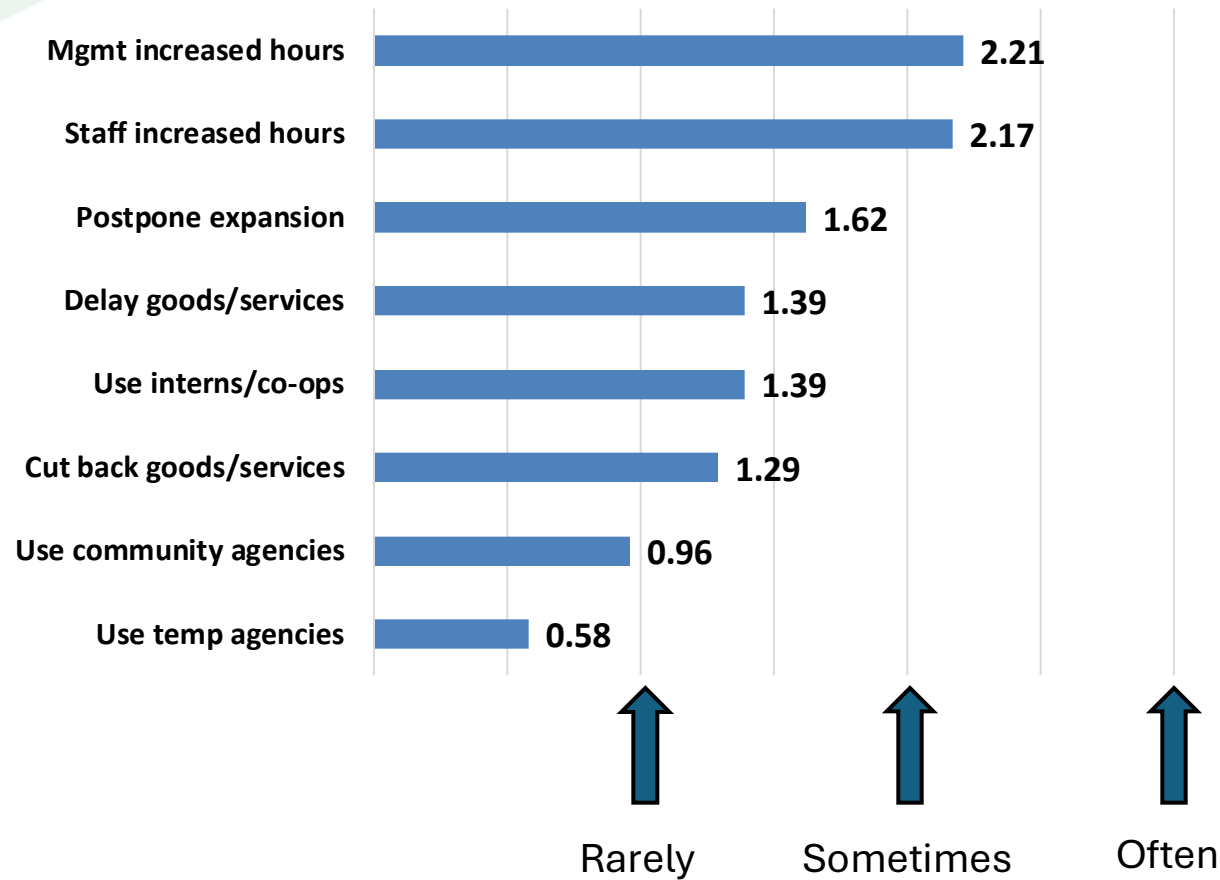
- Employers were asked whether they were experiencing a labour shortage among the following categories of occupations:
  - a) Entry-level or low-skilled workers
  - b) Mid-level or mid-skilled workers
  - c) Senior-level or high-skilled workers

## Response:

- Among mid-skill level occupations, over half (54%) of employers say they are experiencing a labour shortage, while only a third (35%) say they are not.



Employers were then asked the extent to which they made use of various strategies to deal with the impact of labour shortages.



# Recruitment Strategies

Employers were presented with a list of recruitment strategies and asked whether they were:

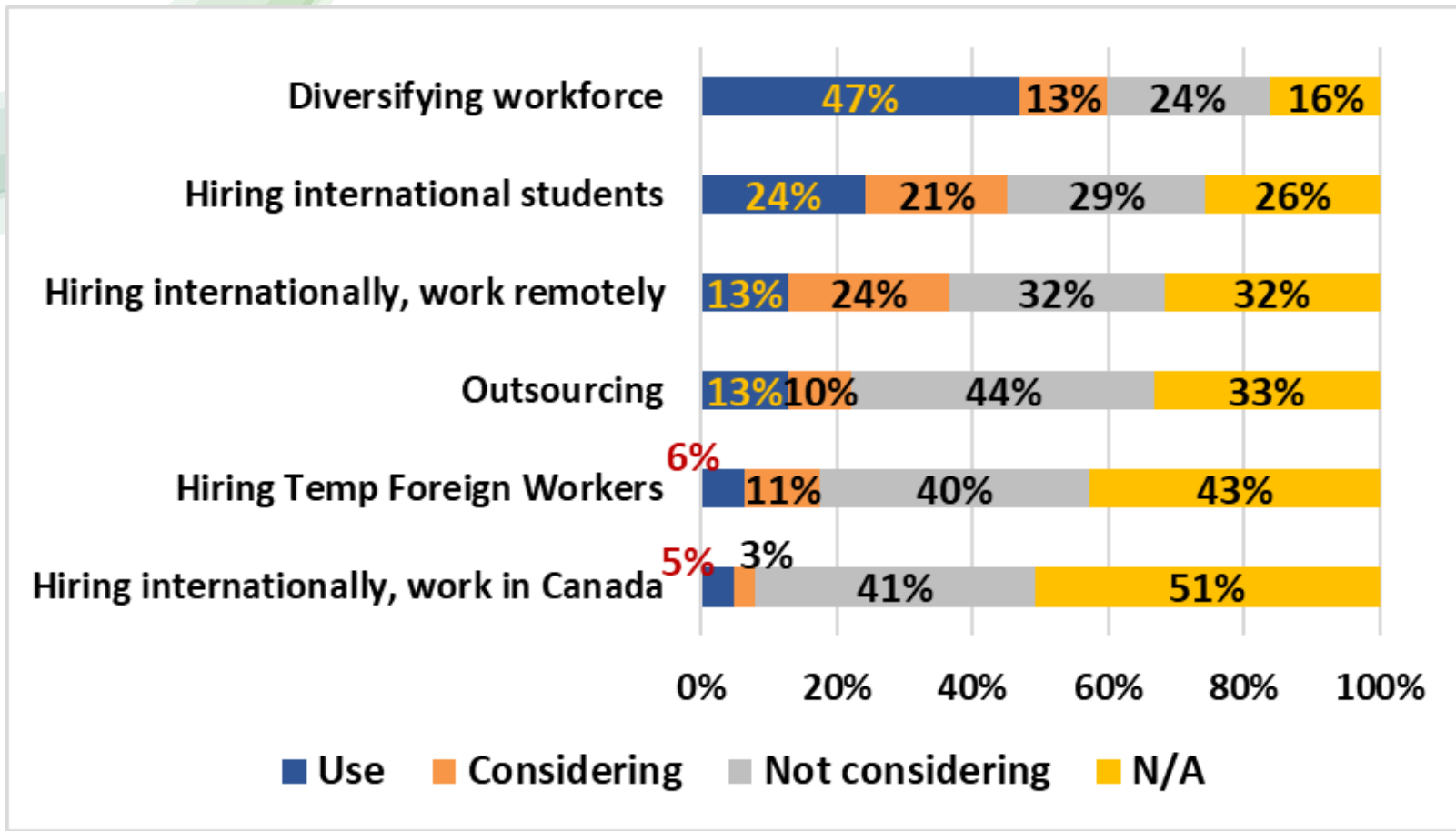
- a) Currently implementing
- b) Hiring international students
- c) Hiring through the Temporary Foreign Workers Program
- d) Hiring employees internationally to work in Canada including under the Digital Nomad program
- e) Hiring employees internationally who will work remotely
- d) Outsourcing tasks or short contracts to freelancers or other businesses



# Strategies relating to the conditions of the job to improve recruitment and retention

Survey Item
• Increasing wages offered to new employees
• Increasing wages offered to existing employees
• Increasing benefits offered to new employees
• Increasing benefits offered to existing employees
• Reducing qualification requirements to fill vacant positions
• Offering signing bonuses or incentives to new employees
• Offering option to work at least some hours remotely and/or hybrid work
• Offering flexible scheduling
• Allowing for a four-day week for full-time employees





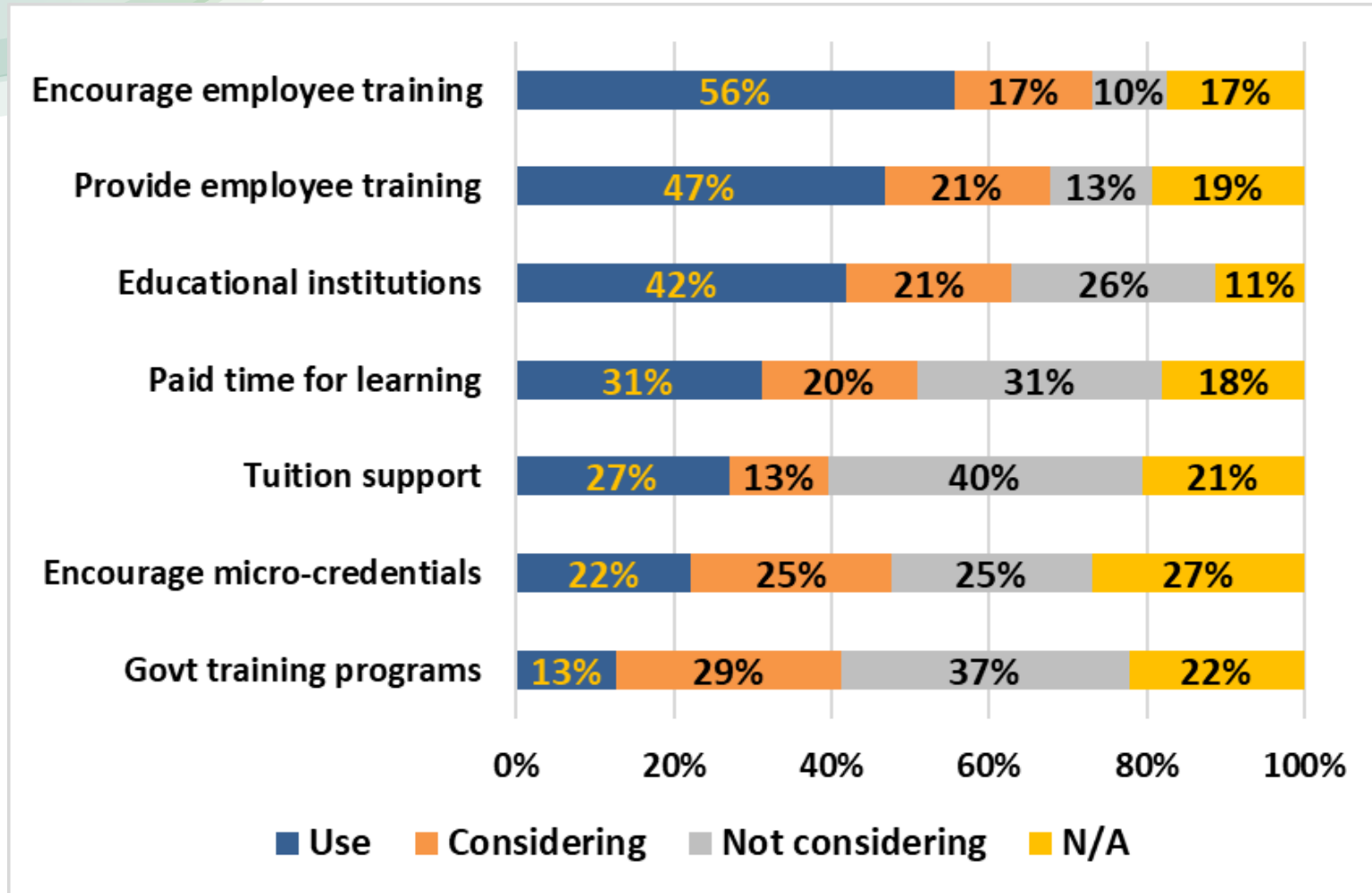
# Strategies Relating to Conditions of the Job to Improve Recruitment and Retention

High usage, medium considering usage	Medium usage, medium considering usage	Low usage, low considering usage	Very low usage, low considering usage
<ul style="list-style-type: none"> <li>Increasing wages</li> </ul>	<ul style="list-style-type: none"> <li>Increasing benefits</li> <li>Offering flexible scheduling</li> </ul>	<ul style="list-style-type: none"> <li>Offering option to work some hours remotely and/or hybrid</li> <li>Reducing qualification requirements</li> </ul>	<ul style="list-style-type: none"> <li>Offering four-day work week</li> <li>Offering signing bonuses or incentives</li> </ul>

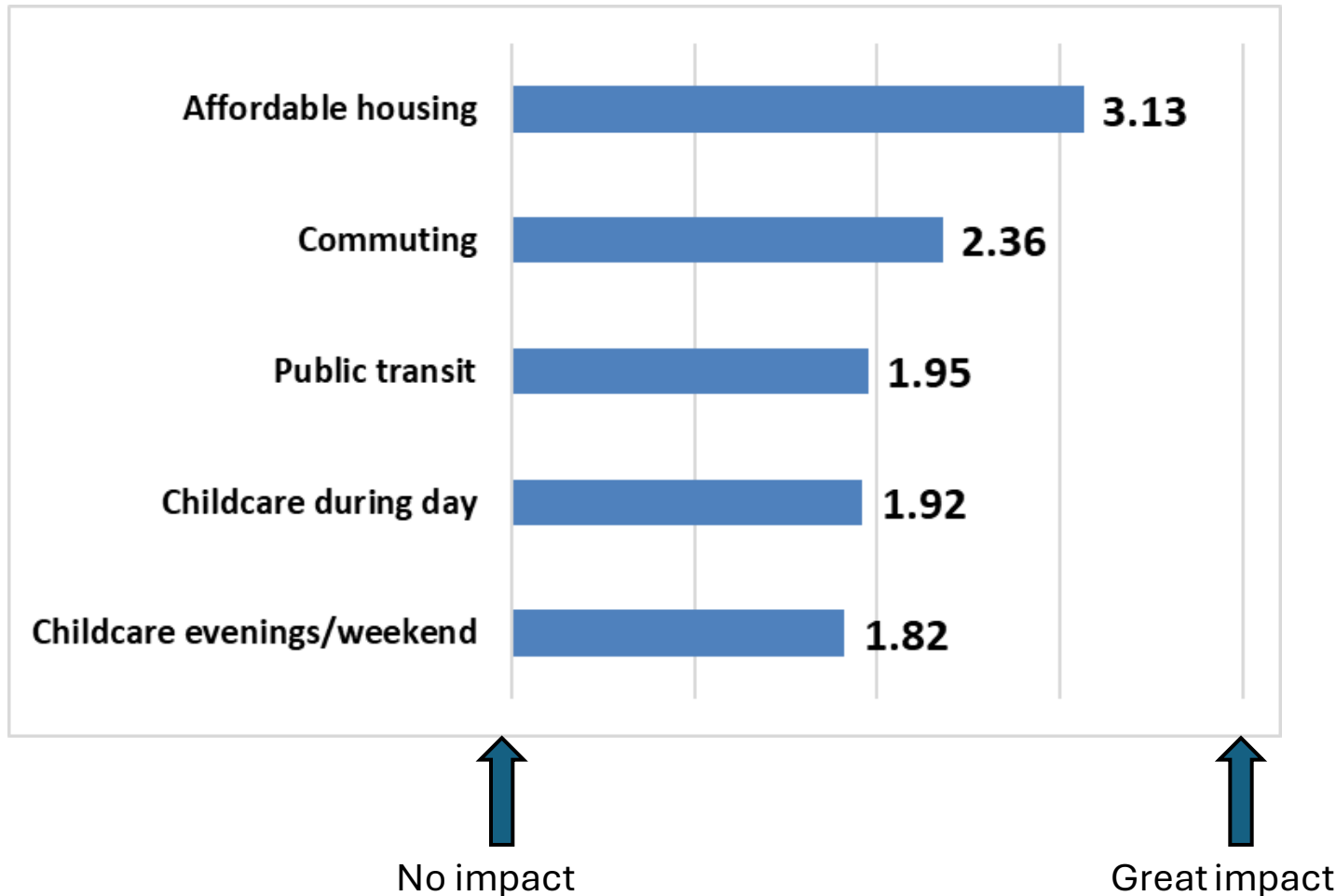




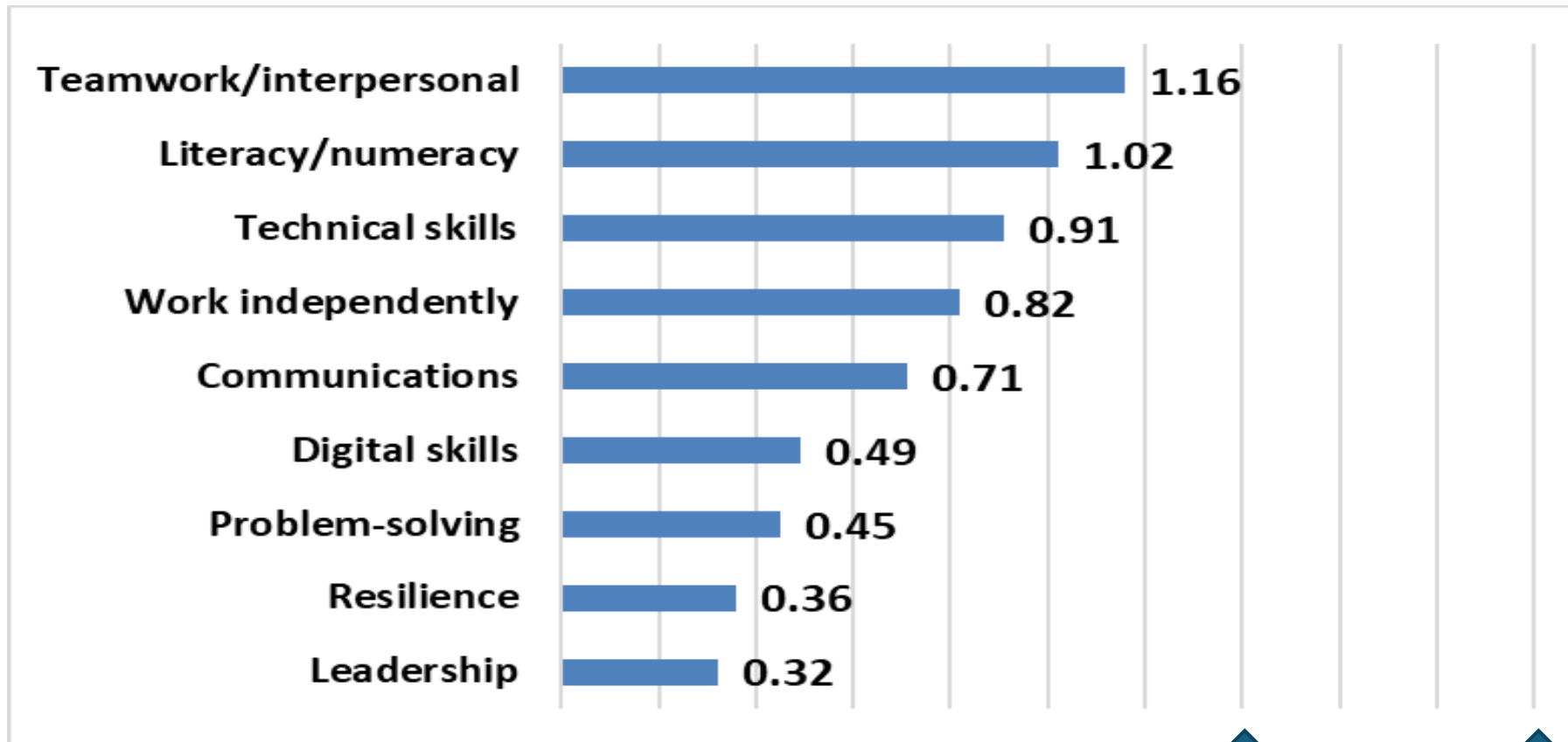
# Strategies Relating to Training and Development



# Factors Affecting Availability of Candidates



# Level of Satisfaction with Skill Level of Current Employees

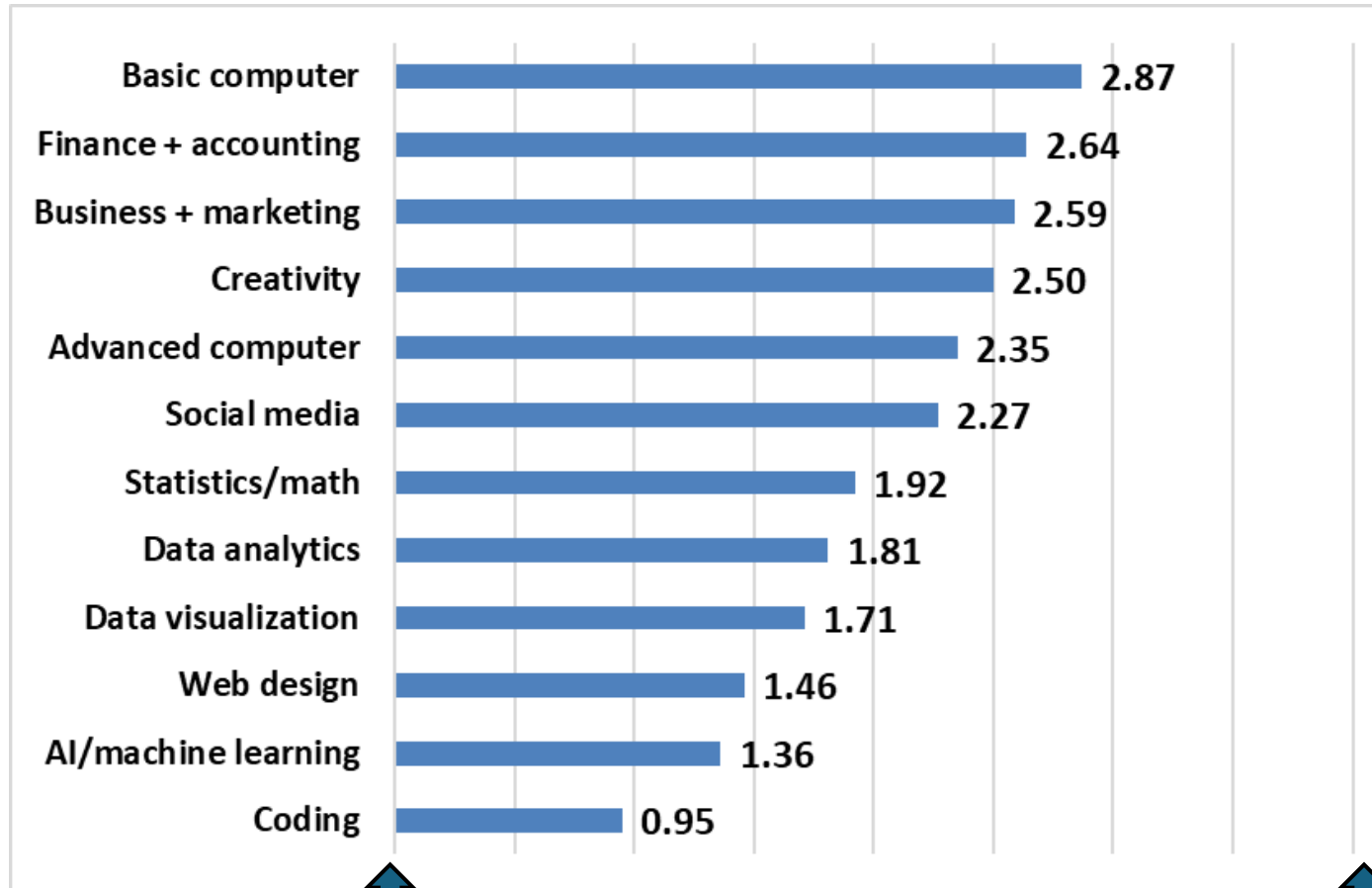


↑  
Somewhat  
satisfied

↑  
Very  
satisfied



# Drilling Down



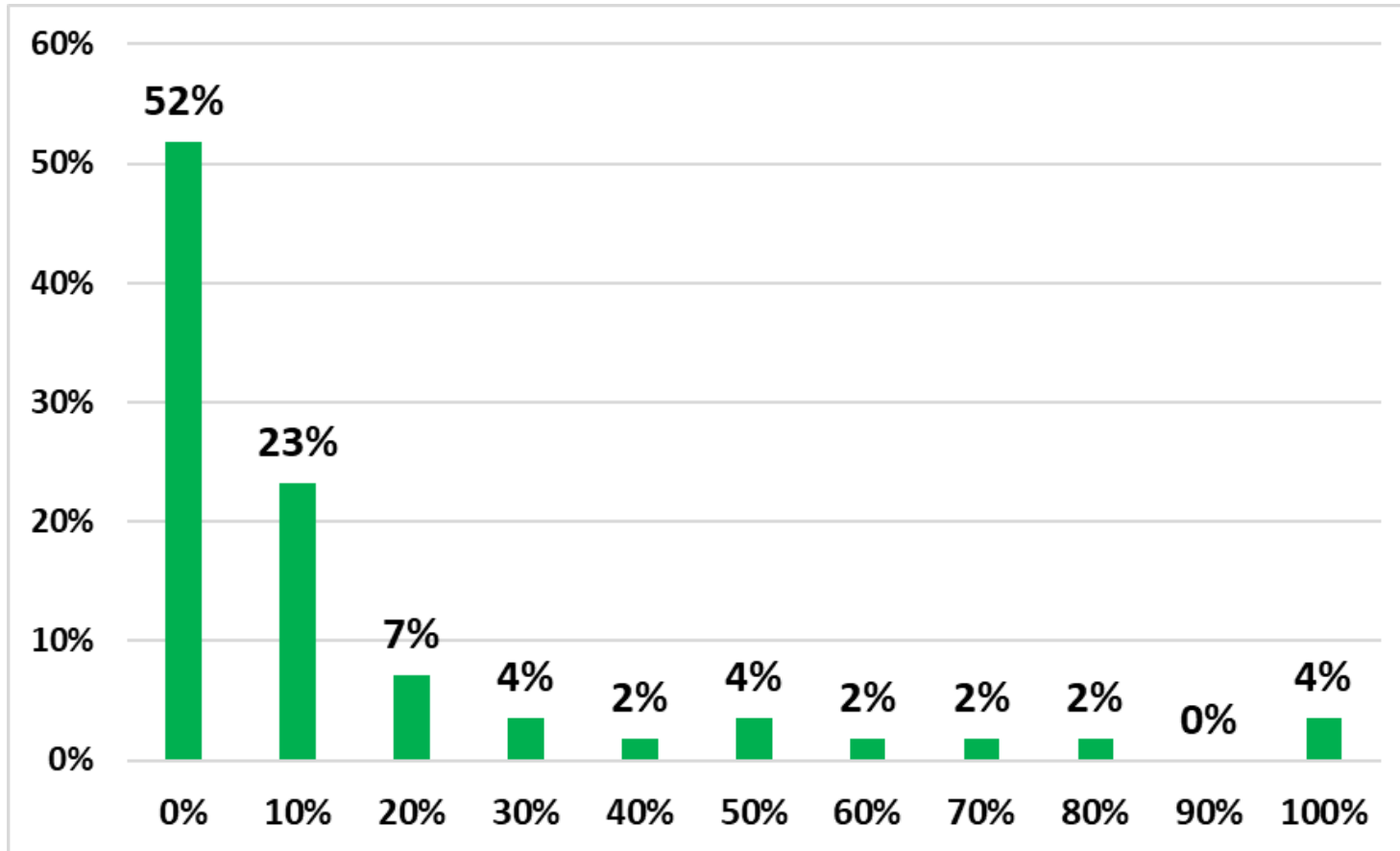
Least importance

Highest importance



# Remote Work

Percent of time working remotely



# Simcoe County Employer Workforce Issues

- Impact of Higher costs (materials, utilities, real estate/leasing, equipment)
- Increasing pressure to raise wages
- Shortage of mid-level management
- Lack of satisfaction with current employee skills





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Thank you for listening!

