2015 NEEDS ASSESSMENT FOR LABOUR MARKET INTEGRATION & PLANNING

PROJECT FUNDED BY

Ontario Trillium Foundation
Fondation Trillium de l'Ontario

EMPLOYMENT ONTARIO
OBJECTIVE

IDENTIFY
- GAPS & PRIORITY NEEDS
- EMPLOYMENT & INCOME
- EDUCATION & SKILLS
- COMMUNITY PARTICIPATION
- HOUSING
- HEALTH

UNDERSTAND
- BARRIERS AND ENABLING FACTORS FOR INCLUSION, ENGAGEMENT AND INTEGRATION

ASSESS
- COMMUNITY EXPERIENCES IN ACCESSING SOCIAL SERVICES
METHODS

211 AFRICAN CANADIANS WHO ARE OVER 18

&

3 FOCUS GROUPS
COMMUNITY LEADERS
WOMEN
YOUTH

&

13 SERVICE PROVIDERS
EMPLOYMENT
HEALTHCARE
HOUSING

QUANTITATIVE
QUALITATIVE
MIXED
**Demographic Highlights**

- **Young**
  - Median age: 38 and 36
  - Core working age bracket (25-54 years): 80%

- **Healthy**
  - Recent immigrants are younger and healthier than long term immigrants

- **Diverse**
  - In culture and beliefs

- **Strengthens**
  - London’s workforce

- **Offers**
  - Important social, cultural & economic assets to London
70% of recent immigrants have post-secondary education.

50% of recent immigrants have highest education from outside of Canada.

Recent immigrants are more likely to have a degree or diploma.

This educated population can contribute to a sustainable labour force for London.
EDUCATION AND SKILLS

REQUIRED

90%

MENTORING

CAREER SPECIFIC TRAINING

PARTICIPANTS’ REMARKS

Canadian education system is sound

we need more teachers of different cultures at schools to understand our children

foreign credentials are not respected

employers didn’t recognize my foreign degree, I had to enroll into college again to attain an equivalent degree
UNEMPLOYMENT RATE

8.3% *
ALL OF LONDON

11.7% *
VISIBLE MINORITIES IN LONDON

35% NOT EMP

33% FULL TIME

4X

3X

11% SELF EMP

21% PART TIME

* during time of study
50% of those who have worked at jobs unrelated to their field have a university degree.

39% have a university degree.

42% have a diploma/university certificate.

Employment Barriers:
- Lack of Canadian work experience
- Non-recognition of foreign credentials
- Limited language/accents
- Limited job opportunities
50% of African Canadians are dissatisfied with their jobs.

Reasons for dissatisfaction:
- Mismatch of job against qualifications
- Underpayment
- Job insecurity
- Limited social benefits
SELECT FOCUS GROUP RESPONSES

COMMUNITY LEADER
- even taking bridging or upgrading skills, training does not make employment easier

YOUTH
- getting a job is very hard; you can send countless resumes without any success

COMMUNITY LEADER
- the picture painted before we came here was not the same upon arrival

WOMEN
- if you have the training you are over qualified, if you do not have, you are underqualified
35% earn $15,000 or less

- Youth
- Recent immigrants
- Women
- Foreign credential holders

Average annual income $26,000 vs $39,360 for London
EMPLOYMENT

OVER REPRESENTED
IN HEALTHCARE SERVICES

OVER REPRESENTED
IN TRANSPORTATION SECTOR, DRIVING CABS
ACCESSING EMPLOYMENT SERVICES

56% USED EMPLOYMENT SERVICES & COMMUNITY CENTERS

STRENGTHEN

• COMMUNITY AWARENESS CAMPAIGNS FOR SERVICE PROVIDERS

• STRATEGIES FOR INTEGRATION AND INCLUSION
73% of individuals do not own homes.

- 21.3% own subsidized housing.
- 42.7% pay rent.
- 8.5% own other types of housing.
- 27.5% own homes.

67% of all of London.*

*During time of study.
HIGHER SPENDING ON HOUSING AFFECT PRIORITY SPENDING IN FOOD, CLOTHING, ETC.

WOMEN ARE LESS LIKELY TO OWN THEIR OWN HOME

EMPLOYMENT AND INCOME ARE BARRIERS TO HOME OWNERSHIP

A FOCUS GROUP PARTICIPANT
affordable housing is a priority if we want to tackle other issues like unemployment or low income
SENSE OF BELONGING & ACCESS TO SERVICES

SENSE OF BELONGING

- TO THE NEIGHBOURHOOD OR MAINSTREAM SOCIETY IS LOW

- ONE IN TWO OF RESPONDENTS FELT THEY WERE ‘SOMewhat’ OR ‘NOT AT ALL’ WELCOMED OR ACCEPTED BY THEIR NEIGHBOURHOODS / COMMUNITY

LOW ACCESS TO SERVICES

- ABOUT SEVEN IN 10 (67%) OF SERVICE PROVIDERS REPORTED THAT AFRICAN CANADIANS ACCOUNTED FOR ONLY LESS THAN 10% OF THE TOTAL CLIENTS THEY SERVED PER MONTH
MAJORITY OF RESPONDENTS
RATED HEALTHCARE AS "VERY GOOD"

KEY BARRIERS
TO HEALTHCARE ACCESS

- CULTURAL DIFFERENCES (STIGMA & BELIEFS)
- LACK OF FAMILY DOCTOR
- LANGUAGE ISSUES

* FOCUS GROUP PARTICIPANT
it is not really a language barrier, but some of the health providers speak fast, and it is hard to follow what they say
CONCLUSION

COMMUNITY
HAS HIGH POTENTIAL TO CONTRIBUTE TO LONDON’S ECONOMIC, SOCIAL AND CULTURAL NEEDS

IDENTIFIED PRIORITY NEEDS
• EMPLOYMENT OPPORTUNITIES
• CAREER-APPROPRIATE SKILLS/MENTORING
• LANGUAGE TRAINING
• RECOGNITION OF FOREIGN CREDENTIALS/QUALIFICATIONS
• DEVELOPMENT OF INCOME GENERATING ACTIVITIES
• PROVISION OF EMPLOYMENT SERVICES
• ADEQUATE AND AFFORDABLE HOUSING
CONCLUSION

IDENTIFIED PRIORITY GROUPS
- WOMEN
- YOUTH
- RECENT IMMIGRANTS
- FOREIGN CREDENTIAL HOLDERS

IDENTIFIED BARRIERS
- LACK OF CANadian WORK EXPERIENCE
- LIMITED NETWORK/WORK CONTACT
- LACK OF SKILLS TRAINING OPPORTUNITIES
- LIMITED LANGUAGE SKILLS
RECOMMENDATION

- ADAPT TO CHANGING ECONOMIC REALITIES & MARKET REQUIREMENTS
- DEVELOP STRATEGIES TO LOWER UNEMPLOYMENT, ESPECIALLY FOR YOUTH, WOMEN & RECENT IMMIGRANTS
- PROMOTE PRE-EMPLOYMENT SKILLS INCLUDING SOFT SKILLS TO ENHANCE EMPLOYABILITY
- PROMOTE JOB-READY SKILLS TO MEET LOCAL EMPLOYERS’ & JOB-SEEKERS’ DEMANDS
- DEVELOP AWARENESS STRATEGIES TO PROMOTE EMPLOYMENT SERVICES’ ACCESS IN THE COMMUNITY
RECOMMENDATION

DEVELOP STRATEGIES TO PROMOTE COLLABORATIVE VENTURES FOR SELF-EMPLOYMENT

- COLLABORATIVE BUSINESS VENTURES THROUGH CO-OPERATIVES ARE KNOWN TO HAVE SIGNIFICANTLY HIGHER SURVIVAL RATES THAN OTHER FORMS OF BUSINESSES
- POOLING HUMAN AND FINANCIAL RESOURCES FOR BUSINESSES IMPROVES BUSINESS VIABILITY AND LOWER RISKS FOR INDIVIDUAL OWNERS
THANK YOU FOR LISTENING

PROJECT FUNDED BY

Ontario Trillium Foundation

Fondation Trillium de l'Ontario

EMPLOYMENT ONTARIO