

# **LMA ANNUAL PLAN 2009/10**

## **INTRODUCTION:**

The Canada-Manitoba Labour Market Agreement (LMA) was signed on April 11, 2008. Under the Agreement, Canada will make new annual investments in Manitoba during the period beginning on April 11, 2008 and ending March 31, 2014. These new investments provide an opportunity for Manitoba to increase its efforts to support the development of the labour market. The estimated amount of Canada's contribution to Manitoba in fiscal year 2009/10 is \$18,131,000.

In addition to the annual LMA investment, Federal Budget 2009 provides the two year Strategic Training and Transition Fund (STTF) as part of the economic stimulus package. The STTF will be administered through the LMAs to help support all Canadians impacted by the economic downturn to access employment and training services. The amount of Canada's contribution to Manitoba in fiscal year 2009/10 is \$5,688,000.

This 2009/10 LMA Annual Plan includes activities that will be funded through both the regular LMA allocation and the STTF. Two new Priority Areas have been added to the plan to reflect STTF specific programming.

Programs and services funded through this Agreement will complement existing provincial labour market programming and support Manitoba's overall labour market development strategy. The Manitoba Department of Competitiveness, Training and Trade will administer funding under this Agreement on behalf of Manitoba, and will engage other departments, including Family Services and Housing; Advanced Education and Literacy; Education Citizenship and Youth; and Labour and Immigration in the implementation of programming.

## **LABOUR MARKET CHALLENGES:**

For the past number of years, Manitoba has experienced a tight labour market and the demand for skilled workers has surpassed the supply in many regions and sectors. Manitoba's labour market has been characterized by a low unemployment rate and steady economic activity combined with a slow rate of natural population growth and an aging workforce. As a result, skill shortages have been Manitoba's key labour market challenge and are expected to remain so in the future.

In the near term, the global financial crisis, and subsequent economic downturn in Canada beginning in fall 2008, has created additional challenges for Manitoba. While labour and skill shortages remain an issue in some regions (e.g. north) and sectors (e.g. construction, health care, etc.), they have eased at the provincial level. Fewer Manitoba businesses are reporting difficulties finding qualified new employees, with 54% in 2009 reporting difficulties in the past year, down from 72% in 2006. Fewer employers are reporting plans to increase the size of their workforce in the next 12 months, at 19% in 2009 down from 30% in 2007 (Probe Research CEO Survey Feb 2009).

To a certain extent, Manitoba's diversified economy has helped to shield the province from the full impacts of the downturn. The unemployment rate has increased but it remains among the lowest in Canada and employment has continued to grow at a moderate pace. Manitoba is expected to perform relatively well in 2009 and 2010 compared to many other provinces.

Nonetheless, Manitoba has not been immune to the current economic situation. Certain industries and regions have been particularly affected. Weaker commodity prices, for example, have had an impact on profitability in mining and forestry companies located in rural and northern Manitoba resulting in reductions and job losses as major industries curtail production and downsize their operations. Companies in Winnipeg and other communities in the manufacturing and service sectors have also been affected as demand for products and services has fallen due to the situation in other provinces, the US, and globally.

Individuals and employers in Manitoba are being impacted by these developments. Manitoba is experiencing increased demand for labour market programming to help workers and employers adjust to current economic conditions and prepare for the eventual recovery. The number of individuals who are unemployed, the number of Employment Insurance (EI) beneficiaries, and uptake among employers in the federal EI Work Share have all increased in recent months.

- Manitoba's unemployment level has been approximately 20% higher (year over year) each of the last few months (15% higher last month – 31,000 in May 2009, 26,400 in May 2008).
- The number of regular EI beneficiaries was up 45.9% year over year in March 2009 (slightly below the national increase of 49%).
- EI Work Share beneficiaries increased 400% between March 2009 and March 2008.
- As of April 2009, the total Employment and Income Assistance (EIA) caseload was up 1,542 cases or 5% from the same month in the previous year. Overall, the EIA caseload continues to increase at an average rate of approximately 1% each month, with the general assistance category having the most significant increases.

Manitoba's overall approach during this economic downturn is to continue to address longer term priorities while managing shorter term challenges. The LMA/STTF allocations will be used to support this strategy. Ensuring that displaced workers return quickly and efficiently to employment and/or to skills training opportunities during their labour market transitions will be a key focus for the province over the next two years.

Manitoba companies affected by the downturn are faced with significant workforce adjustments issues. Employers will need support to manage these adjustments with a focus on retaining affected workers and providing up-skilling and re-skilling within their workplaces. Increased demand is also placing additional strain on Manitoba's education and training institutions. Creating capacity within the education and training system and ensuring relevance of programming to labour market requirements are key components of Manitoba's plan over the two years.

In the longer term, it is anticipated that labour and skill shortages will re-emerge as the number one labour market challenge in Manitoba as the Canadian, U.S., and other economies enter recovery. The changing demographics of Manitoba's population and labour force, such as aging of the population, a young and rapidly growing Aboriginal population, and an increasing immigrant

population will continue to put pressure on Manitoba's labour market. Even as the province puts an emphasis on addressing short term issues it will continue to focus on the longer term strategies, such as:

- Maximizing the labour force participation of all Manitobans to help meet the demand for labour in coming years.
- Engaging underrepresented and underutilized groups in the labour market, including Aboriginal peoples, persons living with disabilities, social assistance participants, and working low wage Manitobans.
- Ensuring the successful integration of immigrants into the labour market through recognition of foreign qualifications and work experience and addressing identified gaps in language and essential skills.
- Helping employers and communities to develop greater capacity for workforce and labour force planning, recruitment and retention of workers, and community and workplace based skills assessment and training.
- Supporting existing workers and new labour market entrants / re-entrants to plan and develop their careers throughout their learning and working lives.

## **STAKEHOLDER ENGAGEMENT**

In developing each year's LMA Annual Plan, Manitoba consults with a broad range of stakeholders to ensure that programs and services funded through the LMA are addressing provincial labour market priorities and needs. In 2008 and 2009, Manitoba consulted with various groups and organizations on labour market matters, either through targeted labour market related consultations or during the ongoing design and administration of programming. Information collected through these processes was used to inform the development of this 2009/10 LMA Annual Plan. Manitoba Competitiveness, Training and Trade, the department administering funding under this Agreement on behalf of Manitoba, also consulted extensively with other government departments in the development of this plan.

Highlighted below are recent consultation activities that informed labour market planning for 2009/10:

### **Advisory Council on Workforce Development**

In June 2008, provincial legislation was passed to create the Advisory Council on Workforce Development to gather input from industry, labour, and other stakeholders on workplace human resource issues including retention, recruitment and productivity. A consultation meeting was held with the Advisory Council to share information on Manitoba's labour market situation and overall strategy to develop the labour market. Input from Council is being used to inform labour market planning and programming.

### **Community Organization Consultation**

A survey was conducted with 51 community based organizations in Manitoba, including organizations that provide French language services. The purpose of this consultation was to

identify areas of current and emerging labour market challenges, opportunities, and programming gaps from a community services perspective. This information is being used to inform labour market planning and program development.

### **Manitoba Adult Literacy Strategy**

In April 2008, the Province of Manitoba initiated consultations with key stakeholders, including adult literacy learners and practitioners, and the public for input into the development of a province-wide adult literacy strategy. Consultations were held in the spring and summer of 2008. Information was gathered using public session presentations, focused discussions with adult literacy learners and practitioners, meetings or roundtables, and written submissions.

### **Commission on Tuition Fees and Accessibility to Post-Secondary Education in Manitoba**

On July 28, 2008, the Manitoba government announced the creation of a Commission on Tuition Fees and Accessibility to Post-Secondary Education in Manitoba. The mandate of the Commission was 'to review access to post-secondary education in Manitoba including tuition fees and student financial assistance'. The consultation process involved meetings with main stakeholder organizations in post secondary education and other sectors and submissions from interested parties.

### **Information received on a regular basis from labour market programming participants, partners and service providers**

In addition to the focused consultations highlighted above, the Government of Manitoba receives input and feedback from a wide range of labour market stakeholders through the normal course of providing labour market programming throughout the province. These groups include: Employers and organizations representing employers, individuals and organizations representing individuals, community groups and organizations, education and training institutions and service providers, other orders of government and other stakeholders.

# **2009/10 LMA Priorities, Objectives and Planned Expenditures**

## PRIORITY AREA 1: SKILLS DEVELOPMENT

**Goal:** Manitobans have the skills required to be successful in the labour market.

**Planned Expenditure 2009/10:**

LMA \$15,873,900

STTF \$1,716,300

### Objectives

Multi-year Plan Objectives:

- Increase access to, and participation in, education/training (i.e. labour market training) to help individuals to prepare for the labour market.
- Ensure successful outcomes for labour market training participants.

Additional Objectives:

- Develop the skills of Manitobans during their labour market transitions.
- Support for workers affected by the downturn, including:
  - Assist unemployed people to return quickly to employment and develop their skills.
  - Assist existing workers to maintain their jobs/employment and develop their skills.

### Planned Activity

- Enhance/expand direct financial supports to eligible beneficiaries to assist with the cost of participating in up to two years of labour market training, including living allowances and training related financial supports.
- Expand Self Employment programming to support individuals to start their own business.
- Support for project based training, including expanding existing and/or developing new arrangements with third party service providers to accommodate eligible beneficiaries where current capacity is not sufficient and/or programs are not available.

Focus areas for 2009/10:

- Enhancing the skills of Employment and Income Assistance (social assistance) participants and other low income Manitobans, including persons living with disabilities;
- Advanced occupational specific skills (e.g. health care fields, skilled trades, "green jobs")
- Entrepreneurial training; and
- EAL, literacy, gap, and other essential skills training, particularly for immigrants and Aboriginal peoples.

### Service Delivery\*

- Financial assistance payments to individuals will be administered and provided through Government of Manitoba offices.

- Training will be delivered by established public and private training institutions and through existing arrangements with third party service providers.

### Intended Clients/Beneficiaries

- "LMA Eligible Beneficiaries": Unemployed individuals who are not EI clients and employed individuals who are low skilled, including single parents, immigrants, Aboriginal people and persons with disabilities.

- "STTF Eligible Beneficiaries": Unemployed individuals affected by the economic downturn, including EI insured, and employed individuals in sectors, occupations or communities affected by the economic downturn.

## PRIORITY AREA 1: SKILLS DEVELOPMENT

Goal: Manitobans have the skills required to be successful in the labour market.

### RESULTS

#### Expected Outcomes

- Individuals who previously did not have access are participating in labour market training.
- Participants are successfully completing training programs.
- Participants' skill levels are increased.
- Participants are obtaining credentials and occupational certification.
- Participants have the required skills to secure and maintain sustainable employment.
- Participants have "better" jobs (e.g. no longer reliant on social assistance; higher paying; full-time vs. part-time, if desired; etc.).

#### Indicators

##### LMA Annex II Indicators:

- Number of individuals participating in training.
- Proportion of participants completing training plan.
- Number and proportion of participants employed at 3 and 12 months following completion of training plan.

##### Additional Indicators:

- *Additional indicators will be developed for future years.*

\* Workplace-based training is included under Priority Area 2: Employer HR Capacity. Community-based training projects are included under priority Area 3: Community Capacity.

## PRIORITY AREA 2: EMPLOYER HR CAPACITY

**Goal: Manitoba employers have the capacity to effectively manage and develop their human resources.**

**Planned Expenditure 2009/10:**

LMA \$5,291,300

STTF \$1,221,700

### Objectives

Multi-year Plan Objectives:

- Increase Manitoba employers' capacity to assess the skills of their workforce.
- Increase Manitoba employers' investments in and provision of workplace based training.

Additional Objectives:

- Assist viable companies/employers to:
  - Develop plans to manage workforce adjustments.
  - Retain affected workers (if feasible/possible).
  - Continue to focus on, and invest in, workforce development during the downturn.
- Increase capacity to respond to arising industry priority need.
- Increase productivity and competitiveness of Manitoba businesses.

### Planned Activity

- Implement plans to improve current service delivery approaches for providing workplace-based human resource programs and services.
- Provide supports to employers/industry to assist them in conducting workplace-based skills assessment and recognition.
- Provide supports to employers to assist them in providing workplace-based training to eligible beneficiaries (new hires and existing workers).
- Create opportunities for advancement of existing workers and associated entry level opportunities for new entrants/re-entrants.
- Support for sector based workforce planning and development.

Focus areas for 2009/10 include:

- Integration of human resource services with other services for business and individuals (within Single Window for Business);
- Sector Councils;
- Small and medium sized businesses (SME's);
- Literacy and other essential skills, including workplace specific skills for immigrants;
- Recruitment of Aboriginal peoples;
- Winnipeg and Northern Manitoba; and
- Economic priority industries/sectors.

### Service Delivery

- The majority of programming will be delivered within Manitoba workplaces by employers with support from third party consultants and Government of Manitoba staff members.
- The scope and capacity of Manitoba's Sector Council Network will be expanded to assist with the delivery of these services.
- Services will also be delivered through the new Workplace Essential Skills Training (WEST) Centre, in partnership with employers/industry.

- Numerous Government of Manitoba departments will be involved in the design and coordination of these services, including: Competitiveness, Training and Trade; Labour and Immigration; Agriculture, Food and Rural Initiatives; and Advanced Education and Literacy.

### Intended Clients/Beneficiaries\*

- "LMA Eligible Beneficiaries": Low skilled employed individuals (existing workers), unemployed individuals who are not EI clients (new hires), and Manitoba employers.

- "STTF Eligible Beneficiaries": Unemployed individuals affected by the economic downturn, including EI insured, and employed individuals in sectors, occupations or communities affected by the downturn.

## PRIORITY AREA 2: EMPLOYER HR CAPACITY

Goal: Manitoba employers have the capacity to effectively manage and develop their human resources.

### RESULTS

#### Expected Outcomes

- Programs and services are better integrated and employers are more aware of what is available to help them address their human resource requirements.
- A greater number of Manitoba companies are accessing programs and services.
- Employers are taking a more strategic approach to defining and meeting their workforce requirements.
- A greater number of employers are conducting workplace based skills assessments and providing workplace based skills development/training.
- Employers are investing more in skills assessment and development within their workplaces.
- A greater number of individuals are being supported by Manitoba businesses to have their skills assessed and developed.
- Manitoba has a higher skilled and more productive labour force.
- Manitoba employers are better able to address skills shortages and fill vacancies.
- Manitoba businesses are more competitive.

#### Indicators

##### LMA Annex II Indicators:

- Number of individuals receiving workplace based skills assessments.
- Number of individuals receiving workplace based training.
- Number of immigrants and Aboriginal people receiving workplace based programs and services.

##### Additional Indicators:

- *Additional indicators will be developed for future years.*

\* It is anticipated that immigrants and Aboriginal people will comprise a significant proportion of clients.

## PRIORITY AREA 3: COMMUNITY CAPACITY

**Goal:** Manitoba communities are able to support and benefit from labour market growth.

**Planned Expenditure 2009/10:**

LMA \$2,645,650

### Objectives

Multi-year Plan Objectives:

- Assist/support communities to plan for labour market growth.
- Assist communities to develop their local labour markets.

Additional Objectives:

- Support the creation of employment and training opportunities in local communities, including the north.
- Enhance assessment and training capacity to assist workers and communities in transition.
- Assist communities to retain their local work/labour force during the downturn.

### Planned Activity

- Leverage employment and training opportunities (including pre-employment and on the job training) in capital projects for eligible beneficiaries, particularly for northern and Aboriginal communities.
- Provide supports to develop and operate community based skills assessment and training programs/projects for eligible beneficiaries.
- Support the capacity of community organizations to implement Recognition of Prior Learning (RPL) and Essential Skills services to local residents.
- Deliver workshops for staff of community organizations to increase their capacity to strategically plan and fund training events/activities and engage their local workforce in labour market training opportunities.

Focus areas for 2009/10 include:

- Northern, rural and remote communities;
- Low income urban neighbourhoods; and
- Resource sectors, including mining and forestry.

### Service Delivery\*

- Skills assessment and development projects for eligible participants will be delivered by community-based organizations.
- Workshops/training for community organizations will be delivered primarily by third party Training Coordinator(s) with support from Government of Manitoba staff members.

- Whenever possible, these initiatives will be planned in consultation with communities and the Northern Employer Sector Council.
- Numerous Government of Manitoba departments will be involved in the design and delivery of these services, including: Competitiveness, Training and Trade; Aboriginal and Northern Affairs; and Science, Technology, Energy and Mines.

### Intended Clients/Beneficiaries

"LMA Eligible Beneficiaries":

- Unemployed individuals who are not EI clients and employed individuals who are low skilled.

Additional Beneficiaries:

- Local employers.
- Communities / community residents.

## PRIORITY AREA 3: COMMUNITY CAPACITY

Goal: Manitoba communities are able to support and benefit from labour market growth.

### RESULTS

#### Expected Outcomes

- Communities and community organizations have increased skills and capacity to plan and develop their local labour markets.
- Communities are taking a more strategic approach to planning and developing their local labour markets.
- Community members have access to high quality employment and training services within their communities.
- Communities and community organizations are assessing and developing the skills of eligible beneficiaries.
- Communities have a higher skilled workforce.
- Local employers/industries are better able to address skills shortages and fill job vacancies.
- Community members have sustainable jobs.

#### Indicators

##### LMA Annex II Indicators:

- Number of individuals participating in programs/services.
- Proportion of participants completing programs/services.
- Number and proportion of participants employed at 3 and 12 months following completion of programs/services.

##### Additional Indicators:

- *Additional indicators will be developed for future years.*

\* Direct financial supports to individual clients are included under Priority Area 1: Skills Development.

## PRIORITY AREA 4: LABOUR SUPPLY

Goal: Manitoba has an adequate supply of labour to support economic growth.

Planned Expenditure 2009/10:

LMA \$ 1,322,825

STTF \$200,000

### Objectives

Multi-year Plan Objectives:

- Retain existing workers in the labour force and employment.
- Assist under represented groups to enter/re-enter the labour market.

Additional Objectives:

- Improve labour market success and quality of life of low skilled and low income Manitobans
- Unemployed workers to return to employment or access training as quickly as possible.
- Increase Manitoba's labour force participation rate to help alleviate labour shortages throughout Manitoba.

### Planned Activity

- Support programs and services to help prepare individuals to access employment/training opportunities, including: assessments; employment counselling; preparation of employment/training plans, EAL/literacy and other employment readiness programming.
- Implement a one stop comprehensive employability/training readiness assessment and referral process for unemployed low income workers in partnership with provincial Employment and Income Assistance program.
- Provide support for project based activities to help better position certain "high-risk" groups/individuals for participation in training and/or the labour market (e.g. youth at risk), particularly in the skilled trades.
- Provide supports for programs and services to assist individuals to remain in training, employment and/or the labour force.

Focus areas for 2009/10:

- Improvements to employment/training readiness assessment and client referral methods and processes;
- Preparing Employment and Income Assistance (social assistance) participants for training/employment;
- Labour market programming for older workers;
- Labour market integration of immigrants.

### Service Delivery

- The majority of programs and services will be delivered through existing arrangements with third party service providers and through Government of Manitoba offices.
- Some programming will be delivered in public education/training institutions (including specific programming in training facilities located in provincial correctional institutions).
- Partnerships will also be established with employers to help improve linkages between LMA clients and employment opportunities.
- Numerous Government of Manitoba departments will be involved in the design and delivery of these services, including: Competitiveness, Training and Trade; Family Services and Housing; Advanced Education and Literacy; and Justice.

### Intended Clients/Beneficiaries

- LMA "Eligible Beneficiaries": Unemployed individuals who are not EI clients, employed individuals who are low skilled, and Manitoba employers looking for workers.
- "STTF Eligible Beneficiaries": Unemployed individuals affected by the economic downturn, including EI insured, and employed individuals in sectors, occupations or communities affected by the downturn.

## PRIORITY AREA 4: LABOUR SUPPLY

Goal: Manitoba has an adequate supply of labour to support economic growth.

### RESULTS

#### Expected Outcomes

- Participants are undergoing employment/training readiness assessments prior to being referred to programs and services.
- Referrals of participants to programs and services are effective and appropriate.
- Participants have a better understanding of the steps they need to take to achieve their employment goals and objectives.
- Participants are ready to take advantage of training and/or labour market opportunities.
- Manitoba has a more inclusive and representative workforce.
- Manitoba employers are better able to address labour shortages and fill vacancies.

#### Indicators

##### LMA Annex II Indicators:

- Number of individuals participating in programs/services.
- Proportion of participants completing programs/services.
- Number and proportion of participants employed at 3 and 12 months following completion of programs/services.

##### Additional Indicators:

- *Additional indicators will be developed for future years.*

## PRIORITY AREA 5: SKILLS UTILIZATION

**Goal:** Manitoba labour force participants are fully utilizing their skills.

**Planned Expenditure 2009/10:** LMA \$1,322,825 STTF \$250,000

### Objectives

Primary Objectives:

- Support individuals to ensure they are able to use their skills efficiently in the labour market.
- Assist individuals to have their prior learning, credentials, and skills assessed and recognized.

Additional Objectives:

- Assist Manitoba employers to meet workforce requirements and address skills shortages.
- Increase the productivity and competitiveness of Manitoba businesses.
- Assist individuals to make successful transitions between education, employment, and training.

### Planned Activity

- Support eligible beneficiaries to access programs and services to help them to apply and use their skills in the labour market, including:
  - Skills assessment and recognition services, including foreign credential and qualifications recognition services;
  - Recognition of prior learning (RPL) services;
  - Career development/management related services, resources, tools and infrastructure.
- Develop and implement improved skills assessment and recognition methods/processes.
- Assist displaced workers from targeted sectors to relocate for employment opportunities.

Focus areas for 2009/10:

- Coordination of client assessment services;
- Identification of skills gaps and gap training opportunities (apprenticeship, essential skills / literacy);
- Foreign credential and qualifications recognition services;
- Contribution to productivity agenda (within Single Window for Business).
- Labour market integration and employment transitions of immigrants.

### Service Delivery\*

- Services will be delivered primarily through existing arrangements with third party service providers and through Government of Manitoba offices.
- Services will also be delivered through a new Workplace Essential Skills Training (WEST) Centre, in partnership with employers/industry.

- Assessment tools and methods will be developed by the WEST Centre Assessment Division with support from Government of Manitoba staff members.
- Numerous Government of Manitoba departments will be involved in the design and delivery of these services, including: Competitiveness, Training and Trade; Labour and Immigration and Advanced Education and Literacy.

### Intended Clients/Beneficiaries

- "LMA Eligible Beneficiaries": Unemployed individuals who are not EI clients and employed individuals who are low skilled.

- "STTF Eligible Beneficiaries": Unemployed individuals affected by the economic downturn, including EI insured, and employed individuals in sectors, occupations or communities affected by the downturn.

## PRIORITY AREA 5: SKILLS UTILIZATION

Goal: Manitoba labour force participants are fully utilizing their skills.

### RESULTS

#### Expected Outcomes

- Skills assessment and recognition services are better coordinated across program areas.
- Manitobans are having their prior learning and skills assessed and recognized.
- Immigrants are having their qualifications and credentials assessed and recognized.
- Individuals, employers and government are making better investments in education/training.
- Manitobans skills and abilities are being used more effectively and efficiently in the labour market.
- Manitoba employers are better able to meet workforce requirements and address skills shortages.
- Manitoba businesses are more productive and competitive.

#### Indicators

##### LMA Annex II Indicators:

- Number of individuals participating in programs/services.
- Proportion of participants completing programs/services.
- Number and proportion of participants employed or participating in education/training at 3 and 12 months following completion of programs/services.

##### Additional Indicators:

- *Additional indicators will be developed for future years.*

\* Workplace based services are included under Priority Area 2: Employer HR Capacity.

## ADDITIONAL PRIORITIES FOR THE STRATEGIC TRAINING AND TRANSITION FUND (STTF)

### PRIORITY AREA 1: TRAINING SYSTEM

**Goal:** Manitoba's training system is meeting labour market needs.

**Planned Expenditure 2009/10:** \$1,800,000

#### Objectives

- Make strategic investments to increase system capacity to respond to increased demand for training.
- Improve current training systems/approaches.
- Work with people/employers and training providers to ensure training is relevant.
- Ensure education/training quality and standards.

#### Planned Activity

- Support for curriculum components and program structures that will enable Aboriginal and Immigrant adult students in post secondary institutions to make more effective and successful transitions to further education, employment, and training.
- Implement a model for labour market-driven bridge programming within the post-secondary sector, including support for pilot offerings of bridge programs and a program evaluation system that promotes promising practice.
- Support for implementation of Apprenticeship Futures Commission recommendations, including support for TQ prep courses, the development of curriculum for on line learning, and coordination of Senior Years Apprenticeship Option.

### PRIORITY AREA 2: LABOUR MARKET EFFICIENCY

**Goal:** Manitoba's labour market is operating efficiently.

**Planned Expenditure 2009/10:** \$500,000

#### Objectives

- Assist individuals and employers to connect more quickly/efficiently.
- Provide coordinated, relevant, & easy-to-access Employment and Business Services.
- Provide quality labour market information for informed choices and decision making.

#### Planned Activity

- Support the development of labour market information such as skills and services inventories.
- Invest in effective marketing and communication strategies targeted at individuals and employers.
- Development of a single point of access to all government employment and business programs, services and activities