

ONTARIO LABOUR MARKET INFORMATION WEBSITE

Questions and Answers

July 4, 2017

What is being launched?

The Ministry of Advanced Education and Skills Development (MAESD) has redesigned the current Ontario Job Futures website, which will be re-launched as Ontario's Labour Market Information (LMI) website. The new website will replace Ontario Job Futures, providing users with the same information but with a new look-and-feel and enhanced user experience.

The website is intended to help students and jobseekers make informed decisions about careers, education and training.

The website features 180 job profiles that include information on:

- job descriptions and five-year outlooks
- number of people employed and where they work in Ontario
- education and training requirements
- average annual income
- industries that employ people in these occupations.

The website also provides labour market reports based on Statistics Canada's Labour Force Survey. These reports offer you another way to look at job trends in Ontario and include things like:

- provincial unemployment rate
- cities with highest and lowest unemployment rate
- job gains by occupation.

Lastly, the data supporting the different products on the website is made available, and is easily downloadable in different formats.

Who is the target audience?

The target audience for this release is students and jobseekers to help them learn about different jobs, but other users will include employers, educators, researchers, economic developers and policy makers.

This is just phase one. Further job market tools, information and data for the range of user groups will come later.

Is this the final release?

No. The website will be launched in three phases. The target audience for this release is students and jobseekers to learn about different jobs, but other users will include employers, educators, researchers, economic developers and policy makers.

This is just phase one. Further job market tools, information and data for the range of user groups will come later.

Why is it being re-launched?

Among its 28 recommendations, the Highly Skilled Workforce Expert Panel called for:

“Anytime, anywhere access to easy-to-understand, quality assured labour market information that allows individuals to make decisions about future careers, employers to plan for and find talent, and government to inform policy.”

This included a recommendation to create an Ontario LMI website as part of a provincial strategy, which was affirmed in the Premier’s mandate letter to Minister Matthews and in the 2017 Ontario Budget.

In response, MAESD has created a LMI plan to provide a range of benefits to a variety of users, including students, job seekers, employers, government and the broader public sector. The key objectives are to:

- improve the functionality and user-friendliness of government information, tools and resources
- meet the different needs of diverse audiences
- increase the collection and sharing of local LMI
- fill information gaps to complete the picture of supply and demand conditions
- foster greater engagement and collaboration.

An important part of the LMI plan is to improve MAESD’s public-facing digital LMI presence through a user-centred approach, providing an improved, user-friendly website that connects users to LMI tools, data and analysis for effective career exploration and planning.

What is labour market information and why do people need it?

Labour market information is information about the employment and the workforce, which includes statistical data on jobs and salaries, employers and employees, sectors, current employment conditions and future trends. It can also include local and timely information about jobs and skills that are in demand.

If you're a student or a job-seeker, labour market information can help you:

- identify career paths that suit your skills and interests
- see which jobs have the best outlooks
- find where the jobs are (the sectors, occupations and locations)
- find out what skills are in demand and the employment requirements for a particular type of job.

If you represent an organization, you can use LMI such as regional and demographic trends, industry statistics, and information on workplace innovation to help you make decisions about recruiting new staff and training your current workforce.

Where does our information come from?

Our information comes from a variety of sources including the Ministry of Advanced Education and Skills Development, Statistics Canada, other federal and provincial ministries, related associations and licensing bodies and the National Occupational Classification system.

How can users give feedback?

The website has a built-in, user-feedback survey so that users can give feedback about the current website and suggestions for improvement and let us know what they would like to see in future releases.

How does Ontario's Labour Market Information (LMI) website relate to the Employment Ontario GeoHub?

Ontario's LMI website and the GeoHub are two different tools.

The LMI website provides information about 180 job profiles in Ontario. It can be used by students, jobseekers and those that support them to explore occupations and make informed decisions about careers and training.

GeoHub is a platform for exploring and downloading data on Employment Ontario programs and services using interactive maps, apps, dashboards and tables. Potential integration between these two tools is being explored for future releases.