



## **Media Release**

For Immediate Release

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## **The Labour Market Group Launches Findings of Two Year Labour Market Needs Assessment Study for the City of North Bay**

North Bay, ON – The Labour Market Group, (formally the Muskoka, Nipissing, Parry Sound Local Training and Adjustment Board) along with the following community partners: the City of North Bay’s Mayor’s Office of Economic Development, the North Bay and District Chamber of Commerce, Canadore College, Nipissing University and NECO announced the release of an interim report on the findings , of the two year Labour Market Needs Assessment for the City of North Bay as conducted by Lawlor and Associates Consultants Inc.

Today’s launch culminates the in depth research and analysis, similar to the Business Retention and Expansion program, of projected labour force requirements for both age-related demographics and occupational classifications covering a cross section of local small, medium and large employers; and across all sectors. Funded by the local office of the Ministry of Training, Colleges and Universities, “the findings will provide a wonderful opportunity for community groups to work together to implement proactive solutions to address labour market issues” states Acting Executive Director, Andrea Stoppa.

The results of this study demonstrate what our local employers’ future employment needs will be and the training, qualifications and skill sets required by our local youth to meet these demands.

Derek Shogren, Business Co-Chair for the Labour Market Group adds, “We have provided data to businesses as well as the city and educational institutions to help prepare them for the future, satisfying both the attrition and growth requirements of our local employers.”

The final report which will be released by May 6<sup>th</sup> will provide the critical data base required to provide stable growth opportunities for local firms as well as attract new employers to North Bay based on labour market development.

For more information, contact Andrea Stoppa, Acting Executive Director at 474-0812.