



The Labour Market Group  
Guiding partners to workforce solutions.

## Media Release

For Immediate Release

### Contact:

Andrea Stoppa, Acting Executive Director  
The Labour Market Group  
101 Worthington Street East, Suite 238  
North Bay, ON P1B 1G5  
705-474-0812 (phone) 705-474-2069 (fax)  
[info@thelabourmarketgroup.ca](mailto:info@thelabourmarketgroup.ca)

## The Labour Market Group Announces Funding for a Labour Market Needs Assessment Study for the Municipality of West Nipissing

North Bay, ON – The Labour Market Group, (formally The Muskoka, Nipissing, Parry Sound Local Training and Adjustment Board) along with community partners: The Municipality of West Nipissing, Collège Boréal, West Nipissing Chamber of Commerce, Réseau de développement et d’employabilité de l’Ontario (RDEE) and Economic Partners announced today that they have received funding from the local office of the Ministry of Training, Colleges and Universities to complete a labour supply and demand analysis for the Municipality of West Nipissing. The purpose of this project will be to examine the projected labour force requirements in order that community partners can work together to highlight contentious issues and focus public and employer attention on very specific workforce needs.

This project will involve in depth research and analysis that is similar to that of the recent Business Retention and Expansion program. Information collected will project labour force requirements for both age related demographics and occupational classifications. It will also cover a cross section of small, medium and large employers across all sectors. In addition to this extensive research, the project will also delve into the future intentions of the municipality’s youth: their plans to continue their education where and in what sector, as well as if they plan on staying in or returning to the Municipality of West Nipissing after completing their education. “Not only will it be important to determine the future labour market needs of this area, it will also be critical to find out if our local youth will be able to meet these labour market needs. The end results of this study will provide a great opportunity to address future employment needs by bringing community groups together to implement proactive solutions to address these issues” states Acting Executive Director, Andrea Stoppa.

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

It is anticipated that the final project analysis will: provide empirical data about current and future labour market issues from employers within each sector; determine the required skill sets to provide stable growth opportunities for local firms and will address potential labour market gaps between employer needs and future intentions of our local youth.