

The Labour Market Monitor is an overview of the Stratford - Bruce Peninsula Economic Region. It includes the counties of Bruce, Grey, Huron and Perth. This monthly report is produced by a local Labour Market Information Analyst. For further information, contact:
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Labour Force Trends

In the Stratford-Bruce Peninsula economic region, employment increased by 5,600 from July 2009 to July 2010. Full-time job increases (+11,000) were partially offset by losses in part-time employment (-5,400). With the rise in employment, the employment rate rose by 2.0 percentage points to 61.7%. The number of unemployed people decreased by 2,600 from July 2009 to July 2010. As a result, the unemployment rate declined from 8.7% to 7.0%, the lowest rate among all economic regions in Ontario. Over this same period, the provincial unemployment rate fell from 9.8% to 9.0%.

For more information, please visit the Statistics Canada website at:
<http://www40.statcan.gc.ca/l01/cst01/lfss05d-eng.htm>

Labour Market News by Industry

Agriculture

The federal government announced further funding initiatives to strengthen the agricultural sector, including:

- \$2.4 million to the Ontario Federation of Agriculture for research on the economic benefits of biomass, including its use as an alternative source of energy.
- Over \$1.5 million to the Canola Council of Canada to increase promotional activities under the *Growing Great 2015* strategy.
- Nearly \$300,000, of which \$257,766 to Pulse Canada and \$35,450 to the

Canadian Special Crops Association for development of promotional materials and to support advertising at international food shows.

- Approximately \$1.3 million invested by Agriculture and Agri-Food Canada in collaboration with Ducks Unlimited Canada, for research to improve seed durability, profitability and yields of winter wheat.

The Ontario Market Investment Fund awarded \$97,388 to the Perth County Visitors Association, Stratford Tourism Alliance and Huron Tourism Alliance to support 'buy local' food campaigns.

The Canadian Cattlemen's Association recently launched *the Cattlemen's Young Leaders Development Program*. The initiative will offer mentorship and training for young farmers in the beef industry.

Arts, Entertainment & Recreation

The Ontario Cultural Attractions Fund awarded \$92,000 to the Stratford Arts Foundation for the 2010 Stratford Summer Music Anniversary Season.

Construction

The \$22.4-million expansion and upgrade to the Grand Bend Sewage Treatment Facility is expected to go to tender in the fall of 2010. The project is receiving \$7.5 million in federal funding.

Twelve affordable rental units for low-income seniors and 18 market rental units will be built in the Town of St. Marys. The federal and provincial governments approved over \$1.4 million for the project.

The \$993,300 restoration of the Kincardine Centre for the Arts will finish in the spring of 2011.

In Arran-Elderslie, three roads will be resurfaced this summer at a cost of \$496,727.

In Saugeen Shores, building activities improved in the first half of 2010. One hundred and fifty-four building permits valued at \$29.8 million were issued January to June 2010, compared with 118 permits valued at \$12.3 million in 2009. This mostly reflects an increase in residential construction activities.

The \$5.4-million construction of a new arena in Clinton will occur between August 2010 and March 2011. Federal and provincial governments contributed \$2 million. Norlon Builders London Limited is the contractor for the project.

Construction activities are strengthening in the Town of Blue Mountains. During January to June 2010, 247 building permits valued at \$32.7 million were issued, compared with 130 permits valued at \$21.2 million in 2009.

Education

The Federal Development Agency for Southern Ontario is investing \$11 million in Mathematics of Information Technology and Complex Systems (MITACS) Incorporated. The funding will support two programs: \$9.95 million for MITACS' Elevate program for Doctor of Philosophy graduates and \$1 million for the Globalink internship program, for undergraduate students from technology institutions in India. MITACS provides research opportunities in support of a knowledge-based economy. For more information visit:
<http://www.mitacs.math.ca>.

The Owen Sound campus of Georgian College is introducing agri-business courses this fall 2010. For more information visit:
<http://www.georgianc.on.ca>.

Finance Insurance & Real Estate & Leasing

In June 2010, the number of homes sold in Grey and Bruce Counties was 232, up 7% from June 2009. The average house price was \$222,867 in June of this year, an increase of 8% over the previous year.

Health Care & Social Services

Starting in the fall 2010, Georgian College will offer the Personal Support Worker course through three satellite locations: Walkerton, Seaforth and Zurich.

Manufacturing

A \$2-million Rural Economic Development provincial grant will support up to 160 new jobs at Great Lakes Specialty Meats in Perth County. The funds will expand production, provide staff training and result in more support for local hog farmers. Earlier in the year, Great Lakes received federal funding support.

Chapman's Ice Cream is opening a new plant in Markdale in September 2010. Another 50 to 100 job openings are expected. A fire destroyed the previous facility.

Approximately 30 jobs will be lost at the end of July 2010 at Volvo Construction Equipment in Goderich. The phased closure of the plant has resulted in the loss of 400 employees since June 2009. All work contracts will end by December 2010.

Other Services (except Public administration)

A \$27,500 Ontario Trillium Foundation grant to the Grey Bruce Agriculture and Culinary Association will be used to hire a Volunteer Coordinator to promote local food consumption.

Trade, Wholesale & Retail

Anastasia's Soda Fountain and Chocolate Shoppe opened in Kincardine, creating one full-time and four part-time jobs.

Note: In preparing this bulletin, Service Canada has taken care to provide clients with labour market information from reliable sources that is timely and accurate at the time of publication. Since labour market conditions are dynamic, some of the information presented here may have changed since the bulletin was published. Readers are encouraged to also refer to other sources for additional information on the local economy and labour market. Information contained in this bulletin does not necessarily reflect official policies of Service Canada.

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