

Manufacturing Sector Summary



22,643
workers

18.5% of total*



1,228
businesses

5.5% of total*



128
education programs

20.7% of total*



11,663
available jobs

14.3% of total*

**Refers to total across six priority sectors (manufacturing; health care; professional, scientific, and technical; tourism; agriculture and agri-food; and construction).*

Key Takeaways

The manufacturing sector accounted for a workforce of 22,643 (2021), with workers concentrated in the production of motor vehicles, plastic products, motor vehicle parts, cement and concrete parts.¹ The manufacturing sector had a total 22 net new businesses between 2015-21, with 40 individual industries seeing positive growth and another 34 seeing decreases.^{2,3,4} With growth expected to continue in the next five years (2023-28), more entry level job applicants are needed. In addition, the shortage of skilled tradespeople was an important challenge identified by stakeholders, particularly since specialized training was required for many of the roles.

Considerable education and training resources existed for this sector, and these could be further enhanced with additional

entry-level and degree programs and mentorships in areas such as mechatronics. The renowned Excellence in Manufacturing Consortium represented a substantial proportion of the training assets in this sector, but courses were currently restricted to those already working for member organizations in the sector.⁵

Stakeholders suggested that there was also a general lack of public understanding of the opportunities and benefits that careers in the trades can offer. As a result, many young people were not aware of trades as a career option and were less likely to pursue these education and professional pathways.

Manufacturing Sector Recommendations

Recommendation	Potential Implementation Partners (Examples)		Implementation Complexity		
	Lead	Support	Low	Medium	High
To encourage professional development in the manufacturing industry, promote and leverage existing leadership programs (such as Manufacturing Leadership at Georgian College).	<ul style="list-style-type: none"> Post-secondary institutions 	<ul style="list-style-type: none"> Local area associations (such as Excellence in Manufacturing Consortium) County of Simcoe and area municipalities 	✓		
To encourage industry's capacity to grow the sector workforce, promote and support training and government programs through information sessions and events, similar to events that have been done in the past . Ensure industry is aware of all the resources and support available to the manufacturing sector including opportunities for post-secondary student placement subsidy .	<ul style="list-style-type: none"> County of Simcoe, with expertise from Simcoe Muskoka Workforce Development Board and Literacy Network (SMWDBLN) and Employment Ontario 	<ul style="list-style-type: none"> County of Simcoe and area municipalities Local area associations 	✓		
Facilitate conversations with stakeholders across the ecosystem to explore funding opportunities (such as the Skills Development Fund) related to early mentoring and career pathway development, particularly among young equity-denied individuals who may not usually have access to such supports and networking opportunities.	<ul style="list-style-type: none"> County of Simcoe 	<ul style="list-style-type: none"> Post-secondary institutions Local area associations Local Immigration Partnership Ethnic Mosaic Alliance 		✓	
Increase public awareness, particularly among young students, women, and newcomer populations, of the demand for, benefits of, and diversity in the trades. Ensure groups that are historically under-represented in manufacturing are made aware of ways to engage at an early age, with the industry (examples: promote the Annual Women in Manufacturing Success Forum and consider sponsoring attendance for women of all ages in Simcoe County; develop tours of local manufacturing facilities for youth, including high school and post-secondary students, as has been done in Nova Scotia recently).	<ul style="list-style-type: none"> School boards Post-secondary institutions County of Simcoe 	<ul style="list-style-type: none"> Annual Manufacturers Forum (committee / organizers) Ontario Youth Apprenticeship Program (OYAP) coordinators SMWDBLN Area municipalities 		✓	

Recommendation	Potential Implementation Partners (Examples)		Implementation Complexity		
	Lead	Support	Low	Medium	High
Work with the school board to ensure high schools have machine shops to support curiosity and learning. This work has already started , and can be encouraged through the rest of Simcoe County.	<ul style="list-style-type: none"> School boards County of Simcoe 	<ul style="list-style-type: none"> Annual Manufacturers Forum (committee / organizers) OYAP coordinators SMWDBLN Area municipalities Post-secondary institutions 		✓	
To address the shortage of skilled tradespeople and misconceptions of what it means to be a skilled tradesperson, create trades career path messaging that is clear and compelling. Leverage existing materials, such as Apprenticeship and Careers in The Skilled Trades: A Guide For Educators (page 11). ⁶	<ul style="list-style-type: none"> SMWDBLN School boards 	<ul style="list-style-type: none"> County of Simcoe and area municipalities 	✓		
To address the shortage of skilled tradespeople and misconceptions of what it means to be a skilled tradesperson, engage parents in job career fairs and events. Encourage participation and knowledge transfer of what it means to be in the trades.	<ul style="list-style-type: none"> School boards 	<ul style="list-style-type: none"> County of Simcoe and area municipalities SMWDBLN Local area associations 		✓	
Facilitate conversations to explore whether a partnership between post-secondary institutions and the Excellence in Manufacturing Consortium to increase post-secondary education access to programs and to provide the Consortium with broader reach.	<ul style="list-style-type: none"> County of Simcoe 	<ul style="list-style-type: none"> Post-secondary institutions Excellence in Manufacturing Consortium Local area associations 			✓

Source: Stiletto Analysis

¹ NAICS Business Counts, Simcoe Census Division, Statistics Canada, 2021
² NAICS Business Counts, Simcoe Census Division, Statistics Canada, 2015
³ NAICS Business Counts, Simcoe Census Division, Statistics Canada, 2021
⁴ Stiletto Analysis, 2022
⁵ "EMC's Learning Centre," Excellence in Manufacturing, 2022, <https://emccanada.org/learning-centre/>
⁶ Canadian Apprenticeship Forum and Skills Canada, "Apprenticeship and Careers in the Skilled Trades: a Guide for Educators," 2021, <https://careersintrades.ca/wp-content/uploads/2021/11/Educator-Guide-EN-FINAL.pdf>

About the Study

The 2022 County of Simcoe Labour Market Research Study examined workforce, industry / business, and education assets in the six priority sectors of manufacturing; agriculture and agri-food; tourism; professional, scientific, and technical services; health care; and construction. The study identified how the County of Simcoe could build on strengths and harness opportunities to strengthen its labour market and promote long-term prosperity.