

Labour Market Information Strategy



Labour Market Framework

In October 2008, the Government of Yukon released the Labour Market Framework. In order for Yukon to take a more strategic approach in addressing labour market needs in the territory, the framework outlined five strategies that needed to be developed:

- Comprehensive Skills and Trades Training Strategy;
- Immigration Strategy;
- Labour Market Information Strategy; and
- Recruitment Strategy and Employee Retention Strategy.

Four strategy documents have been produced (the Recruitment Strategy and Employee Retention Strategy were combined into one). This is the Labour Market Information Strategy.

Summary documents of each of the four strategies, as well as an overview, are also available.

Ce document est également disponible en français.

2010

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Message from the Minister

It is my pleasure to introduce Yukon's Labour Market Information Strategy.

The Labour Market Information Strategy is a territory-wide initiative that represents the culmination of more than a year of collaboration with key labour market stakeholders.

Stakeholders will continue to have opportunities to be involved in implementing, monitoring, and evaluating the strategy and its initiatives.

On behalf of the Premier, I would like to thank the working group who recognises that accurate and current labour market information needs to be available to all Yukoners. Labour Market Information is critical for workers, students and employers to make informed decisions regarding careers and work in the Yukon.

The Yukon's diversified economy is well positioned to offer our residents a wealth of opportunity. It is crucial that labour market information is available to allow us to make informed decisions. Information will allow us all to make the right choices, in support of Yukon's labour market.

Whether you are a student looking to select a career or an employer seeking workers, it is essential to have labour market information guiding your decisions. The strategic plan in this document will help shape the future of Yukon's economic stability and an informed workforce.

The Department of Education encourages your comments and questions on the Labour Market Information Strategy both now and during the implementation process.



Patrick Rouble
Minister of Education

Message from the Labour Market Information Working Group

The role of labour market information is to open the doors to opportunities for Yukoners of all ages and backgrounds. In an age when careers and occupations are changing rapidly, timely and accurate labour market information is essential for informed decision-making by businesses, governments and individuals. Whether a young person is making all-important decisions regarding training, or a mid-career worker is seeking new opportunities, or a business owner is considering expanding an enterprise, all need access to information to help guide their decisions.

Labour market information must be dynamic and must evolve to meet the changing social and economic needs of the entire Yukon, rural and urban. It must also respond to the needs of groups in the workforce, including First Nation individuals, unemployed or underemployed youth, older workers, persons with disabilities, women (in trades) and Social Assistance recipients.

Labour market information needs to be presented in a clear, understandable and useable form and should inform decisions, career planning and evidence-based decision-making for the other Labour Market Framework Strategies, notably the Recruitment and Employee Retention Strategies, the Comprehensive Skills and Trades Training Strategy and the Immigration Strategy.



Education Minister Patrick Rouble with members of the Labour Market Information Strategy Working Group.

Labour Market Information Strategy Working Group

The Labour Market Information Strategy Working Group formed in early 2009 after an open invitation was announced to participate on the working group at the 2008 Labour Market Symposium. The working group consisted of representatives from business, non-government organisations, educational providers, federal and territorial governments and Council of Yukon First Nations staff.

For various reasons some representatives were not able to maintain their participation in the working group throughout the development of the strategy and action plan, but their contribution to the development of the strategy and action plan was essential.

Signatories to the Labour Market Information Strategy

Organisation
Association franco-yukonnaise
Canadian Northern Economic Development Agency (CanNor)
Service Canada
Whitehorse Chamber of Commerce
Yukon College
Yukon government
Yukon Tourism Education Council
YUWIN

Executive Summary

The Labour Market Information Strategy is part of the larger Labour Market Framework, a joint effort on the part of business industry, non-governmental organisations and different levels of governments, to develop a shared vision for Yukon's labour market. The vision of the Labour Market Framework is: to build an inclusive and adaptable labour market that meets the demands of a strong and diversified economy and provides opportunity for a better quality of life for Yukoners.

The Labour Market Information Strategy will guide the government's efforts in addressing the information needs of Yukon labour market stakeholders over the next ten years. This strategy will play an integral role in the success of the other components of the overall Labour Market Framework strategies: the Comprehensive Skills and Trades Training Strategy, the Immigration Strategy, and the Recruitment and Employee Retention Strategy by providing necessary and timely information.

The development of the Labour Market Information Strategy was the result of the collective efforts of a number of stakeholders who formed the Labour Market Information Working Group. The various stakeholders brought to the table their expertise and interests and were crucial to the development of this strategy.

The structure of the strategy that follows focuses initially upon a discussion of the role of labour market information in an over all labour market strategy. This is followed by a discussion of the importance of labour market information and why such information matters. Labour market information is defined in the next section from a variety of viewpoints and examples are provided.

The subsequent section, Challenges and Opportunities addresses the challenges and opportunities for Yukon in regards to labour market information. Among the principal challenges identified are the needs to create increased labour market information resources, to raise user and public awareness of the importance of labour market information, and to increase the accessibility of such information in general, with a particular emphasis on rural Yukon residents.

The challenges and opportunities were examined by the Labour Market Information Working Group which developed the goal of the Labour Market Information Strategy:

To provide relevant, quality and timely labour market information for users to make informed decisions regarding the labour market in Yukon

Three objectives were developed to support this goal:

1. to generate and update labour market information;
2. to increase awareness of labour market information; and
3. to increase the accessibility of labour market information.

The outcome expected by the implementation of the strategy is an increased availability of updated LMI. The Labour Market Information Strategy would not be complete without a discussion of the performance measures for the implementation of the strategic direction. Monitoring, evaluation and the governing assumptions are outlined in the latter part of the

document. Because implementing the labour market Information Strategy is a complex endeavour involving many stakeholders and projects, accountability is essential to effective performance measurement. While the Labour Market Information Strategy will provide direction for labour market information programs and services over the next decade, it will be supported and implemented through a shorter-term action plan. Monitoring will include regular reviews of the Labour Market Information Strategy Action Plan in order to ensure the objectives continue to be aligned with the needs of the Yukon labour market.

As the economies of Canada and Yukon evolve and develop, new challenges will emerge in addressing labour market needs. Changing demographics, new technologies, and the emergence of new industries are among these challenges. If Yukon is to continue to prosper and address these challenges, collective efforts will be needed in attracting, retaining and training workers for the decades to come. Key to these efforts is the need to provide timely and relevant information. All participants in the economy, business, government, non-governmental organisations, and especially those seeking employment will become increasingly dependent on information to make informed decisions.

Introduction

Why a strategy now?

The Labour Market Framework for Yukon was released in October of 2008. The Labour Market Framework is to be implemented over a ten-year period. The purpose of the framework was to articulate the vision, goals and principles to guide the development of strategies to position the territory to develop a labour force that is able to adapt to and take advantage of emerging opportunities.

The five key strategies identified are:

- Comprehensive Skills and Trades Training Strategy;
- Employee Retention Strategy;
- Immigration Strategy;
- Labour Market Information Strategy; and
- Recruitment Strategy.

There are many benefits to taking a strategic approach to providing labour market information (LMI) in Yukon. This strategy looks into the future and will function as a long-term, proactive planning tool. Having a plan to move forward is essential in coordinating and focusing effective and efficient programs and services in the face of change. In addition to its planning and implementation functions, this strategy will guide the monitoring and evaluation of new LMI initiatives.



Yukon government

Why labour market information?

In February 2009, four working groups were formed to develop the strategies and action plans. The groups were established with a broad cross-section of Yukon businesses, non-governmental organisations, various sectors of government and Council of Yukon First Nations staff.

The Labour Market Information Strategy represents the collective efforts of many of these groups in developing a strategy which is designed to provide relevant, timely and quality labour market information to enable users to make informed decisions regarding labour market opportunities in Yukon.

As in many parts of Western Canada, increased employment opportunities have created labour shortages in many sectors in Yukon. While the labour market fluctuates and is subject to various economic and social factors, there are nonetheless changes in demographics and work trends which present challenges for the territory. For example, Yukon, similar to other regions, has an aging work force and this is reflected in particular in the public sector. It is anticipated that within 15 years, 40 per cent of Yukon government workers will reach retirement.¹ Similarly, the economic development of Yukon in new sectors, such as oil and gas, film and sound, health and information technology, as well as traditional occupations, such as mining, retail and construction, will require a new generation of trained workers adept in new technologies for these fields.

One of the challenges that the territory faces is increased demand for workers. Like many other jurisdictions, Yukon needs to attract and retain skilled workers if it hopes to maintain a vibrant economy.

Why labour market information matters

Inherent to the success of the Labour Market Framework is labour market information. The outcome expected by the implementation of the strategy is an increased availability of updated LMI. If the territory is to remain competitive and be able to adapt to the changing economic and social realities, it is necessary for employers, potential workers, businesses, government, non-governmental organisations and other stakeholders to have access to timely, accurate and relevant information on the labour market.

While Canada's employment rate has generally increased over the past decade, it has not meant that the employment rate in all sectors has increased, nor has the employment picture been uniform across the country. The downturn in the economy in 2009 increased unemployment rates to varying degrees in the various provinces and territories. Yukon's economy was, in part, isolated from the debilitating recessionary events of 2009. Yukon's large public sector and the stable service sector helped buffer the negative affects of the recession. In addition, Yukon's mining industry experienced an upturn, with several construction and operational phases commencing.

Canada's growth has largely come in the areas of extractive industries, primarily oil and gas. Between 2001 and 2006, employment in this sector increased by an average gain of 7.5 per cent, almost four times the annual national employment growth rate.² This has translated into employment growth primarily in Western Canada with Alberta alone accounting for 70 per cent of the growth in this sector. Conversely, as globalisation has increased, and more consumer products are manufactured offshore, manufacturing has declined in Canada. This has impacted the manufacturing regions of Ontario and Quebec primarily, with Ontario losing 77,700 jobs in this sector in five years.³

At the same time, service sector jobs have increased as the economy transitions from primarily a goods-producing economy to a service sector economy. This has meant substantial employment growth in areas such as retail sales, real estate, finance, public administration, professional and administrative services. One area of service industries which has seen major growth is the area of health care services. As the general population ages, the demand for increased health care service will grow, making this industry Canada's second largest service industry.

Rapid development in terms of technology has also affected the types of occupations that are in demand in Canada. The development of information-based industries has accompanied the growth of service industries.

These and other changes have made the employment situation in Canada and Yukon much more diverse and changeable than in previous periods. Many students today anticipate that they will have several careers in their working lives. The concept of working in one position until retirement is unrealistic for the present generation of young people. Moreover, it is likely that in the future, individuals will find themselves more mobile in order to take advantage of occupational opportunities. The North and West have seen higher occupational mobility

than other areas of Canada. In the Northwest Territories fully one-fifth of the labour force had lived elsewhere in Canada. Yukon's rate was somewhat lower at 14.1 per cent, but still much higher than the national average of 3.4 per cent.⁴

Labour Market Information emerges as key to helping governments, businesses, non-governmental organisations and individuals respond to the changes that are happening throughout the nation and territory. Understanding labour patterns and trends will become essential if Yukon is to remain competitive in an economy and labour market that has changed in terms of demographics, occupation skills required, technological advances and future training demands.

Moreover, when the overall Labour Market Framework is considered, labour market information is the key to informing decisions made in the other strategies. The Comprehensive Skills and Trades Training Strategy, the Immigration Strategy and the Recruitment and Employee Retention Strategies will be dependent to varying degrees on information regarding labour market demands, areas of need and potential future trends.

Labour market information defined

Labour market information (LMI) takes the form of statistics, analysis and anecdotal evidence concerning the conditions in and the operations of the market for labour. The labour market – like other markets – can be described in terms of supply and demand components. The supply side generally refers to the individuals who provide the labour, and the demand side refers to the set of employers who require and utilise the labour.

LMI can be derived by examining the population supplying the labour, but also from current and potential employers within a defined area, such as Yukon. Examples of information referring to the labour supply side could include:

- a press release of employment rates;
- a statistical publication analysing the demographic characteristics of the labour force;
- an online registry of resumes of job seekers; and
- a newspaper article that includes an interview with a businessman complaining about a labour shortage.

Examples of information referring to the demand side of LMI could include:

- a statistical analysis;
- an online job listing; and
- a phone call to a businessperson asking whether it looks like businesses will be doing a lot of hiring this year.

LMI may be categorised by the way it is used. There are four main uses of labour market information, although in some cases distinctions may be blurred:

1. Supply-motivated LMI: information that is used by potential employees in order to find ways of improving their ability to find work, or by current employees to evaluate the costs and benefits of either remaining in their current position, leaving the labour force or looking for a new job.
2. Demand-motivated LMI: information that is used by employers in order to increase their ability to fulfill their labour needs.
3. Intervention-motivated LMI: information used by agencies or individuals in order to facilitate their ability to intervene in a labour market either to increase its efficiency, remove market distortions or to head off possible undesirable developments in the labour market. This would be the domain of governments, NGOs or other advocacy groups that hope to effect social change.
4. Observer-motivated LMI: information that is used to generate an understanding of a labour market and that is not tied directly to the development of a policy or action. This would be the domain of social scientists and historians studying a labour market as a social phenomenon but with no actual mandate to initiate a social policy.

Development of the strategy

A strategy developed by stakeholders for stakeholders

As stated previously, the Labour Market Information Strategy was developed as one component of the larger Labour Market Framework undertaken in January 2009. The Working Group that was formed to develop the Labour Market Information Strategy was representative of business, labour, governments, post-secondary education, non-governmental organisations and Council of Yukon First Nations staff.

The group held frequent meetings to identify and articulate the aims and outcomes of a successful Labour Market Information Strategy. Decisions were made on a consensus basis. While this approach was time-consuming, it allowed for greater input from all sectors and decisions that were more reflective of all input. The Advanced Education Branch and Service Canada have played a coordinating and informational role in this process.



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The research

The Labour Market Information Strategy was developed based on extensive research on approaches addressing labour market information needs. During the development of the strategy, the Working Group was able to review LMI initiatives in other jurisdictions, research studies and Yukon government background documents. Additional information on specific topics requested by stakeholders was provided by the Advanced Education Branch and by other stakeholders.

The outlook

Given the historical boom-and-bust nature of Yukon's labour market, the need for local, timely and relevant LMI is of particular importance.

Yukon is not the only jurisdiction experiencing the need for better LMI. The recent report released by the Advisory Panel on Labour Market Information⁵ found five recurring themes:

- The challenge of obtaining meaningful information for the labour market, which in many cases has become global even while many of its aspects remain local.
- The existence of basic information gaps even at an aggregate level.
- The existence of parallel but separate universes between the supply and demand for LMI in terms of the granularity of the information (suppliers largely providing aggregate information and demanders wanting detailed occupational and geographic information that can be used to match labour supply and demand).
- The need to pull together LMI from many fragmented and disparate sources.
- The need to improve public awareness of the user-friendliness of LMI.

This report was presented to the national Forum of Labour Market Ministers who will determine how to move forward on the recommendations.

The national movement to improve LMI could provide Yukon with more tools to access required information, the ability to implement evidence-based programming and better accountability for initiatives.

Key elements of the Labour Market Information Strategy are:

- ensuring appropriate information is available for governments to plan for specific initiatives;
- allowing employers to benefit from the economy by having access to a trained workforce;
- providing information to those who want to start or change a career;
- determining the potential prospects of future employment; and
- ensuring Yukoners are well-placed to respond to economic opportunities.

Challenges and opportunities

It is reasonable to ask why, despite the considerable amount of information available from governments and industrial sectors, LMI is a concern. A recently-released review of LMI available in Canada, *Best Practices in Labour Market Information: Recommendations for Canada's LMI System*,⁶ identified some of the issues in this regard. While focusing largely on the national picture, the study also identifies some challenges that are of particular relevance to Yukon, notably: the timeliness of information, scale of sample size, calculating job vacancies/employment rates and issues regarding the availability of local information. While these remain as challenges, they also provide opportunity to design a Labour Market Information Strategy to address these problems within a Yukon context. This section explores more fully these challenges and opportunities.

1. Timeliness of information

The challenge

Timeliness of information is essential both for job seekers and employers as well as decision-makers. While Statistics Canada does a very good job in providing general LMI, there are some substantial gaps in information, largely due to national data being premised on census data. This information, particularly in detailed form, is subject to long lags between collection, analysis and release. In terms of Yukon, while national economic trends may not indicate an immediate upturn in mining activity in general, the announcement of a single new mine in Yukon can have real and relatively immediate impact on the territory's labour and training demands that need to be addressed in a relatively short period of time.

The opportunity

The development of timely LMI specific to Yukon would be of considerable benefit to local employers and job seekers. It would permit stakeholders to develop the necessary training opportunities to ready Yukoners for emerging opportunities. Likewise, it would permit employers to anticipate labour market needs not only for primary economic changes, but also for the anticipated ancillary support services required.

2. The need for local information

The challenge

The primary tool utilised by Statistics Canada in determining labour market conditions in Canada is the monthly Labour Force Survey (LFS). However, the territorial LFS requires a different methodology due to the small populations in the North. In the Territories, the LFS is based on a much smaller sample and uses a three-month moving average. The smaller sample size limits the queries that can be made of the data when compared to the national LFS. In southern Canada, the LFS also has various supplemental surveys added to the regu-

lar collection. Due to these limitations, Yukon may need to explore additional survey options for acquiring data that addresses specific concerns.

The opportunity

The development of a Labour Market Information Strategy that reflects Yukon's current labour market supply and demand would be of greater use for the territory. To that end, the development of a Yukon-based Labour Market Information Strategy could draw on locally-relevant information such as the annual Business and Labour Demand Survey. Likewise, a better sense of the local labour market situation, as well as an understanding of the local resources available to job seekers in terms of training, would allow for a more rapid response to address training and educational needs.

3. *The need for targeted initiatives*

The challenge

While the current Yukon unemployment rate is a relatively low 6.9 per cent⁷ (December 2009), it needs to be recognised that this number is largely due to a low Whitehorse unemployment rate (4.1 per cent).⁸ The employment situation in Yukon communities is somewhat different, with an unemployment rate of 15.6 per cent.⁹ Similarly, the unemployment rate for the aboriginal population is considerably higher than the non-aboriginal population at 21.2 per cent.¹⁰ These disparities point out the need for decision-makers, including employers and governments, to have readily-available local data with which to make responsible decisions.

The opportunity

A sound locally-based Labour Market Information Strategy would be able to identify areas of concern and opportunity for businesses, job seekers and governments to address labour market needs. In particular, it would permit government to direct resources in terms of employment support and services to directly address needs for under-represented populations and economically-struggling areas in Yukon.

4. *Labour market projections*

The challenge

One serious challenge in terms of LMI, particularly in regards to the development of a labour supply and demand modeling system, is the issue of making accurate, long-term predictions in regards to labour market needs. Essentially, the difficulty resides in the fact that labour market demand is largely influenced by both cyclical factors and structural factors. Cyclical factors generally refer to short-term changes in labour supply and demand and are often linked to business cycles which typically last five to seven years. Structural factors such as demographics, technological developments, and globalisation, however, can persist for much longer periods, typically decades.¹¹ Frequently, the confluence of major structural factors such as declining birthrates, along with significant technological innovations requiring higher education levels can create significant challenges in terms of projecting labour demands and issues such as skills scarcities, and training needs.

The opportunity

The size of Yukon, the nature of the economy, along with its relative insulation from some of the negative impacts of business cycles, allows for some degree of predictability in terms of projecting future labour needs. Nonetheless, the same factors which in the past have created a boom-and-bust cycle in Yukon particularly in the mining sector, could dramatically

affect the labour market. The advent of a major mega-project and the resultant economic activity and labour demands could seriously impact any future predictions. Any sound labour supply and demand modeling system should be flexible enough to accommodate a degree of unpredictability and adapt to changing circumstances.

The next section introduces the goal and strategic objectives of the Labour Market Information Strategy.

Strategic goal and objectives: a guide to action

The stakeholder group that has reviewed the needs and challenges of LMI identified one principal goal and three objectives.

Goal: To provide relevant, quality and timely labour market information for users to make informed decisions regarding the labour market in Yukon

Rationale: This goal has three components that are integral to its achievement. These components as expressed in the goal statement are:

- Relevance – Information regarding the labour market must have relevance to the Yukon situation.
- Quality – The value of any LMI resides not so much in the quantity of information presented, but rather in the quality that the information provides the user.
- Timeliness – In order for LMI to be of value in a Yukon setting, it needs to be current and reflective of Yukon’s labour market realities.

As industries grow in terms of size and financial value, the demands for workers in many existing or new fields will increase. In order to be effective and useful, information must be continually updated and modified as the labour market evolves. The 2008 Business Survey revealed almost 40 per cent (39.9) of non-home-based businesses had vacancies and 73 per cent of those indicated difficulties in recruiting.¹² This is one example of LMI that provides value and reflects the current situation of Yukon employers.



Relevant, quality and timely information is required for policy-makers, employers and prospective labour market participants to make informed decisions and take full advantage of the economic opportunities that Yukon has to offer.

Objectives

There are three key strategic objectives which support the Labour Market Information Strategy’s principal goal:

1. generating and updating labour market information;
2. increasing awareness of labour market information; and
3. increasing access to labour market information.

Each of these objectives will be supported by a series of activities that were identified and selected by the Labour Market Information Working Group. Each activity will identify the necessary resources required, performance measures and indicators and/or targets which support those measures.

1. Generating and updating labour market information

Rationale: To support effective, evidence-based decision-making, information needs to be current and reflective of national, regional and territorial trends. These key labour market changes must be continually monitored to be sure governments, employers and prospective employees are informed and prepared to take full advantage of Yukon’s economy.

2. Increasing awareness of labour market information

Rationale: The purpose of this objective is to raise awareness of the importance of labour market information for key groups such as job seekers, employers, governments and non-governmental organisations. Ideally, LMI would support the needs and opportunities of these groups and also assist in planning for training and education, development of employment standards and adjustment of labour market policies.

3. Increasing accessibility of labour market information

Rationale: While valuable labour market information does exist, it is too often distributed from a variety of diverse sources such as governments, business and industry. It may not be readily and easily available to those who want to access the information. Information also requires analysis in order to have value. It is not sufficient merely to provide aggregate information; rather the information has to be of sufficient utility to inform decisions.

The aim of this objective would be to increase the accessibility of this information through a number of initiatives. It is of particular concern to enhance the accessibility of LMI for rural residents and employers.

Performance measurement

In general terms, the success of the Labour Market Information Strategy objectives will be measured in terms of achieving the overall goal of the strategy. This will be largely demonstrated in the expected outcome of increased availability of updated LMI.

Likewise, each of the objectives of the strategy will be measured based on the achievement of the activities identified.

Monitoring and evaluation

The Labour Market Information Strategy will be implemented over a ten-year period and will be guided by a comprehensive action plan. The Labour Market Information Strategy Action Plan describes the actions under each strategic objective, the activities, monitoring methods and evaluation parameters. The action plan also provides a context for the new initiatives, explaining how they will respond to current and emerging labour market challenges, and provides examples of current LMI programs and services.



Yukon government

The strategy's action plan will be reviewed every year to ensure that implementation continues to support

Yukon's economy in the best way possible. Some initiatives under the action plan will be put into effect immediately and will have a short-term focus, whereas other initiatives will have a long-term focus on systemic change.

As for the evaluation, a methodical assessment of the implementation and results of the action plan will be done after a longer period of implementation (i.e., between three and ten years). This evaluation will examine to what extent the goal and objectives have been fulfilled as well as the efficiency, effectiveness, impact and sustainability of the Labour Market Information Strategy Action Plan over the long term.

In order to assist with the monitoring and evaluation of the Labour Market Information Strategy implementation, the Labour Market Information Working Group will be succeeded by the Labour Market Information Stakeholder Committee. This new committee will include (but not be limited to) members from the Labour Market Information Working Group as well as new stakeholders. It will be important that the committee has representatives from all levels of governments, including First Nation governments; local businesses, industry associations, educational institutions, training providers and non-profit organisations.

A logic model has been developed in cooperation with the Labour Market Information Working Group that outlines expected results of the Labour Market Information Strategy implementation. The logic model will be an important tool used to help the implementation committee to measure performance.

Monitoring and evaluation will focus on measuring the outcomes from actions taken as identified in the Labour Market Information Strategy Action Plan. Outcomes will be reviewed by the Labour Market Information Stakeholder Committee in order to determine what has worked, what lessons have been learned and what improvements can be made to programs and services.

Performance indicators and targets have been identified in order to monitor and evaluate progress of the implementation of the Labour Market Information Strategy. Some of the indicators identified will require collection of data through development of new databases and surveys. This implies that some target baselines are not available for the first year of implementation, but will be developed in the following years. Performance measures and related indicators/targets are interconnected and have to be considered as a whole when evaluating implementation.

Assumptions

Specific assumptions have been made which guide the development of the Labour Market Information Strategy. Assumptions are critical factors not controlled by the strategy, but which influence its implementation and chances for success.

A key assumption is that information that recognises globalisation, increased competitiveness and cyclic economic fluctuations that may impact Yukon's labour market is available so that Yukon can be proactive in order to maintain its economic growth.

Assuming there will continue to be long-term shortages of skilled workers and that the development of large-scale industrial projects will require a skilled workforce; the Labour



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Market Information Strategy is proactive. Labour Market Information will provide a critical component to ensure the Yukon has a highly-skilled and educated workforce, now and for the future.

Conclusion

The development of a comprehensive LMI system will be integral to not only those who use this information for individual purposes such as career selection and business planning, but also to those who use it as a tool for evidence-based decision-making (i.e., government and other agencies). The other key aspects of the Labour Market Information Strategy are dependent on reliable, timely information in order to inform decisions in regard to labour supply, anticipated labour needs, training needs and immigration policy.

As the Canadian economy evolves and as Yukon industries become more diversified, the territory will be dependent on developing and maintaining a trained and adaptable workforce, which is able to respond to these opportunities and challenges. Labour market information will help create this workforce in the coming decades.

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If you would like more information about how the Labour Market Information Strategy can benefit you or how you can participate in the Labour Market Information Stakeholder Committee, please call 867-667-5131 (toll-free 1-800-661-0408, ext. 5131) or go to www.labourmarketframeworkyukon.com. These documents are also available:

- additional copies of this strategy;
- a copy of the summary and action plan; and
- a complete list of the organisations involved in the creation of the strategy and action plan.

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