



# Labour Market Bulletin

## Human Resource Centre of Canada

### Peterborough Area

~ An Analysis of the Peterborough Area Labour Market ~ July ~ September, 2004

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The Peterborough Area HRCC Labour Market Bulletin is a quarterly report produced by the area Labour Market Information Analyst. This bulletin and other LMI products may also be found on our website.  
(aussi disponible en français)

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**Note:** In preparing this bulletin, HRSDC 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 HRSDC.

*An overview of the Peterborough Area which includes the Peterborough/Haliburton, Cobourg and City of Kawartha Lakes HRCC areas.*

The area's labour market performance weakened for the second consecutive quarter. Declines occurred in both the labour force (-9,600) and in employment levels (-11,600). Job losses occurred in both full-time and part-time work with the majority of losses occurring in full-time. The unemployment rate increased to 5.6% compared to 4.3% last quarter.

All major indicators compared unfavourably to last year's. Employment levels were lower by 13,700, the labour force decreased by 13,000, and the unemployment rate was lower by 0.8%. The unemployment rate remains lower than both the provincial and national averages.

#### HIGHLIGHTS

- Devastating flood strikes Peterborough in midst of tourism season. Initial estimates of damage to homes and businesses pegged at \$85 million.
- Multi Channel Communication Inc. (MCCI) hired 350 employees and plans to hire 100 more.
- Siemens' Milltronics Process Instruments Inc. transferring production lines to Peterborough plant.
- Leslie M. Frost Natural Resources Centre in Haliburton closed, laying off 31 workers.
- More health care professionals relocated to Kawartha area.
- Labour market performance slowed for second straight quarter. Employment posted largest third-quarter drop on record, mainly affecting full-time work.
- Employment Insurance claims increased marginally quarter-over-quarter. Claims rose by 10% year-over-year.
- Job vacancies grew by 4% from last quarter; and by nearly 60% from the same time a year ago.



*Highlights on industry activities that have an impact on the local labour market, this information is derived from several sources including local newspapers, newsletters and various publications. Please refer to "Notes to Readers" for additional information.*

## Agriculture

### City of Kawartha Lakes

The above-average amount of rainfall in the area this summer caused a great deal of damage to crops. The City of Kawartha Lakes received three times the normal rainfall in July causing damage to hay, corn, soy bean, potato and tomato crops. In order to receive compensation from insurance companies, farmers will be forced to plough down their fields if crops do not mature. Once a crop is ploughed, farmers are obligated to supplement or buy feed for their livestock elsewhere, generating concerns by farmers about rising farm operating costs.

On July 28, 2004, The Drainage Act was amended preventing agricultural landowners from applying for grants under the municipal Outlet Drainage Program. The program helps landowners to cover the high cost of municipal drain installations. In the past, farmers would receive a federal grant for one-third of the cost of the installation. This grant will be phased out over a 17-month period. The budget for the program was reduced from \$7 million to \$1.5 million. Any projects that were under construction or in the Engineer's Report submitted to the clerk as of July 28, 2004 will still receive funding.

Members of the agricultural community and councillors from the City of Kawartha Lakes took part in the V.I.P. Agricultural Tour on August 25, 2004. The tour was held by the Victoria Haliburton Federation of Agriculture (VHFA) and the City of Kawartha Lakes' Agricultural Development Advisory Council and Economic Development. The tour was organized to educate new councillors about the agricultural industry and its problems such as the immense financial loss faced by cattle farmers as a result of BSE (Bovine Spongiform Encephalopathy). Local farmers make up two 2% of the city's population.

## Utilities

### Peterborough

MC2 Solutions is a new business that distributes NatureZone Technologies' water purification systems.

## Construction

### Peterborough

According to Canada Mortgage and Housing, there were 164 housing starts in Peterborough during the third quarter of 2004, an increase of 1.2% from the previous quarter. There were 160 detached houses and four, multiple-dwelling units started. Single-detached housing starts were up 4.5% in the first six months of 2004 but total housing starts dropped 5.4% compared to the first half of 2003. Despite the Peterborough flood in July 2004, third quarter housing starts increased 32.2% compared to one year ago. There were 170 single detached starts this quarter, an increase of 49.1%. Multiple unit starts decreased by 28.1% to 23 units. The total number of housing starts increased 10.3% in the first nine months of 2004.

The number of new homes built by Kawartha Lakes Construction Company Limited increased by 35-45% from last year. Local construction continues to rise due to a number of factors, including the July 15th flood, the construction of the new hospital, and the good housing market accompanied by favourable mortgage rates.

Gamma Betty's Auto Wash is a new car wash located at 173 Lansdowne East scheduled to open November 2004.

Cash Money will lease one third of the new 7,200 square feet retail space on Lansdowne Street behind the A & W restaurant. The remainder of the space is still available.

A 19th C. building at 464 George Street that was destroyed by an explosion in April 2003 will be restored into seven one-bedroom affordable apartments and three commercial spaces. The original brick is currently undergoing cleaning and the ornate windows will be replicated. The work is expected to be finished in December 2004.

### Haliburton

A new private Family Medical Centre will be built on two acres of land next to the Haliburton hospital.

The Bethel Church Bridge and the Rails End Gallery, both in the Township of Minden, were under construction for repair this fall. The Gallery underwent construction of gallery offices, a waiting room, and an information centre. An Ontario SuperBuild grant provided \$101,200 in funding



toward the renovation. The gallery is scheduled to open in spring 2005.

### **Cobourg**

Phase I of the redevelopment of the north harbour wall has begun at a cost of \$537,000. Behan Construction in Cobourg was awarded the contract. The road running parallel to the harbour will shift northward between 50 and 80 feet with the creation of two parking lots at the east and west end. There will be landscaping and a walkway from Albert Street South, through the new Rotary Waterfront Park to the harbour area. Phase 2 will reroute the underground creek and bring it to the surface.

The construction of the Harbourwalk condo development has delayed occupancy into some of the new homes. The shortage of trades workers has delayed the completion date by two months for approximately 69 homes. Phase 3 construction is expected to begin in June 2006.

The former IGA on the corner of Orange and Spring Streets has been purchased by Upper Canada Enterprises. The building will be renovated and a new addition will be constructed to accommodate a retail tenant.

Bill Spencer's Chev Olds car lot has undergone extensive renovation. The old showroom, offices and garages were torn down, and a new building was constructed. The lot was also graded and asphalted.

Road construction projects continued this summer with the reconstruction of Sydenham Street valued at \$583,334 and Buck Street valued at \$261,075. The contract was awarded to Behan Construction. The Harden Street Bridge was also under construction for repairs.

### **City of Kawartha Lakes**

Construction began on three new low-income housing units at 38 King Street in Lindsay.

## **Manufacturing**

### **Peterborough**

Siemens' Milltronics Process Instruments Inc. will be transferring production lines from California to Peterborough, creating nine jobs. Siemens will invest \$1 million US to install new production lines. The company employs almost 300 people.

### **Cobourg**

Port Hope's Zircatec Precisions Industries Inc., which manufactures fuel bundles for CANDU nuclear reactors, laid off approximately 180 employees on August 16, 2004. The layoff was due to the lack of uranium powder as a result of the Cameco Corporation labour dispute. Zircatec employees returned to work on August 24. The 200 employees of

Cameco Corporation's conversion facility, a nuclear energy company producing uranium fuel and electricity, went on strike July 29, 2004 after a settlement was rejected. The factory remained closed during the strike. The Cameco strike ended on September 14, 2004 after an agreement was ratified.

Arxx Building Products, a manufacturer of insulated concrete forms, is partnering with Perfect Fit Industries of Calgary and SCA of New Brighton, Pennsylvania to open a new plant in Calgary. With the partnership, Arxx hopes to meet growing demands by distributors and customers, especially in Alberta.

### **City of Kawartha Lakes**

Lindsay's Fleetwood Canada has returned to a 40-hour work week after dropping to a three-day work week for five weeks. The factory laid off 48 employees on June 18, 2004 and dropped to a three-day work week on June 21, 2004. The company's productive season allowed them to rehire 25 employees who were laid off in April and June 2004.

## **Trade**

### **Peterborough**

#### *Openings:*

- Just Toys - 174a Charlotte Street specializes in educational toys and games.
- Hues in Glass - George Street is a business that sells stain and kiln-formed glass.
- Keene Ideas, Antiques and Collectibles - 12 First Street, Keene.
- Wakerobin - Baileboro is a new home and garden shop. The shop features handmade items such as teapots and pewter products from Canadian artisans.
- All Creatures Great and Small - 293 George Street is a new pet store.
- Wensten Health and Variety - 460 George Street offers vitamins, mineral supplements and organic drinks.
- Décor Treasures - County Road 23 and County Road 18. The store features new and refurbished home furnishings.
- Bits & Bytes Computer Clinic is a new on-call mobile computer company which services Peterborough and the Kawarthas with products and services delivered to the door.

#### *Expansions:*

- Westmount Pharmacy at 1293 Clonsilla Avenue expanded its business with a 600 square-foot addition to



accommodate the growing clientele from nursing homes and to meet the demands of the planned new hospital. The pharmacy increased its staff to 12 employees over the last two years.

*Closures:*

- Zellers Select department store at 361 George Street will close in January 2005 leaving 19 people out of work. The store's closure is a result of downsizing by Zellers nationwide.

**Cobourg**

*Openings:*

- Palm Tree Pottery and Way Cool Gifts – 41 John Street, Port Hope.
- Lake-Land Place - 74 Queen Street, Port Hope. The building is home to YMCA Northumberland's Early Years Centre, Computer & Things, Cleopatra Bath and Body Essentials, Country Accents, Luscious Scoop & Dessert Café and Premium Water Products.
- The Medicine Shoppe - 1060 Burnham Street, is a new pharmacy.
- Charlotte Laura Creations, a clothing line created by a young entrepreneur, currently has 14 different children's dress-up costumes and plans to expand later in 2004. The clothing is made from all natural materials, is child friendly with no ties, and one size fits all. Charlotte works out of her home in Campbellcroft.

**City of Kawartha Lakes**

*Openings:*

- Coles bookstore - Lindsay Square Mall.
- The Kawartha Lakes Trading Post, which includes a general store, a garden centre, deli, ice cream parlour, and a trading post re-opened after renovations were completed. On September 14, 2003 a fire caused \$500,000 damage to the trading post.
- Tea & Tiques - 6670 Highway 35 in Coboconk is a new antique store and tea room.
- Staples, Mark's Work Wearhouse and A&W Restaurant will be tenants of the new Kawartha Lakes Centre in Lindsay. The centre is currently under construction.

**Information and Cultural Industries**

**Peterborough**

Movie actors were hired for a CTV television movie, Spirit Bear: The Simon Jackson Story, which began filming in the city and area on August 30, 2004 to September 17, 2004. An open-casting call for extras was held at the Lions Centre on August 25, 2004 for men and women aged 16 and older. The rate of pay was \$9.00/hour to work 12-hour days.

**Haliburton**

The Minden Times and Haliburton Echo were sold to the Osprey chain on August 31, 2004. No major changes are planned to either of the newspapers. Osprey also owns papers in Lindsay, Peterborough, Kingston, St. Catherine's and Sudbury.

**Transportation and Warehousing**

**Peterborough**

Simple Life Limousine opened in Buckhorn. The limo service is a small bus set up like a piano bar inside with seating for 12 -14 people with bar amenities and a flat screen television.

Van Taxi – King Street is a taxi business servicing Cobourg and surrounding area. The service specializes in local and long distance trips as well as airport service.

**City of Kawartha Lakes**

A labour dispute involving approximately 170 local Trent Severn lock workers, without a contract since August 4, 2003, included a rotational strike impacting boating tourists travelling the waterways.

**Finance, Insurance, Real Estate and Leasing**

**Peterborough**

The city of Peterborough was ranked sixth in the "Best Cities for Business in Canada in 2004" by the *Canadian Business Magazine*. In order to provide regional balance, the cities selected for the magazine survey included the country's 40 largest census metropolitan areas, plus Charlottetown.. The cities were ranked on five factors reflecting socio-economic health, the variable operating costs of doing business, the cost of living, GDP growth, unemployment rate, and crime rates.

Peterborough has the lowest vacancy rate in Ontario at 1.4%. The recent flooding combined with returning college and university students has caused an increase in demand while the supply (also impacted by the flood) has decreased.



Peterborough is competing for accessible housing with Owen Sound (1.8%), Kingston (1.9%), and London (2.1%).

Property sales in July dropped to 339 compared to 383 in June 2003, a decrease of 44. Property sales included 250 residential, 46 cottages and waterfront properties, 28 vacant lots, 9 farms, and 6 business properties. There were 102 home sales in July, compared to 106 one year ago. The number of new listings was down 104 to 513 and the total listings at the end of July were 1,775. Property sales decreased by 20 in August. Residential sales decreased to 224 compared to 237 one year ago. August sales included 42 vacant lots, 36 cottages, 13 farms and 7 commercial properties. The number of new listings remained unchanged from August 2003 at 485. There were a total of 1,757 active listings at the end of August 2004.

Discount Car and Truck Rentals expanded and moved to the corner of Spillsbury and Lansdowne. The new building has a drive-through check-in and out system. Additional staff has been hired.

Chemong Storage - 1012 County Road 19 is a new 10,000 square-foot storage facility.

Money Mart has expanded and relocated to 368 George Street. The new space is 3,000 square feet and will host training facilities for its 13 district stores.

## **Business, Building and Other Support**

### **Peterborough**

Multi-Link Businesses and Consulting opened.

Multi Channel Communication Inc. (MCCI), a call centre that provides customer service for a large American telecommunications company, has hired 350 employees since the business started recruitment in May 2004. In April the company held a job fair and received 600 applications. The company plans to hire another 100 employees to increase total staff to 450 employees by November 2004.

Peterborough Square will undergo renovations to both its interior and exterior. The interior renovations will be completed before December 2004 and the exterior renovation will begin in 2005. Renovations include a glass entrance which will add an additional 8,000 square feet of retail space.

#### *Closures:*

Print n' Poster at 169 Lansdowne Street East has closed. The same services can be obtained through Imageworks. Imageworks offers in-house visits to help with marketing, planning and business development.

## **Educational Services**

### **Peterborough**

Trent University and its 370 full- and part-time professional, technical, administrative support, library, clerical and physical resources staff reached a tentative agreement on August 13, 2004. The average annual wage increase ranges from 3.7% to 4.0% over the first 12 months. The expiry date of the new contract is June 30, 2007.

Peterborough rural schools will receive \$1.2 million from the province this year to hire and retain staff. The funding is part of a provincial \$31 million initiative for rural schools. Kawartha Pine Ridge District School Board will receive \$1,073,710 and Peterborough Victoria Northumberland and Clarington Catholic District School Board will receive \$218,404.

Ecole Monseigneur Jamot School is a new francophone daycare on Romaine Street.

### **Haliburton**

Sir Sandford Fleming College's new Haliburton campus opened on September 7, 2004 beside Glebe Park. The new campus is made up of two wings: one wing housing three studios for artistic programs; the other wing has five traditional style classrooms and a large computer lab.

### **Cobourg**

The independent New Heights School will open September 1, 2004 at 262 Division Street.

## **Health Care and Social Assistance**

Doctors are setting up practices in the Peterborough and surrounding areas. There is a new naturopathic doctor and a new general physician in Peterborough; three new physicians in Cobourg; and one in Kinmount. All have set up practices this quarter.

### **Peterborough**

A new Stewart Home children's facility for children with severe handicaps and special needs opened on Cameron Street. The \$2.1 million facility has three residences and is the first of its type in Ontario. It is specifically designed for handicapped children. The facility will house 21 children and teens.

### **Haliburton**

Minden's YWCA Women's Resource Centre opened in the former Minden Lions Medical Centre. The centre provides shelter for women and children.

### **Cobourg**



The Northumberland Food for All program opened its Colborne warehouse. It collects and distributes non-perishable food products to its member agencies in Northumberland County. The warehouse could potentially service eight food banks, nutrition programs in 35 schools, and a number of social service agencies. It has one employee to oversee the program and its volunteers.

### City of Kawartha Lakes

The City of Kawartha Lakes' committee responsible for handling the doctor shortage in the area has filed an application to incorporate in order that no restrictions are placed on it when recruiting doctors to the community. City of Kawartha Lakes council states that no doctors can receive cash incentives to practice in the Hiawatha Lakes. According to the municipal act, the municipality cannot give businesses incentives; therefore the committee is not allowed to provide incentives to any prospective doctors. Only a body independent of the council can provide incentives.

## Information, Culture and Recreation

### Peterborough

The Peterborough Canadian Canoe Museum and Lakefield Speed Skating Oval received funding from the city. The Peterborough Canadian Canoe Museum received \$10,000 after a preliminary business plan was reviewed. The museum re-opened in May 2004 and cut operating costs from \$700,000 last year to \$485,000 this year. The number of staff has been reduced from 7 to 2.5 employees. Lakefield Speed Skating Oval will receive \$15,000 from Peterborough this year and possibly another \$15,000 in 2005.

Path to Stillness Yoga Studio opened in the Gateway Plaza, Lindsay. The studio is 800 square feet and employs three yoga instructors.

Peterborough will host the 2006 International Ploughing Match on 22 farms west of Keene. The event will draw an expected 100,000 people and generate \$5 to \$8 million in local spending. The match is the largest farm show in North America.

### City of Kawartha Lakes

Area marinas suffered due to the Parks Canada labour disruption. Rosedale Marina in Fenelon Falls laid off four summer students.

## Accommodation and Food Services

### Peterborough

#### Openings:

- The Keene Tea Room - Keene

- Lilac Valley Catering - Peterborough
- Cassis Bistro - 27 Queen Street - Lakefield.

### Cobourg

#### Opening:

- Your Place restaurant - 73 King Street West.

#### Expansion:

- The Best Western in Cobourg plans a 17 room, 2,500 square-foot expansion and a 3,200 square-foot banquet hall in a new south wing located at Elgin and Burnham Streets. The hotel is also planning a 44-space parking lot.

#### Closures:

- Tom's Motel - Cobourg.

### City of Kawartha Lakes

#### Expansion:

McDonald's restaurant at 333 Kent Street West in Lindsay is expanding and additional staff will be hired once it re-opens. The restaurant closed on September 25, 2004 and is scheduled to re-open in late December 2004. The majority of the restaurant's employees will work at McDonalds' Peterborough locations and the remainder have chosen to take a three month leave.

## Other Services

### Peterborough

#### Openings:

- Property Watch offers property maintenance such as lawn cutting, mail pickup, etc. to people going on vacation

### Cobourg

#### Openings:

- Studio 1 Hair Design - 140 King Street West.
- Maneki Neko Tattoo Art Studio - John Street, Port Hope.
- Coin Laundry Inc.-141 Toronto Road, Port Hope.



- Rug Hooking 101 - Dale Road, located between Cobourg and Port Hope.

## Public Administration

### Peterborough

A labour dispute involving approximately 170 Parks Canada employees in the Trent-Severn Waterway took place in August.

### Haliburton

#### *Closures:*

The Leslie M. Frost Natural Resources Centre closed on July 14, 2004, leaving 31 unemployed workers.

### Cobourg

Twenty non-union staff, supervisory and management employees at the Town of Cobourg received a 3% raise, retroactive to January 1, 2004.

Cobourg police services hired two cadets who will be in training until December 2004. In the summer of 2004, three constables were hired, two of whom were to replace retiring officers.

## Tourism

### Peterborough

Tourism Minister Jim Bradshaw committed to funding a new tourism marketing campaign to help salvage the remainder of

the tourist season after the flooding. The 2-3 week campaign would be directed at the Greater Toronto Area. Peterborough received a \$127,000 cheque toward a tourism campaign to promote the city after the flood. The marketing campaign includes radio spots, full page ads in the Toronto Star and promotion for the flood relief concert. Locally, 2,600 people are employed in the tourism industry which attracted more than a million visitors in 2002.

Tourism businesses in Peterborough were also affected by the Parks Canada labour dispute that began August 13, 2004.

An \$18 million tourist centre development will be constructed at the corner of Crawford Drive and the Parkway over the next two years. The development will include a 4,000 square-foot tourist centre with an accompanying restaurant, an outdoor pavilion where local businesses can sell and promote services, a gas bar, a 100-suite hotel, and a family restaurant. The tour site centre and its restaurant, along with the gas bar, will open in the summer of 2005. The hotel will open in 2006. The development will employ approximately 200 people.

The 2004 tourist season was slower than in 2003 due in part to the July 15th flood, cool weather and the Parks Canada labour dispute. This represented the second year of difficult times for the industry. In 2003 the tourism industry lost \$43 million in Peterborough and the Kawarthas from the affects of SARS, West Nile, BSE, the August blackout and the rising dollar. On the upside, the decline in area tourism was partially offset by emergency crews staying in the area while the flood clean-up occurred.



LABOUR FORCE TRENDS

(Produced by the Eastern Ontario Area Economist)

The local labour market experienced its second consecutive quarter of weakness. Employment dropped by 11,600 — the area’s largest third-quarter decline on record. The loss mostly affected full-time work (-10,500) although the number of part-time jobs also fell (-1,000). Job cuts were widespread, impacting both sexes and all age groups.

The absence of work led to reduced job-search activity, prompting the labour force to contract by 9,600 quarter-over-quarter. The participation rate—a measure of labour market attachment—also decreased as fewer people looked for work. It slid to 61.1% from last quarter’s 64.5%. Comparable rates for Canada and Ontario stood at 68.4% and 69.2%, respectively.

Fewer jobs contributed to higher unemployment, which reached 10,300 from 8,300 in the previous quarter. The increase also induced a rise in the unemployment rate, pushing the indicator up by 1.3 percentage points to 5.6%. Despite climbing, this rate was the lowest in Eastern Ontario. It also remained well below rates for Ontario and Canada, both at 7.1%.

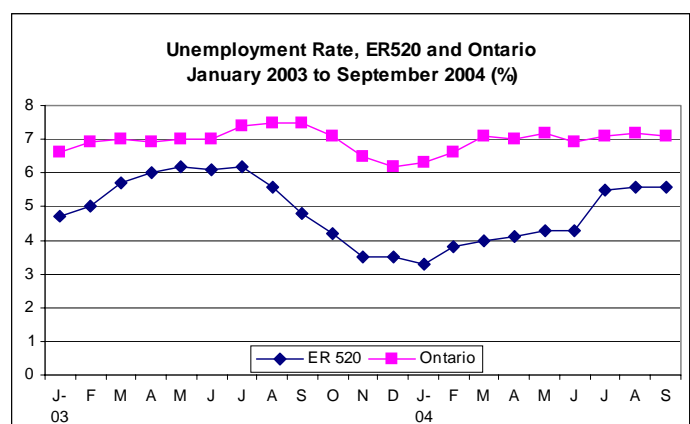
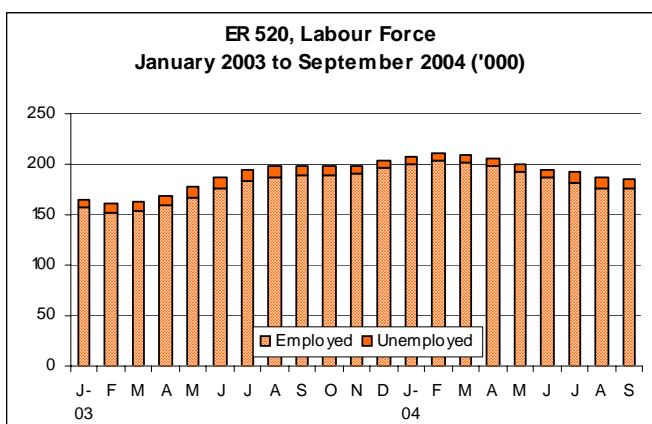
Year-over-year, all major indicators worsened. Relative to the third quarter 2003, employment was off by 13,700, the labour force shrank by 13,000, and the unemployment rate rose 0.8 percentage points from 4.8%.

**Muskoka – Kawartha Economic Region (Er 520), Area Labour Force Trends**

	July to September 2004	April to June 2004	July to September 2003	Change			
				Quarter/Quarter		Year/Year	
				Absolute	%	Absolute	%
Population 15+	303,200	302,300	299,900	900	0.3	3,300	1.1
Labour Force	185,400	195,000	198,400	-9,600	-4.9	-13,000	-6.6
Employed	175,100	186,700	188,800	-11,600	-6.2	-13,700	-7.3
Full-time	139,100	149,600	150,400	-10,500	-7.0	-11,300	-7.5
Part-time	36,000	37,000	38,300	-1,000	-2.7	-2,300	-6.0
Unemployed	10,300	8,300	9,600	2,000	24.1	700	7.3
Not in Labour Force	117,900	107,300	101,500	10,600	9.9	16,400	6.2
Participation Rate (%)	61.1	64.5	66.2	-3.4		-5.1	
Unemployment Rate (%)	5.6	4.3	4.8	1.3		0.8	
Employment Rate (%)	57.8	61.8	63.0	-4.0		-5.2	

Note: Totals may not add due to rounding.

Source: Statistics Canada, Labour Force Survey





## Employment by Industry

By industry, quarterly job declines were greatest in the **Services-Producing Sector** of the economy, where employment fell by 13,600.

**Health Care and Social Assistance** led with job cuts totalling 6,000. Three of the industries four main components, namely, ambulatory health care services, nursing and residential care facilities, and social assistance services experienced setbacks. The area's key **Trade** industry also reported quarterly job losses amounting to 4,300. Fallout impacted both the wholesale and retail sides of the industry, where sales slumped in response to weaker labour markets and waning demand by businesses and consumers. The number of **Accommodation and Food Services'** jobs also fell (-2,900). A cool, wet summer, combined with reduced U.S. tourism due to the higher Canadian dollar, and the lingering effects of SARS, BSE, and the West Nile virus translated into fewer customers at local restaurants and bars. Finally, employment in **Transportation and Warehousing** dwindled by 1,800 in the wake of reduced factory shipments sent by truck, and a decline in transit and sightseeing services.

By comparison, quarterly employment among **Goods-Producers** rose by 2,000. Gains centered mainly in **Agriculture**, where crop nursing, cultivation, and harvesting activities increased. In contrast, the Sector's prime **Manufacturing** industry cut employment by 1,600. Production slowed at fabricated metal producers and motor vehicle parts manufacturers in response to weakened North American auto sales, rising inventories, and eroding profit margins. Higher steel and fuel prices also exacerbated the situation. Elsewhere, **Construction** employment tumbled by 700. Building slowed due to torrential rains and subsequent flooding, coupled with fewer multiple-unit housing starts.

Relative to the third quarter of 2003, job levels declined in both Goods-and Services-Producing Sectors, with annual losses totalling 4,500 and 9,200 respectively. Nine of 16 major industries pared their workforces. Most significant among them were job cuts in **Manufacturing** (-5,100), **Information, Culture and Recreation** (-4,400), **Accommodation and Food Services** (-3,900), **Other Services** (-3,700), **Trade** (-2,600); **Transportation and Warehousing** (-2,400), and **Construction** (-2,100).

### Muskoka – Kawartha Economic Region (Er 520), Area Employment by Industry ('000)

Industry Group	July to September 2004	April to June 2004	July to September 2003	Change			
				Quarter/Quarter		Year/Year	
				Absolute	%	Absolute	%
<b>All Industries</b>	175,100	186,700	188,800	-11,600	-6.2	-1,3700	-7.3
<b>Goods-Producing Sector</b>	49,200	47,200	53,700	2,000	4.2	-4,500	-8.4
Agriculture	5,200	...	4,500	...	...	700	15.6
Forestry, Fishing, Mining, Oil and Gas	...	...	1,700	...	...	...	...
Utilities	3,500	3,800	...	-300	-7.9	...	...
Construction	16,200	16,900	18,300	-700	-4.1	-2,100	-11.5
Manufacturing	23,400	25,000	28,500	-1600	-6.4	-5,100	-17.9
<b>Services-Producing Sector</b>	125,900	139,500	135,100	-13,600	-9.7	-9,200	-6.8
Trade	30,900	35,200	33,500	-4,300	-12.2	-2,600	-7.8
Transportation and Warehousing	4,300	6,100	6,700	-1,800	-29.5	-2,400	-35.8
Finance, Insurance, Real Estate and Leasing	7,400	8,000	8,400	-600	-7.5	-1,000	-11.9
Professional, Scientific and Technical Services	8,600	9,000	6,700	-400	-4.4	1,900	28.4
Business Building and Other Support Services	11,400	8,100	7,300	3,300	40.7	4,100	56.2
Educational Services	13,100	13,600	11,000	-500	-3.7	2,100	19.1
Health Care and Social Assistance	21,700	27,700	20,300	-6,000	-21.7	1,400	6.9
Information, Culture and Recreation	6,200	6,200	10,600	0	0.0	-4,400	-41.5
Accommodation and Food Services	8,500	11,400	12,400	-2,900	-25.4	-3,900	-31.5
Other Services	7,000	7,400	10,700	-400	-5.4	-3,700	-34.6
Public Administration	6,700	6,600	7,600	100	1.5	-900	-11.8

Note: "..." indicates that data are too small to be expressed and are not appropriate for release. Totals may not add due to rounding.

Source: Statistics Canada. Labour Force Survey



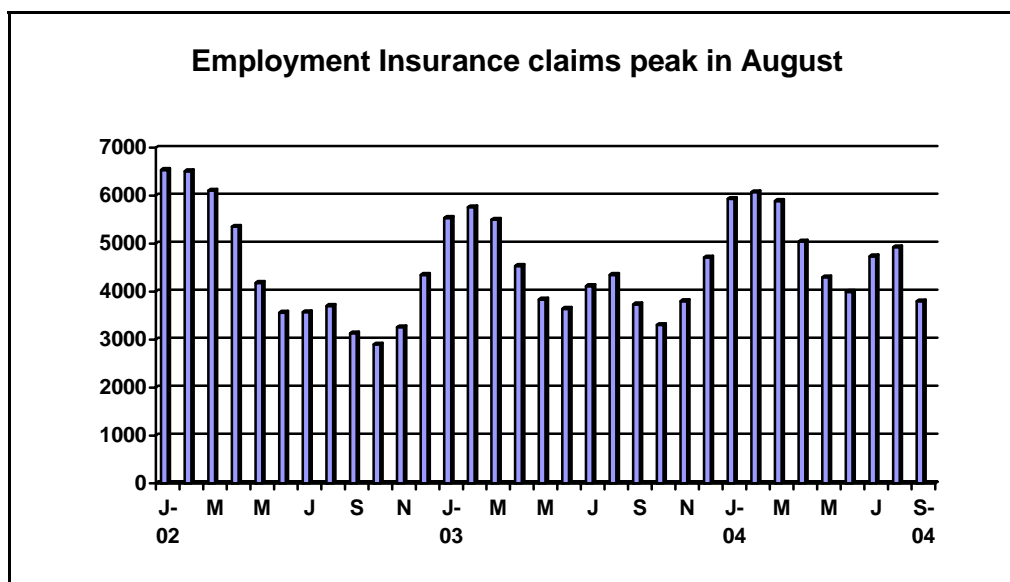
LABOUR SUPPLY AND DEMAND

**Employment Insurance (E.I.) Claimload**

There was an average of 4,485 Employment Insurance claims per month between July and September 2004, up by 41 from the quarter before, and by 420 from the same time last year. The highest number of monthly claims was recorded in August with 4,924.

The occupations with the highest claimloads were:

1. Elementary and Secondary School Teachers Assistants (1351)
2. Other Labourers in Processing, Manufacturing, Utilities (1269)
3. Bus Drivers, other Transit Operators (589)
4. Secretaries (except legal and medical) (518)
5. Construction Trades Helpers (511)
6. Mechanical Assemblers and Inspectors (430)
7. Elementary School/Kindergarten Teachers (298)
8. Retail Salespersons (275)
9. General Office Clerks (200)
10. Food Counter Attendants/Kitchen Helpers (191)



**Regular Employment Insurance Claimants - Muskoka – Kawartha Economic Region (E.R. 520)Area**

Area	July – September 2004			April - June 2004			July – September 2003		
	Total	Female	Male	Total	Female	Male	Total	Female	Male
Peterborough/Haliburton Area	2275	1211	1064	2,428	897	1,531	2564	1328	1236
Cobourg Area	953	553	400	931	404	527	720	438	280
City of Kawartha Lakes Area	1257	615	641	1,085	380	705	781	478	303
<b>Total Peterborough Area</b>	<b>4485</b>	<b>2379</b>	<b>2106</b>	<b>4,444</b>	<b>1,681</b>	<b>2,763</b>	<b>4065</b>	<b>2245</b>	<b>1819</b>

Source: HRCC administrative data C-356

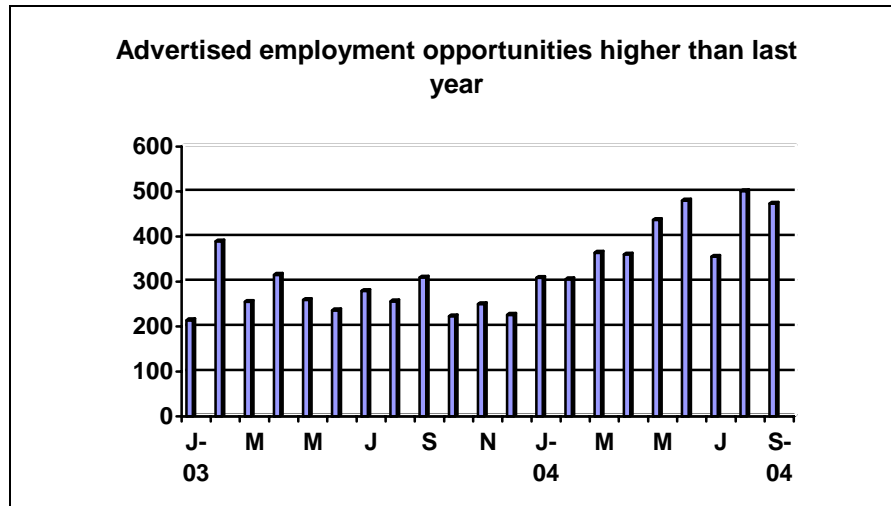


### Employment Opportunities

Advertised employment opportunities increased in the area this quarter compared to both last quarter and last year. Between July – September 2004 there were 1,329 advertised opportunities, an increase of 485 compared to the same time last year. Last quarter there were 1,277 opportunities listed.

**The top ten advertised vacancies were:**

1. Food Counter Attendants/ Kitchen Helpers (76)
2. Couriers (58)
3. Retail Salespersons (57)
4. Food/Beverage Servers (57)
5. Cooks (51)
6. Construction Trades Helpers (47)
7. Visiting Homemakers/ Housekeepers (45)
8. Customer Service Clerks (42)
9. Janitors/Building Superintendents (39)
10. Carpenters (38)



**Caution:** Complete HRDC job vacancy statistics are not available at the time of this document's publication due to a transition to a new order taking system. Consequently, only vacancies published in the local newspapers have been included in this month's analysis of employment opportunities. As well, data prior to October 2002 included vacancies advertised daily. Beginning October 2002 the data includes vacancies advertised on Wednesdays and Saturdays of each week. For this reason, the data should be used with extreme caution. If this data is included in a timeseries of employment opportunity statistics, HRDC vacancy activity must be removed from the historical data in order to ensure a consistent data set is being used.

### Employment Opportunities - Muskoka – Kawartha Economic Region (E.R. 520)

Occupations (NOC)	July-September 2004	April –June 2004	July -September 2003
<b>Total Vacancies</b>	<b>1329</b>	<b>1277</b>	<b>844</b>
Management	62	58	47
Business/Administration	218	265	162
Natural & Applied Sciences	32	27	30
Health	65	80	67
Social Science & Education	63	57	44
Culture & Recreation	42	36	25
Sales & Service	543	452	299
Trades & Transport	244	236	152
Primary Industry	15	35	5
Manufacturing & Utilities	45	31	13

Source: Local newspaper ads



*FROM THE AUTHOR'S DESK*

**Peterborough Flood July 15, 2004**

Peterborough suffered the worst flood in its history on Thursday July 15, 2004 when approximately 200 millimetres of rain fell on the City and County of Peterborough. A state of emergency was declared in both the city and the county. The waist -deep water caused mudslides, evacuations and millions of dollars in damages to homes and businesses. Millions of gallons of untreated sewage were released after the city's sewage treatment plant surpassed its capacity. Over 2,000 homes and businesses were flooded, while utilities at over 650 businesses and homes were cut.

Little Lake & the Waterway rose almost by one and one-half metres above normal, causing the river to overflow its banks and storm sewers to back-up. Vehicles were submerged in city streets, the city transportation systems shut down and many businesses remained closed. Extensive water damage occurred in the downtown core. Many businesses face bankruptcy due to the extensive damage as the flood occurred in the middle of the busy tourist and vacation season.

Below is a list of just a few of the businesses that were affected by the flood. This list does not represent all businesses that incurred damages.

- Businesses on The Kingsway
- Peterborough Art Gallery
- Brio Gusto Restaurant – Charlotte Street
- Noah's Ark Gift Shop – Charlotte Street
- Peterborough Public Library
- Basket Express – George Street
- Queens Crown Antiques - the Harness Factory on George Street
- Peterborough Wholesalers Ltd. – High Street
- Hobie's Sports - Charlotte Street
- The Antique Store - George Street
- Golf courses remained closed until clean-up took place.
- Extencicare long-term care facility was forced to evacuate 172 people, after all three floors of the building flooded.
- Holiday Inn had major damage to their first floor and had to evacuate guests to different floors.
- Lansdowne Place – Lansdowne Street, closed on July 15th and 16th.
- Loblaws – Lansdowne Street closed on July 15th and 16th.
- Sidney Auto Supply – Rye Street estimates the flood caused up to \$1 million dollars in damages.
- The Learning Disabilities Association - George and King Street closed due to the office being completely flooded. The business employs seven staff and three summer students.
- Lighting Interiors – Lansdowne Street, hired an additional 10 employees to help with the cleanup.
- Peterborough Public Library repair and refurbishing will cost over \$2 million.
- The city's sewage plant will need between \$800,000 and \$ 1 million worth of repairs.

Ten percent of small businesses in Peterborough received advanced funding cheques from the Ontario Disaster Relief Assistance Program. The businesses were eligible for funding right away if they did not have insurance. Businesses that were ruined in the July flood in Peterborough were able to access millions of dollars of immediate interest free loans through a partnership of local business leaders and the federal government. The loans came mainly from an Industry Canada-sponsored program, the Community Futures Development Corp., that provides loans for small businesses' start-up and expansion. The program had \$4-5 million dollars in capital available.

Many businesses remained closed after the flood but retained their staff during the clean up. Some businesses hired additional staff to assist. The flood created increased work for contractors and restoration and disaster relief providers, and for retail stores selling sump pumps, shop-vacs, dehumidifiers, fans, building material and cleaning material. Currie Tire at Lansdowne Street and GM Service Centre at Clonsilla Avenue were busy fixing waterlogged vehicles. Increased demand for furnace repair, generated business for Wayne Lucas Burner Service. PC Paramedics had an increase in repairs and replacements of computers. Local merchants have lost approximately 25% of their business due to the flood. According to local officials, the extent of the flood's economic damage on businesses will not be fully known until February 2005.

Five people were hired to work in a flood relief centre set up for employers and non-profit organizations. The centre opened on August 13, 2004 in the lower level of Peterborough Square. It provides information on flood- related issues such as provincial funding relief, small business loans, repairs and insurance. Human Resources and Skill Development Centre funded \$77,963 towards the centre under the local labour market partnership program.



The city's infrastructure damage and storm-related costs incurred during the flood emergency, is estimated at \$26.4 million as of August 31, 2004. The estimated damage to homes and businesses is \$85 million. Repair work to be done by the Public Works department is \$5.8 million which includes repairing sink holes in the streets. The sewage treatment plant is estimated to cost \$828,000 to do such repairs as cleaning out silt and stones in storage tanks at the plant. According to Peterborough and the Kawartha Tourism, the tourism sector on the whole balanced out. Although there were less people vacationing in the area as a result of the flood, hotel and restaurant business remained steady while emergency crews from out of town stayed in the area to work.

The following tables show the number of claims filed under the Ontario Disaster Relief Assistance Program (ODRAP). The deadline to file claims was August 31, 2004. ODRAP does not cover damages to privately-owned, non-essential property, or to essential property where private insurance is normally available.

**Claims filed by August 31, 2004 under the Ontario  
Disaster Relief Assistance Program (ODRAP)**

Claim Type	No. of claims	Total claim Amount
Small Business	354	\$7,746,488.81
Non-Profit	21	\$718,377.50
Farm	48	\$877,735.97
<b>TOTALS</b>	<b>423</b>	<b>\$9,342,602.28</b>

*Source: City of Peterborough*

**Job Fairs**

Mark's Work Wearhouse - August 10, 2004 at 1135 Lansdowne Street for sales associates and warehouse associates.

East Side Mario's - August 11, 2004 at 75 Strathy Road in Cobourg for full-time and part-time servers, bartenders, hosts and line cooks. The positions are available September 1, 2004.

The 2004 Health Professionals Job Fair was held by PAIRO (Professional Association of Interns and Residents of Ontario) on September 19 to 23, 2004. The fair was in partnership with the Ministry of Health long term care and the Ministry of Northern Development and Mines. Other fairs were held in Ottawa on September 19, 2004; Kingston on September 20, 2004; Hamilton on September 21, 2004; London on September 22, 2004; and Toronto on September 23, 2004. The fairs recruited family/specialist physicians, nurses, nurse practitioners, speech-language pathologists, audiologists, chiroprodists, and other healthcare professionals.

Arby's – September 7, 2004 at Durham College in Port Hope, 10 Mill Street South. Positions being filled were 4 Managers, 5 counter people, 2 drive thru and 4 food prep/kitchen helpers.

Harvey's - September 20, 2004 at Durham College in Port Hope, 10 Mill Street South. Positions being filled were shift managers, cashiers, garnishers and grill staff.

HRSDC- Student Centre – August 5, 2004 at The Junction on George Street. It was an opportunity for students to make connections with local employers such as The Body Shop, National Sports, Shoeless Joe's, Ricki's/Bootlegger, and many others.

**Wage Settlements**

Trent University and their 370 full and part-time professional, technical administrative support, library, clerical and physical resources staff reached a tentative agreement on August 13, 2004. The average annual wage increase ranged from 3.7% to 4.0% over the first 12 months. The expiry date of the new contract is June 30, 2007.

The Haliburton, Kawartha, Pine Ridge District Health Unit board of health unionized employees have a new three- year contract that sees a salary increase of 3.5% in the first year retroactive to January 2004 and 3% in the second and third years. The contract also provides improvements to employees' education allowance and to the benefit package. The Canadian Union of Public Employees (CUPE) represents 80 employees of the 130 who are employed by the health unit, which covers Northumberland and Haliburton county and the City of Kawartha Lakes.

The 200 employees of Cameco Corporation's conversion facility, a nuclear energy company producing uranium fuel and electricity, ratified an agreement on September 14, 2004. The new agreement improves disability coverage and retirement packages.



**Notes to Readers:**

1. The **Economic Region 520: Muskoka - Kawartha** is comprised of Census Divisions: Northumberland County, Peterborough County, City of Kawartha Lakes, Muskoka District Municipality and Haliburton County.
2. For the purpose of this publication, the **Peterborough Area** includes all of the above communities as well as Peterborough/Haliburton Human Resources Centre (HRCC), the Cobourg HRCC and the City of Kawartha Lakes HRCC.
3. The information contained in the Labour Market News section is gathered using a variety of internal and external sources. The primary sources of information include **Peterborough Examiner, Lindsay Daily Post, Cobourg Daily Star, Haliburton Echo and Minden Times**
4. **Definitions – Labour Force Survey data**  
**Population 15+** (the working age population) consists of all persons 15 years of age and over residing in Canada with the exception of residents of the Territories, persons living on Indian Reserves, inmates of institutions and full-time members of the Canadian Armed forces. The **Labour Force** consists of people employed or unemployed and searching for work. Those who are neither employed nor unemployed and are not willing or able to supply labour services are considered **Not in the Labour Force**. The **Participation Rate** is the percentage of the working age population (15+) who are seeking work or are employed. The **Unemployment Rate** is the number of people who are unemployed and looking for work as a percentage of the number of people in the Labour Force. The **Employment Rate** is the number of people employed as a percentage of the working age population.
5. **Definitions - HRSDC Corporate Data**  
**Employment Insurance claim load:** The number of individuals with an active claim for regular Employment Insurance benefits. Data on Employment Insurance claimants is not an accurate measure of the absolute level of unemployment. The data does not include unemployed individuals who: 1/ have not met the program's eligibility requirements or 2/ have exhausted their benefit entitlement.  
**Employment Opportunities:** Advertised employment opportunities are comprised of vacancies notified to the HRCC offices in our area and newspaper want ads. This data is not a count of all labour market activity; in practical terms, such a count is not feasible. This data is useful to track short and long-term changes in the demand for individual occupations. The total number of opportunities is equal to full-time plus part-time and casual.
6. This review uses data from **Statistics Canada's Labour Force Survey (LFS)**. In any survey there is a chance of variation due to sampling size. **Three-month moving averages** are used for selected labour force characteristics in an attempt to improve the reliability of this data. For further information on the Labour Force Survey, visit Statistics Canada's website at:  
<http://www.statcan.ca/english/concepts/labour/index.htm>
7. For more information on Industrial and Occupational categories used in this review, visit **Statistics Canada's website** at:  
<http://www.statcan.ca/english/concepts/index.htm>

