



# Toronto Labour Market Bulletin

## Toronto/York Human Resource Centres of Canada

~ An Analysis of the Toronto, York & Greater Toronto Area Labour Market ~ October to December 2003 ~

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**OVERVIEW**..... 1

**LABOUR MARKET NEWS** ..... 2

Accommodation and Food Services ..... 2

Agriculture ..... 2

Business Services ..... 2

Computer Industry..... 2

Construction ..... 3

Culture and Entertainment ..... 4

Education ..... 4

Finance, Insurance, Real Estate and Leasing..... 4

Government Services ..... 6

Health and Social Services..... 6

Manufacturing ..... 6

Personal Services..... 7

Telecommunications ..... 7

Transportation and Warehousing ..... 7

Travel and Tourism ..... 8

Wholesale and Retail Trade ..... 8

**WORK TRENDS** ..... 9

Entrepreneurs..... 9

Workplace Trends ..... 9

Youth and Older Workers ..... 10

### OVERVIEW

In October, November and December, employment in the Greater Toronto Region expanded by 15,400. As is normal at this time of year, full-time positions declined but part-time hiring compensated, creating the overall gain in employment. The increase in employment, combined with a large drop in labour force participation, significantly reduced the number of unemployed people. The unemployment rate dropped to 6.6% compared to 8.6% in July, August and September. In the fourth quarter, employment growth was entirely in the Services-Producing Sector.

The Greater Toronto Region suffered from a number of economic setbacks in 2003. These included the outbreak of Severe Acute Respiratory Syndrome (SARS), a rapidly appreciating Canadian dollar, and the August electrical blackout. These developments limited economic growth and held back hiring activity. Since the fourth quarter of 2002, employment in the Greater Toronto Region increased by 1.6% or 44,200. Employment in the Services-Producing Sector rose by 3.2% over the year with the highest growth in publicly funded industries like Health Care and Social Assistance, Public Administration and Educational Services. Employment in the Goods-Producing Sector fell by 2.9%. Although Construction employment expanded by 20,000, there was a larger loss of 35,000 Manufacturing jobs, compared to the previous year.

*(Statistics Canada Labour Force Survey, seasonally unadjusted data, three-month moving averages: October, November, December 2003) Toronto report at: [http://www.on.hrdc-drhc.gc.ca/english/lmi/eaid/survey\\_e.shtml](http://www.on.hrdc-drhc.gc.ca/english/lmi/eaid/survey_e.shtml)*

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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 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.*

**Photographs:** Toronto/York HRSDC LMI Service



New City Hall



## LABOUR MARKET NEWS

*Highlights of industry activities that have an impact on the local labour market are derived from several sources including local newspapers, newsletters and various other publications.*

### Accommodation and Food Services

Employment in this sector grew in December but has yet to regain the level of December 2002. (*Statistics Canada, Labour Force Survey, seasonally unadjusted data, three-month moving averages: October, November, December 2003*)

#### Accommodation

The former **Crowne Plaza Hotel**, at Front and Simcoe Streets, has been renovated. It reopened under a new name, **InterContinental Toronto Centre**. (*Ontario Restaurant News: October 2003*)

#### Food Services

Toronto's first **Krispy Kreme** donut factory/retail store opened in Scarborough during October. Two other retail outlets have since opened at **BCE Place** and the **Richmond Adelaide Centre**. (*Toronto Business Times: November 2003, Scarborough Mirror: October 2003*)

### Agriculture

Agriculture is slowly declining in the Greater Toronto Region. Between 1996 and 2001, the number of farms fell by 16%, compared to a 12% decline across Ontario. (*Toronto Star: Nov. 23/03*)

### Business Services

Companies often call on the business service sector for accounting, security, legal and marketing services. Demand is growing fast for the following two types of business services.

#### Privacy Consulting

Personal privacy is a pressing issue in today's business environment. On January 1, the *Personal Information Protection and Electronic Documents Act (PIPEDA)* came into effect nationwide. The Act outlines how private sector organizations collect, use or disclose personal information. As many firms contract out human resource functions or maintain electronic databases, this Act has great relevance. To ensure that companies comply with the new Act, they need to do privacy impact assessments and develop compliance plans. This can be accomplished by designating an internal privacy

officer or calling on the services of an external privacy consultant. <http://www.privcom.gc.ca> (*National Post: July 14/03*)

#### Forensic Accounting

Recent media reports of corporate scandals have raised public awareness of the importance of good corporate governance. Companies are also on the lookout for white-collar crime, including money laundering, fraud and insider trading. This has resulted in a growing need for the services of forensic and investigative accountants. Accountants gain the specialized designation, CA-IFA (Chartered Accountant Investigative and Forensic Accounting), by completing the Diploma in Investigative and Forensic Accounting. This two-year, part-time course is offered at **University of Toronto's Rotman School of Management**.

<http://www.rotman.utoronto.ca/difa/DIFA-New.htm> (*Dec. 29/03*)

### Computer Industry

The 2003 *Deloitte Technology Fast 500* ranking of the fastest growing technology companies in North America includes eight Toronto companies:

- WaveRider Communications Inc. (Rank 105)  
<http://www.waverider.com>
- DreamCatcher Interactive Inc. (Rank 155)  
<http://www.dreamcatchergames.com>
- Klick Communications Inc. (Rank 186)  
<http://www.klickstudio.com>
- BCE Emergis Inc. (Rank 190)  
<http://www.emergis.com>
- DWL (Rank 260)  
<http://www.dwl.com>
- Belzberg Technologies Inc. (Rank 393)  
<http://www.belzberg.com>
- Minacs Worldwide Inc. (Rank 413)  
<http://www.minacs.com>
- Sterner Automation Ltd. (Rank 464)  
<http://www.sternerautomation.com>

(*Toronto Business Times: November 2003*)

<http://www.public.deloitte.com/fast500/default.asp?type=home>

According to market researcher **IDC Canada**, worldwide spending on computer-related equipment and software is expected to rise 8% in 2004. Technology spending will recover as companies purchase new personal computers and networking gear, and add fresh software and related services. (*Toronto Star: Dec. 18/03*)

**Robert Half Technology** surveyed chief information officers (CIOs) at Canadian companies, with 100 or more employees. It found that 12% of CIOs plan to add staff in the first three



months of 2004, while 2% expect to cut positions. The main reason for hiring is business expansion. (*National Post: Dec. 17/03*) <http://www.newswire.ca/en/releases/archive/December2003/10/c1665.html>

Offshore outsourcing of information technology (IT) functions is growing. Many companies lower wage costs by transferring IT work to other countries. However, Canadian IT workers who keep up with emerging technologies may be immune to outsourcing, as there is a need for local expertise and specialization. (*Sanjiv Purba, Globe & Mail: Oct. 29, Nov. 11/03*)

## Construction

From the fourth quarter of 2002 to the fourth quarter of 2003, employment in construction in the Greater Toronto Region grew by 12.8% (20,000 jobs).

(*Statistics Canada, Labour Force Survey, seasonally unadjusted data: three-month-moving average, October, November, December 2003*)

*Residential* construction in the Toronto Census metropolitan area showed continued strength during the fourth quarter of 2003. Housing starts in 2003 were the highest in 16 years at 45,475. Compared to other Census metropolitan areas in Canada, Toronto posted the biggest year-over-year increase in building permits, which were up by 9.4% in the first 11 months of 2003. (*Toronto Star: Jan. 10, 13/04; Statistics Canada, The Daily: Jan. 12/04*)

The *non-residential* construction industry had a great year in 2003. Non-residential construction investment in the Toronto area increased by 7.6% in the fourth quarter compared to the third quarter. In particular, institutional building construction grew 13% in the fourth quarter of 2003. There was significant investment growth in educational institutions in Ontario in 2003, due to the double cohort and an expanding youth population. Industrial and commercial building construction also continued to grow in the Toronto area. (*Statistics Canada, The Daily: Jan. 15/04*)

## Training

The **Centre for Skills Development and Training** is offering a new program, Enhanced General Carpentry. It trains people, aged 16 to 30, for careers in the construction industry. It consists of 8 weeks in the classroom followed by 18 weeks of paid work. For information, phone 905-333-3499, ext. 121 <http://www.thecentre.on.ca/enhancedgeneralcarpentry.html>

The **Toronto School of Drywall**, established in 2002 to alleviate the shortage of drywallers, offers an eight-week drywall training course. Phone 905-270-0443 or see website: <http://www.torontoschoolofdrywall.com> (*Toronto Sun: Dec. 10/03*)

## Construction Projects

- Toronto's new opera house, **Four Seasons Centre**, is under construction at the corner of University and Queen. (*Toronto Construction News: November 2003*)
- The Lakeshore and Bathurst area is being developed. It will be named **Fort York Neighbourhood** and will offer 5,200 apartment units. (*Globe & Mail: Nov. 21/03*)
- The **Residences at College Park** project is being built by **Canderel Stoneridge**. It will consist of two high rise towers. (*Globe & Mail: Nov. 28/03*)

## Construction News

*Future Building 2004* is an upcoming event that will take place at the **National Trade Centre** March 29 to March 31. This event is sponsored by the **Ontario Construction Secretariat**. It is designed to help youth, teachers and the general public learn about occupations in construction. (*Toronto Construction News: December 2003*) <http://www.iciconstruction.com> Click on Events.

The **Construction Industry Advisory Council** promotes competitiveness and job creation in Ontario. It is the first group in the province to represent the interests of the entire construction industry. (*Toronto Construction News: November 2003*)



Construction Site



## Culture and Entertainment

**Statistics Canada** conducted a study of the culture sector in Canada for the period of 1991 to 2002. Employment growth increased 31%, although most of this growth was prior to 1999. One in four workers in this sector was self-employed in 2002. (*Statistics Canada, The Daily, Jan. 13/04*)  
<http://www.statcan.ca/Daily/English/040113/d040113b.htm>

The **Ricoh Coliseum**, a new sports and concert complex at **Exhibition Place**, opened in November. (*Toronto Star: Nov. 2/03*)

In January, the **Toronto Truck Theatre** closed the curtain on "The Mousetrap", a murder mystery play that ran for almost 26 years. (*Toronto Star: Nov. 14, Dec. 19/03*)

## Education

The **Toronto District School Board** and the **Toronto Catholic District School Board** have received special funding from the province. It is to be used to hire teacher aides and counselors, who will provide services specifically to students whose second language is English. (*Globe & Mail; Toronto Star: Dec. 4/03*)

The **Toronto District School Board** eliminated 500 jobs in October, affecting teacher's assistants, lunchroom supervisors, special needs assistants and administrative staff. (*National Post: Oct. 8/03; Globe & Mail: Oct. 10/03*)

A report by **Statistics Canada** and the **Council of Ministers of Education** claims 41% of Canadians have college or university education. Canadian children have more classroom computers and Internet access than children in other developed countries. The report also states that fewer Canadian males now choose teaching as a career. Men represent 35% of teachers now, down from 41% in 1993.  
<http://www.cesc.ca/pceip/pceip2003en.pdf> (*Globe & Mail; Toronto Star: Nov. 26/03*)

The **Ministry of Training, Colleges and Universities**, has provided funding to enable **Centennial College** to upgrade its training equipment and laboratories. (*Toronto Star: Dec. 12/03*) <http://www.centennialcollege.ca>

**George Brown College** is the first college in Ontario to offer a Bachelor of Applied Business degree in Hospitality Operations Management. This is a joint program with **Niagara College**. (*Toronto Star: Nov. 20/03*)  
[http://www.gbrownc.on.ca/degrees/hospitality\\_faqs.html](http://www.gbrownc.on.ca/degrees/hospitality_faqs.html)

**Humber College Institute of Advanced Technology and Learning** began offering a new paralegal studies program in September. The College is the only institution in the province to offer a Bachelor of Applied Arts degree in Paralegal Studies. (*Globe & Mail: Nov. 17/03*)  
<http://degrees.humber.ca/paralegal.htm>

**Seneca College** announced it will open a Markham campus in the fall of 2005. Seneca purchased the **Allstate Insurance** building at Hwy. 7 and Hwy. 404 in Markham. The property is large enough to accommodate future buildings. The school expects 1,500 students initially, growing to 3,500. (*Toronto Star: Jan. 7/04*)

## Finance, Insurance, Real Estate and Leasing

In the Greater Toronto Region, employment was 4.3% higher in the final quarter of 2003 than in the final quarter of 2002. The strong real estate market contributed to this growth. (*Statistics Canada, Labour Force Survey, seasonally unadjusted data, three-month moving averages: October, November, December 2003*)

The **Toronto Financial Services Alliance (TFSA)** was launched in 2001 to promote the competitiveness of the Toronto financial services sector. The TFSA recently surveyed its members on Toronto's competitiveness with other cities. Toronto financial services employment grew in 2000-2002, outpacing other North American cities, but it slipped in 2003. Financial services employment growth in the communities surrounding the City of Toronto has been much stronger than within Toronto itself. (*Toronto Star: Oct. 25/03*)  
<http://www.tfsa.ca/>

### Banking

The five largest banks had a substantially more profitable year in 2003. The banks have dealt with bad loans, focused on retail banking, and benefited from more brokerage and investment banking activity, while cutting expenses slightly. (*National Post: Dec. 3/03*)

Real estate analysts report that banks have moved some functions from downtown Toronto to outlying locations such as Mississauga. (*Terrence Belford, Globe & Mail: Dec. 16/03; National Post: Dec. 4/03*)

### Insurance

**Royal Bank of Canada** plans to buy **UnumProvident Corp.**'s Canadian insurance operations. The purchase, to close in March, will expand **RBC Insurance's** activities in the fast-growing living benefits market, which includes disability, long-term care and critical illness insurance. RBC Insurance expects to keep all of Burlington-based UnumProvident's more than 600 employees, with very minor staff reductions. (*Globe & Mail, National Post, Toronto Star: Nov. 19/03*)

### Securities Industry

Canadian securities industry employment declined a little in the July-September 2003 quarter, compared to the previous quarter. Employment was down 4% in the first nine months of



2003 compared to the same period in 2002. However, after three difficult years, profitability rose for a second successive quarter. The **Toronto Stock Exchange S&P/TSX** composite index rose 24.3% in 2003. There are indications that selective recruitment may have replaced hiring freezes. (*Globe & Mail*: Nov. 15, 27/03, Jan. 1, 2/04; *National Post*: Nov. 8, 27/03)

**Investment Dealers Association of Canada**, <http://www.ida.ca/>

**GMP Capital Corp.** plans to expand into merchant banking and retail brokerage, focussing on wealthy customers. It expects to hire 50 to 100 brokers over the next five years. (*Globe & Mail*: Oct. 25, Dec. 11/03; *Toronto Star*: Nov. 28/03)

#### *Mutual Fund Industry*

Despite negative net sales for the year, the mutual fund industry ended 2003 with three months of increasing sales. In 2003, assets under management rose by 12%, compared to a decrease in 2002. December was the best sales month of 2003, improving the outlook for the industry. (*Globe & Mail*, Nov. 18, Dec. 16/03, Jan. 16/04) **Investment Funds Institute of Canada**, <http://www.ific.ca>

Toronto-based **Dundee Wealth Management Inc.** has acquired **Cartier Partners Financial Group Inc.**, a financial planning company. This continues a consolidation trend among financial planning firms. (*Globe & Mail*, *National Post*: Nov. 12/03; *Toronto Star*: Dec. 31/03)

#### *Residential Real Estate*

Sales of Toronto area existing homes set a record of almost 79,000 in 2003, up 6% from 2002. The average price for 2003 rose 6% to \$293,000. There were 32,528 sales of single-family dwellings in the City of Toronto, up 2% over 2002. The average price in the City of Toronto rose to \$318,000 in 2003. (*Toronto Star*: Nov. 7, Dec. 5/03, Jan. 9/04) **Toronto Real Estate Board**, <http://www.torontorealestateboard.com>

**Canada Mortgage and Housing Corporation (CMHC)** reports that the apartment vacancy rate has risen to 3.8%, the highest rate in more than 30 years, in Toronto area buildings with three or more units. Some rents declined slightly. Low interest rates, which allowed renters to buy homes, lower immigration, and increased youth unemployment contributed to the rising vacancy rate. CMHC reports the following average monthly rents for Toronto area apartments:

- three or more bedrooms \$1,211
- two-bedrooms \$1,040
- one-bedroom \$884
- bachelor \$731

(*Globe & Mail*, *National Post*, *Toronto Star*: Dec. 3/03; *Globe & Mail*, *National Post*: Dec. 5/03; *Albert Warson*, *Globe & Mail*: Jan. 6/04; *Toronto Star*: Dec. 6/03) CMHC News Release, <http://www.cmhc-schl.gc.ca/en/News/nere/2003/2003-12-02-0815.cfm>

#### *Commercial and Industrial Real Estate*

**Royal LePage Commercial Inc.** reports that the Toronto area office vacancy rate declined slightly in the fourth quarter of 2003, but remains high. (*National Post*, *Toronto Star*: Jan. 8/04) <http://www.royallepage.com/>

**Canada Life Assurance Co.** announced construction of a 15-storey, \$75 million office tower at Queen and Simcoe Streets, near University Avenue in downtown Toronto. When completed in 2006, the building will be 70% occupied by the **Government of Canada** on a 20-year lease. (*Toronto Star*: Oct. 29/03)

**Colliers International** reports that much of the strength in industrial real estate is due to continued tenant expansion in warehousing and distribution. In the fourth quarter of 2003, Mississauga and Vaughan accounted for more than half of newly completed industrial space, followed by Brampton and Oakville. (*Albert Warson*, *Globe & Mail*, Dec. 30/03; *Toronto Star*: Jan. 17/04) <http://www.colliers.com>



**Downtown Financial District**



## Government Services

### Provincial

The **Ministry of Agriculture and Food** plans to hire 61 full-time and 57 part-time meat inspectors. (*Toronto Star: Nov 29/03*)

Ontario plans to recruit 33 additional water quality workers, to test and protect the water supply. (*Toronto Star, Globe & Mail: Dec 16/03*)

### Municipal

**York Region** plans to hire 378 new police officers and 175 other civilian workers, over the next five years. (*Toronto Star: Nov 27/03*)

## Health and Social Services

Government spending on health care moved ahead of spending on education in 2001. Provincial governments in Canada spent 17% of their total outlay on health, and 15% on education. (*Globe & Mail, National Post: Nov. 26/03*)

### Nurses

The occupation of “parish nurse”, one type of community-based nursing, is new to Canada. Parish nurses are registered nurses who work as member of a congregation’s ministry team. **Emmanuel College** at **University of Toronto** has a post-graduate course in parish nursing, open to registered nurses. <http://vicu.utoronto.ca/emmanuel/>  
Canadian Association of Parish Nurse Ministry  
<http://www.capnm.ca/>

### Doctors

The **Ontario College of Family Physicians** estimates that Ontario is short about 1,000 family doctors. This shortage will increase to 4,200 by 2010, due to retirements. (*Toronto Star: Oct. 8/03*)

### Pharmacy technicians

Pharmacy technicians assist pharmacists and are in demand due to the shortage of pharmacists. The job is not currently regulated and pharmacists may choose to train their own technicians. Pharmacy assistant training courses are offered at community colleges and private career colleges. Certification can be obtained by writing a voluntary exam through the **Ontario College of Pharmacists**. (*Toronto Sun, Career Connections: Oct. 8/03*) <http://www.ocpinfo.com>

### Hospitals

Construction of a new hospital at the **William Osler Health Centre** in Brampton is about to begin. The 600-bed hospital, a publicly owned and operated facility, will open in 2006. It will

employ 200 doctors and 1,500 nurses. (*Globe & Mail: Nov. 21/03*)

### Pharmaceuticals

**Hemosol Inc.** has an agreement with **Prometic Life Sciences Inc.** to use Hemosol’s Mississauga plant to recover proteins from human blood plasma supplied by the **American Red Cross**. (*Globe & Mail: Dec. 5/03*)

## Manufacturing

Manufacturing employment in the Greater Toronto Region fell by 35,000 jobs or 6.7% from the fourth quarter of 2002, to the fourth quarter of 2003. Since November 2002, the Canadian dollar has risen in value by 22%, compared to the U.S. dollar. This made exports to the U.S. more expensive and caused a drop in sales across the border. Manufacturers of computers and electronic products, electrical equipment and appliances were especially affected. (*Statistics Canada – Labour Force Survey, seasonally unadjusted data: three-month moving averages, October, November and December 2003; Bruce Little, Globe & Mail: Jan. 10/04*)

### Motor vehicles

All motor vehicle sales in Canada fell 6 % in 2003. Sales by the “Big Three” automakers (**General Motors, Ford and Daimler-Chrysler**) fell 11.2%. In a bid to regain market share in 2004, half of their products will be new models. (*National Post: Jan. 2, 6/04; Globe & Mail: Jan. 6/04*)

**Desrosiers Automotive Consultants** expects soft sales in 2004 especially if interest rates rise and affect incentives. They expect recovery in a year or two. This is part of a cyclical downturn which regularly affects the industry. (*National Post: Oct. 16/03, Jan. 6/04*)

**Daimler-Chrysler** will produce nine new vehicle lines in 2004. Its Brampton plant will produce a new model car and a new model station wagon. (*National Post: Nov. 18/03; Toronto Star: Dec. 5/03*)

Automakers demand higher quality and lower costs from parts makers that supply them and can move production to cheaper suppliers very quickly.

- **General Motors** may increase purchases from Canadian auto parts makers by 25% over the next three years because of improvement in quality.
- **Ford Motor Company of Canada Ltd.** switched a contract to make plastic parts that cover bumpers from **Decoma International Inc.** in Concord, to **Flex-N-Gate Corp.** in Tillsonburg, to reduce costs.

(*National Post, Toronto Star: Nov. 6/03; Globe & Mail: Dec. 20/03*)



**Ford Motor Company of Canada Ltd.** and **Daimler-Chrysler** temporarily shut down plants to bring production in line with lowered demand. The companies are facing stiff competition in the minivan market from **Honda**, **Nissan** and **Toyota**. (*Globe & Mail: Nov. 25/03, Jan 2/04*)

**Canam Manac Group Inc.** permanently closed its Orangeville truck-trailer plant, resulting in the layoff of 245 workers. (*Globe & Mail: Jan. 6/04*)

Canadian assemblers are 7% more productive than American assemblers and 30% more productive than Mexican assemblers. The *Harbour Report*, which compares vehicle assembly plants, claims that a strong Canadian dollar could eliminate that advantage. (*Globe & Mail: Oct. 8/03*)

#### Other Manufacturing

In October, **Hewlett-Packard (Canada) Ltd.** started assembling business computers in Mississauga. The company hopes to gain more of the computer market from **Dell Inc.** (*Globe & Mail: Nov. 14/03*)

**Goodyear Tire & Rubber Co.** in Bownmanville will lay off 160 people in April, when it stops producing conveyor belts. (*Globe & Mail: Oct. 17/03*)

**GreenBud Manufacturing**, which supplied **Roots Canada** with clothing, has closed its North Toronto plant and laid off 200 people. The plant was no longer cost effective. Some of the affected workers will be moved to Roots stores. Roots leather factory will continue to operate. (*Globe & Mail: Jan. 22/04*) <http://www.cbc.ca/stories/2004/01/21/roots210104>

**Dorel Industries Ltd.** is closing its **Carina Furniture** factory in Brampton and will lay off 300 employees. The plant is no longer efficient because of competition and the stronger Canadian dollar. Affected employees will be offered jobs at a more efficient plant in Cornwall. (*Globe & Mail: Jan. 22/04*)

#### Personal Services

The funeral services industry has seen an increasing demand for pre-planned funeral arrangements. In Ontario, 20% of funerals are now pre-arranged, with \$6 billion held in trust for pre-planned services. (*Toronto Star: Oct. 26/03*)

#### Telecommunications

Canadians have increased their use of the Internet over the last two years. A survey by **Leger Marketing** of Montreal showed that 64% of Canadians accessed the Internet at least once a month. The survey also found that 51% of the population used the Internet to access government services over the previous 12 months. (*Toronto Star: Dec. 22/03*)

**Bell Canada** is converting all of its network traffic to use *Voice Over Internet Protocol (VOIP)* technology. Bell expects that the changes will reduce costs and improve services to customers. The company expects to retrain 1,000 employees and to add 200 engineers in 2004 in order to support the new IP technology. (*Toronto Star: Dec 18/03*) <http://www.bce.ca>

#### Transportation and Warehousing

In the Greater Toronto Region, employment in transportation and warehousing increased by 4.8% (6,800 jobs) from December 2002 to December 2003. (*Statistics Canada, Labour Force Survey, seasonally unadjusted data, three-month moving averages: October, November, December 2003*)

#### Air

**Westjet Airlines Ltd.** will triple its Toronto service by shifting 60% of its Hamilton flights to Toronto, including all flights to Montreal and Ottawa. To accommodate its expansion, the airline plans to hire up to 800 people over the next 12 months. (*Globe & Mail: Jan. 15/04; National Post: Dec. 20, 23/03*)

**Jetsgo** plans to add two new planes to its fleet. Traffic on its short-haul routes has been stimulated by the introduction of a frequent-flier program. (*National Post: Jan. 7/04; Toronto Star: Nov. 18/03*)

**Canjet Airlines** plans to order 20 new aircraft over the next 3 years. It is adding new destinations in Canada, the U.S. and Europe. (*Globe & Mail: Nov. 20/03*)



Plane taking off from Pearson

#### Transit & Rail

**GO Transit** plans to add a third track between Toronto and Hamilton. The company also plans to add a third track on the Lakeshore East line between the Don River and Scarborough station. It expects to increase riders by at least 50% over the next ten years. (*Globe & Mail: Dec. 15/03*)



## Warehousing

Many companies outsource their storage and transportation functions to third-party, logistics warehousing companies. One example of a firm offering this service is **Metro Canada Logistics Inc. (MCL)**. It operates a large, high-tech warehouse in Concord, north of Toronto. (*Albert Warson, Globe & Mail: Oct. 28/03*)

## Travel and Tourism

### Cruise Ships

Thousands of Canadian youth counselors and social staff work on cruise ships. They organize recreational and social activities for young travelers, aged three to 17 years. For example, **Royal Caribbean** employs over 1,200 Canadians, accounting for 60% of their total youth staff.

Cruise lines seek candidates with a recreational education or teaching certificate, and related experience. The average monthly pay is \$2000 (US) with room and board. The recruiting of Canadian candidates is done through job fairs and web-based ads. Major cruise lines show employment opportunities on their websites:

- Royal Caribbean International:  
<http://royalcaribbean.hire.com>
- Carnival:  
<http://www.carnival.com/jobs/jobships.asp>
- Norwegian Cruise Line:  
<http://www.ncl.com/news/employment.htm>
- Princess:  
<http://employment.princess.com>

(*Globe & Mail: Dec. 31/03*)

### Toronto-Rochester Fast Ferry

The new Toronto-Rochester ferry service is scheduled to begin this May. The ferry will accommodate 750 passengers and 238 vehicles. During peak tourist season, three trips will be done per day. The new landing site on Cherry St. will include **Customs and Immigration** and retail space. The **Toronto Port Authority** is to build a new passenger terminal. The ferry service will enhance economic development, and provide tourism opportunities that will revitalize the waterfront. For more information, visit **Canadian American Transportation Systems**, the operator of the fast ferry service, or the **Toronto Port Authority**:

<http://www.catsfastferry.com>  
<http://www.torontoport.com>

(*Toronto Star: Dec. 11/03*)

## Wholesale and Retail Trade

Employment in wholesale and retail trade in the Greater Toronto Region was unchanged in the fourth quarter of 2003, compared to the fourth quarter of 2002. (*Statistics Canada Labour Force Survey, seasonally unadjusted data: three-month moving averages, October, November, December, 2003*)

Canadian wholesale sales, on a month-to-month basis, rebounded 6.1% in September after the Ontario power blackout in August. Sales were unchanged in October. On an annual basis, wholesale sales grew by 2.4% from October 2002 to October 2003. Wholesale sales of motor vehicles, parts and accessories fell 7.4% from October 2002 to October 2003.

<http://www15.statcan.ca/Daily/English/031223/d031223b.htm>

Motor and recreational vehicle sales were flat in October after declining in August and September. Food store sales for the first 10 months of 2003 were 5.5% more than for the same period in 2002. Furniture sales were up 5.7% for the first 10 months of 2003 from the same period in 2002. General merchandisers' sales have steadily increased since early 2003. Drug store sales have generally increased since the spring of 2000.

<http://www.statcan.ca/Daily/English/031222/d031222a.htm>

Shoppers spent 9% more in December 2003 compared to December 2002, according to **Moneris Solutions** which processes debit and credit card transactions. (*National Post: Jan. 15/04*)



Vegetable Stand

### Openings and Expansions

**Yorkdale Shopping Centre**, Canada's oldest enclosed mall, is 40 years old in 2004. More than 200 stores and services at Yorkdale employ 5,500 people. A new wing in 2004 will add 40 more stores to the mall. (*Globe & Mail: Dec. 20/03*)

<http://www.yorkdale.com>





**Hennes & Mauritz**, a leading fashion retailer in Europe, will open four stores in the Greater Toronto Region in 2004. The first two stores open in March at **Fairview Mall** in North York and **Promenade Mall** in Thornhill. In the fall, two more outlets will open at **Markville Mall** in Markham and the **Eaton Centre**. (*Toronto Star*: Oct. 10/03, Jan. 16/04) <http://www.hmgetintoit.com>

In October, **Wal-Mart Stores Inc.** created 800 permanent jobs by opening four new **Sam's Club** stores in Vaughan, Etobicoke, Pickering and Richmond Hill. Sam's Club stores compete with 10 **Costco Wholesale Corp.** stores in the GTA. They also compete with outlets of **Loblaws Company Limited (Loblaws)**. Sam's Club and Costco stores charge customers an annual membership fee. They offer bulk wholesale-priced brand name and luxury goods. (*Toronto Star*: Oct. 30, Nov. 5/03; *Globe & Mail*: Oct. 30/03)

**Loblaws** opened its first Ontario **Real Canadian Superstore** in Ajax in October, selling groceries and general merchandise. Sales of non-food items at Loblaws are growing twice as fast as food sales. The firm plans to open 41 superstores in Ontario and to close 11 conventional stores. (*National Post*: Nov. 7/03; *Toronto Star*: Nov. 7/03; *Globe & Mail*: Nov. 7, 24/03)

**Loblaws** has dropped plans to convert **Maple Leaf Gardens** into a supermarket. (*National Post*: Dec. 24/03; *Toronto Star*: Dec. 24/03)

**Canadian Tire** has opened a test store in Markham. It is 20% larger than its other outlets and is designed to appeal to female shoppers. It is one of four test stores in Canada. (*National Post*: Nov. 1/03)

## WORK TRENDS

### Entrepreneurs

A **CIBC** report, *Canadian Small Business: A Growing Force*, indicates Ontario will see growth in small business over the next five years. Growth is expected to be greatest in home health-care services, funeral services, retail services, computer services, construction and restaurants. (*Globe & Mail*: Sept. 30/03)

[http://research.cibcwm.com/economic\\_public/download/csb-092003.pdf](http://research.cibcwm.com/economic_public/download/csb-092003.pdf)

### Workplace Trends

#### Mentors

*Profession to Profession – the Mentoring Immigrants Pilot project* is an initiative by the **City of Toronto**. The program matches public servants with qualified newcomers, who are

looking for work in accounting, information technology and engineering. <http://www.toronto.ca> (*Toronto Business Times*: November 2003)

**CareerBridge** is a pilot internship program launched in November 2003. It is designed to help internationally trained professionals, who have arrived in Canada within the last three years, to gain Canadian work experience. Skills include engineering, human resources, international marketing, finance and accounting and manufacturing management. Full program launch will be in mid-2004. It is run through **Career Edge**, a non-profit organization, and is the first initiative of the **Toronto Region Immigrant Employment Council (TRIEC)**. <http://www.careerbridge.ca>

#### Career Counselling

Job seekers who need help will find a number of options in the Toronto area. Many services are free. Private career services fees vary.

- Employment Resource Centres, <http://www.thetorontoemploymentdirectory.com/EmploymentResourceCentres.html>
- Community agencies, such as **JVS Toronto** <http://www.jvstoronto.org> and **YMCA's** Career Planning and Development office <http://www.ymcatoronto.org>
- Listing of employment or training services <http://www.211Toronto.ca>
- Listing of private career coaches and counsellors in the *Yellow Pages* under "Career or Vocational counselling" or on the website of the **International Association of Career Management Professionals (IACMP)**. <http://www.iacmp.org>
- Student career information specialists in career centres or school libraries

(*Toronto Star*: Janice Foord Kirk, Nov. 15/03)

#### Disabled

**Ability Edge** is a paid internship program of 6, 9 or 12 months for graduates with disabilities. Internships are open to high school, college or university graduates, who are eligible to work in Canada, and have little or no career-related work experience. <http://www.abilityedge.ca>

#### Female Apprentices

According to **Statistics Canada**, the number of women registered in apprenticeship training rose 76% between 1995 and 2001. The majority of apprentices in the food and services trades, such as hairstyling and cooking, are women. However, the number of "non-traditional" female apprentices is very low. They account for less than 3% of total apprenticeships in the metal fabricating, electrical and electronic, motor vehicle and heavy equipment manufacturing industries. (*Toronto Star*: Nov. 22/03)



Employers see the value in offering emergency child-care services to their employees. Companies such as **Kids + Company** and **Childrenfirst** offer emergency back-up child-care to the employees of participating businesses. Absenteeism due to child-care needs costs employers in time and lost productivity and may force employers to hire temporary staff. Backup child-care services are seen as the fastest growing segment of the child-care industry. (*National Post*: Nov. 26/03) <http://www.childrenfirst.com/>

#### Language Training

As Canadian companies become more competitive in the global market, the demand for in-house language classes is growing. The classes are usually geared towards executives. The greatest demand for language training is in Spanish and French. (*Toronto Star*: Oct. 23/03)

#### Wages

About 191,000, or 3.1% of workers, earn minimum wage in Ontario. The following changes are in effect February 1, 2004:

- Ontario's minimum wage will rise to \$7.15/hr. from \$6.85/hr. Minimum wage will rise about 30 cents a year, for the next 3 years, until it reaches \$8/hr. in 2007.
- Wages for students under 18, working less than 28 hours per week, will rise to \$6.70/hr from \$6.40/hr.
- Wages for liquor servers will rise to \$6.20/hr. from \$5.95/hr.

(*National Post*: Dec. 2/03) <http://www.gov.on.ca/LAB>

#### Stress

A study by **WarrenShepell Consultants**, *Organizational Health & Wellness Trends in Retail & Hospitality*, reveals that retail and hospitality employees have higher levels of stress and depression than workers in other sectors. Retail employees often work long hours. They often work part-time or do shift work. The wages are low with few benefits and little job security. (*Globe & Mail*: Dec. 12/03)

<http://www.warrenshepell.com/newsroom/pr-20031212.asp>

A recent **Health Canada** study, *Work-Life Conflict in Canada in the Millennium: a Status Report*, states that almost 58% of Canadian workers reported high levels of stress from too many demands. Moderate levels were reported by 30% of workers. One in 4 workers in 2001 reported that they worked 50 hours or more per week, compared with 1 in 10 workers in 1991. Employees with high workloads cost companies more in increased absenteeism, higher employee turnover and health costs. (*National Post*: Dec. 1/03) <http://www.hc-sc.gc.ca/pphb-dgspsp/publicat/work-travail/report2/>

#### Older Workers

Employers are exploring the use of "phased retirement" to entice older, highly experienced workers who are considering permanently leaving the workforce to stay on the job longer. Phased retirement means an employee continues to do the same work with reduced hours, postponing their departure. (*Toronto Star*: Nov. 1/03; *Globe & Mail*: Nov. 12/03)

#### Youth

More students now choose to work part-time during the school term and full-time during the summer. The extra income helps pay for their education, so they rely less on student loans. A survey by the **Canadian Millennium Scholarship Foundation** found 90% of students now work during the summer months and 66% work part-time during the school year. However, more than 70% of students still must finance their education, completely or in part, with student loans. (*Toronto Star*: Nov. 9/03)

<http://www.millenniumscholarships.ca/en/research/ekos.html>



A Walk in the Park

This Bulletin and other Labour Market Information products may also be found on the Internet at:

<http://www.on.hrhc-drhc.gc.ca/>

Go to *Search Local Area Information - Select Area box*. Scroll down to and click on *Toronto*.

Click on *Local Labour Market Information*.



**F E E D B A C K F O R M :**  
**T O R O N T O L A B O U R M A R K E T B U L L E T I N**  
**# 3 4**

Your feedback is important to us. It will help us to better tailor this document to your needs.

1) Did you find that this bulletin gave you useful information about occupational trends in the GTA?

Not Useful                       Somewhat Useful                       Very Useful

2) Did you find that the information in this bulletin was helpful in assisting you (or your clients) with job searching or career planning?

Not Helpful                       Somewhat Helpful                       Very Helpful

3) What information did you find to be the most helpful? \_\_\_\_\_

4) Is this bulletin too detailed, not detailed enough, or just right for your needs?

Too Much Detail                       Too Little Detail                       Just Enough Detail

Please explain why \_\_\_\_\_

5) Do you find any parts of this bulletin to be confusing or hard to understand? If so, which sections?

6) What improvements would you like to see in this bulletin?

Other Comments:

Please self-identify as follows:

Job Seeker                       Employment Counsellor                       Other (Please Specify) \_\_\_\_\_

Thank you for taking the time to complete this form.

Please FAX to "LMI Unit" at (416) 973-6040 or mail it to:  
LMIA, HRSDC, 25 St. Clair Ave. E., 4th floor, Toronto, ON, M4T 1M2

