



**ECONOMIC AND CREATIVE DEVELOPMENT
MEMORANDUM**

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Pending #:

TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: N. GAVARRE, BUSINESS DEVELOPMENT OFFICER, X4431

NOTED: D. BROOKE-BISSCHOP, MANAGER OF BUSINESS DEVELOPMENT

S. SCHLICHTER, DIRECTOR OF ECONOMIC AND CREATIVE DEVELOPMENT

B. ARANIYASUNDARAN, P. ENG, PMP, GENERAL MANAGER OF INFRASTRUCTURE AND GROWTH MANAGEMENT

RE: SKILLS DEVELOPMENT FUND PROGRAM DELIVERY UPDATE

DATE: JUNE 14, 2023

The purpose of this Memorandum is to provide members of Council with an update on the success of the program “Manufacturing and the Future Workforce - Rapids Skills” that was funded by the Ministry of Labour, Immigration, Training and Skills Development (MLITSD) through Round 2 of its Skills Development Fund (SDF) program.

In March of 2022, the Economic & Creative Development (ECD) Department was successful in its SDF application to MLITSD. The City of Barrie, in partnership with Georgian College, secured \$1,083,108.00 in funding to provide competency-based manufacturing training to upskill workers currently employed in the sector. This training was to help manufacturers build talent capacity from within their organizations and to help retain and further develop key skilled employees. The funding was also geared to addressing current labour challenges by preparing job seekers for work within the manufacturing sector by offering pre-employment supports, soft-skills and foundational manufacturing competency-based training. Delivered through the program funding window of March 31, 2023, training programs included Fundamental Shop Skills, Robotics, CNC Machining, Precision Machining, Leadership in Manufacturing, Quality Management, Industrial Automation, and Hydraulics & Pneumatics.

The ECD Department, along with community partners Georgian College, the County of Simcoe, and the Simcoe Muskoka Workforce Development Board and Literacy Network, were able to demonstrate success by delivering a program that addressed industry demand for increasing the supply of a manufacturing workforce and enabling manufacturers to access skills training for their employees. Provincially set performance indicators were achieved including the following program highlights:

- The program’s Stakeholder Advisory Group had 11 local manufacturers guiding the training development.
- 225 participants took part in Manufacturing and the Future Workforce - Rapids Skills.
- 287 one-on-one business engagements took place during the program.
- 47 employers sent employees for upskilling or training.
- 49 women were supported through the program (22% of total program participants).
- 58 youth were supported through the program (26% of total program participants).
- 30 newcomers to Canada were supported through the program.

In addition to the successes outlined above, the program also had two effective marketing campaigns to promote the manufacturing sector and local careers available within it. The “Start Your Career in Manufacturing” campaign aimed to pique job seekers’ interest in the manufacturing sector and the “Work Where you Live” talent attraction campaign set out to promote the wealth of local manufacturing opportunities to Barrie and Simcoe County residents.



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The ECD team again partnered with Georgian College to submit an application for funding through Round 3 of the SDF program with the intent of continuing and enhancing the project that received funding from SDF Round 2. Unfortunately, the ECD Department was informed in May that the application was not successful. ECD staff will be attending an upcoming debrief session being offered by the MLITSD to better understand the types of programs that did receive funding and how to improve upcoming applications to increase the chances of success in receiving funding in the future.

Despite not receiving funding through SDF Round 3 to continue the successes of the Manufacturing and the Future Workforce – RapidSkills program, the ECD team is proud of its achievements in supporting the upskilling of Barrie and County of Simcoe’s local manufacturing sector. The department will continue to work with our partners at Georgian College to pursue opportunities to support local employers with training, development, and upskilling offerings to continue to cultivate a dynamic workforce and pipeline of talent in our community.