



Muskoka-Kawarthas Area Labour Market Monitor

~September 2009~

An overview of the **Muskoka-Kawarthas Economic Region**. It includes the census division of the Kawartha Lakes, the counties of Haliburton, Northumberland and Peterborough, and the district municipality of Muskoka. The Labour Market Monitor is a monthly report focusing on labour market information produced by a local Labour Market Information Analyst. For further information, contact:

claudia.humber@servicecanada.gc.ca

Labour Force Trends/Survey

The labour force in the economic region of Muskoka-Kawarthas contracted from September 2008 to September 2009 due to a large drop in the number of people working or searching for work. As a result, the labour force participation rate declined by 4.1 percentage points. Net employment in this economic region fell by 14,700 to 175,000 since September 2008, with all losses in full-time employment. The drop in employment caused the employment rate to fall by 5.0 percentage points to 55.9%. The number of unemployed people rose by 3,100, pushing the unemployment rate up from 5.0% in September 2008 to 6.9% in September 2009. Over this same period, the provincial unemployment rate rose from 6.8% to 9.6%.

For more information, please visit the Statistics Canada website at:

<http://www40.statcan.gc.ca/01/cst01/lfss05d-eng.htm>

Labour Market News by Industry

Accommodation and Food Services

East Side Mario's Restaurant in Lindsay closed leaving approximately 40 people out of work.

My Chef in Muskoka is a new business offering a private dining experience where the chef plans and prepares meals in the client's home.

Administrative and Support

Globalive Wireless Management Corporation announced it will open Wind Mobile, an inbound call centre in Peterborough. Wind Mobile will initially hire

40 people and up to 200 jobs to the area within the next year. The call centre will be located at 364 Water Street and offer wireless services. The Canadian Radio-Television and Telecommunications Commission (CRTC) still needs to approve Globalive's operating licence.

Construction

Building permits in Peterborough increased in the first seven months of this year, but the value of the permits decreased compared to last year. According to the City of Peterborough's building department there were 203 building permits issued between January and the end of July with a value of \$20,001,700. During the same period last year there were 168 permits valued at \$30,655,500.

Upgrades to the wastewater treatment plant at Colborne in Cramahe Township have begun. The \$6.3 million project received funding through the Communities Component of the Building Canada Fund. The Government of Canada and Ontario provincial government each committed \$2,125,086 to the project. The Township of Cramahe is responsible for the remaining cost. Similarly, upgrades are also underway to Minett's Paignton House Road as the Township of Muskoka Lakes was approved funding of \$410,000 through the federal G8 Legacy Infrastructure Fund.

Several infrastructure projects have begun at Fleming College with over \$11 million in provincial funding from the Strategic Capital Infrastructure Fund announced in May. Some of these projects include: a new \$1.5 million pathology lab at Frost Campus in Lindsay, road work and storm-water management at Sutherland and Frost campuses (\$700,000), energy reduction initiatives at all campuses (\$2 million), deferred maintenance projects at all campuses (\$2 million), main hydro feed replacement at Sutherland Campus (\$1.2 million), and \$3 million for Campus Master Plan initiatives at Sutherland Campus, including architectural work on the proposed Kawartha Skilled Trades Institute.

Construction on the Highland Park Cemetery reception centre has begun and is scheduled to

open July 2010. The 18,000 square-foot visitation and reception centre will accommodate 250 people. Beavermead Construction Ltd. was awarded the contract.

Education Services

The Peterborough and Area Innovation Cluster received \$500,000 in funding through the federal Community Adjustment Fund. The money will be used for the creation of a biomaterials initiative at Trent University.

Seedlings Preschool opened at the Cephas Christian Reformed Church, located at 220 Goodfellow Road in Peterborough.

Student enrolment for September increased at both Trent University and Fleming College. Trent University's domestic enrolment has increased by 7%, the first enrolment increase in several years. There was almost a 10% increase in mature students and students transferring from colleges compared to last year. The Trent University Oshawa campus cited an 18.8% increase. Reasons cited for the increase include the downturn in the auto sector, current economic conditions, and the implementation of a recent strategy offering free tuition to high school graduates with a minimum 90% average. This incentive almost doubled the enrolment in this category. Fleming College announced a fall enrolment increase of almost 14% compared to one year ago. The largest increases occurred in the new engineering and environmental sciences program.

The newly replaced Ganaraska Forest Centre, an outdoor educational facility, opened in September. The expanded \$4.2 million facility has seminar rooms, two teacher suites accomodating three teachers in each suite, and can accommodate 80 students overnight. The old facility accommodated 37 students.

Finance, Insurance, and Real Estate and Leasing

A new 25 unit affordable rental complex for seniors and individuals with special needs opened in Fenelon Falls. The \$3.59 million project was supported by federal and provincial governments as well as the City of Kawartha Lakes through the Canada-Ontario Affordable Housing program.

Health Care and Social Services

Three health clinics have opened in the region. The Morton Community Health Care Centre opened in Lakefield. The centre staffs five physicians, nurse practitioners, and other health care professionals

acting as a family health team. Allied services include physiotherapy and foot health clinic, pharmacy, audiology, mind body wellness, diagnostic imaging and a food kiosk. The Muskoka Wellpath Clinic opened in Port Carling in the District of Muskoka and the Brighton Physiotherapy Clinic opened in Brighton.

Two new dental care businesses have opened offering different methods of service. Dental Home Care is a mobile dental hygiene service that opened a clinic at 277 George Street, Peterborough. Muskoka Mobile Dental Hygiene is a business servicing the Muskoka area offering dental hygiene services to clients in their own home .

Manufacturing

Mariposa Dairy Ltd. received \$172,600 over two years from the Eastern Ontario Development Fund. The funds will go towards the creation of seven to ten jobs, automation, energy savings, storage, food safety and staff training.

A labour dispute involving 137 workers from Cameco's nuclear fuel manufacturing division (previously known as Zircotec) has resulted in 79 non-unionized salaried and contract employees being laid off due to a work shortage. Layoffs occurred in both Port Hope and Cobourg. The dispute began September 5.

Viceroy Homes announced they will close their Port Hope facility leaving 139 people out of work. The company is considering moving the manufacturing component of the operation. The office would remain open with a staff of 20. Staff members are discussing opportunities to retain the industry in Port Hope with both provincial and federal government agencies.

Plans are underway to open a new microbrewery in downtown Baysville in the District of Muskoka. The 4,000 square-foot building will include retail space, and a sample bar area. Future plans also include a restaurant next to the brewery. The microbrewery will create approximately six jobs in the first year.

Carma Industries, manufacturer and distributor of smart utility meters, is relocating to Lindsay from Peterborough. They employ 20 people and expect to hire an additional three full-time employees annually for the next five years. The new 12,000 square-foot facility also has room for a 10,000 square-foot expansion.

Other Services

The New Canadians Centre in Peterborough received \$146,000 in federal funding that will be used by the Peterborough Partnership Council on Immigrant Integration. The council is made up of 39 agencies working together to ensure new immigrants are welcome and integrated into the labour force and community.

Several new businesses opened in Peterborough. These include:

- Paul's Auto Service, which offers full service auto repair;
- At Home Electronics, which offers installation, maintenance and repair of home security systems and home theatre systems;
- First Call Services, which offers renovation services.;
- The Goochie Poochie Pet Spa, which provides grooming for dogs and cats; and
- Computer Basics Training and Service, which provides on-site computer services.

Professional, Scientific and Technical Services

The International Consortium on Anti-Virals (ICAV), located at Trent University's DNA Building in Peterborough, received a \$2 million federal grant from Health Canada. The grant will assist a Peterborough-based global association of scientists continue research on low-cost drugs to fight viral infections such as H1N1 and influenza.

Bottom Line Accounting Services of Huntsville and Complete Financial and Business Solutions of Peterborough are two new businesses offering bookkeeping services in the region.

Public Administration

The Port Hope Business Incubator (PHBI) was launched offering office space, administrative support, office accessories, mentoring services and like-minded community support to people who have an emerging business they want to grow. Approximately 15 construction jobs will be created to upgrade the building as well as 50 new and sustainable jobs in the first three years.

Northumberland Community Futures Development Corporation (CFDC) received \$575,070 in federal funding. This funding is in addition to the creation of the new FedDev Ontario South agency and its \$1 billion in federal funding over the next five years. CFDC uses this money to assist small and medium-sized business start up or expand.

Huntsville received a \$91,320 grant from the Federation of Canadian Municipalities (FCM) to

develop a green plan that will help them become a sustainable community. The plan's goal is to be the governing guide to municipal activities and community initiatives balancing environmental, economic and socio-economic needs within the community.

Two applications for rezoning were supported by city planning and will go before city council for the final decision. City planning supported a townhouse development in Bobcaygeon that consists of 20 townhouse units at 29 Lakewood Crescent and a new restaurant in Coboconk. The 2,000 square-foot proposed restaurant would be located at 11 Albert Street and provide 24 parking spaces.

The Government of Canada's Economic Action Plan (EAP) to support adjustment measures in communities most affected by the global economic downturn has approved funding in the following communities in the Muskoka-Kawartha region:

- Town of Bracebridge and Nipissing University - \$5,194,515
- Township of Cramahe - \$424,932
- Municipality of Highlands East - \$300,000
- Town of Huntsville - \$200,000
- Technology Alliance Group for Kawartha Lakes - \$105,729
- Township of Minden Hills - \$350,000
- Municipality of Muskoka - \$405,000
- Township of Muskoka Lakes - \$139,200
- Greater Peterborough Region DNA Cluster - \$500,000
- Community Counselling and Resource Centre Peterborough - \$150,000
- Municipality of Port Hope - \$565,000

Trade, Wholesale and Retail

Giant Tiger will almost double in size when it moves to the south end of Gravenhurst. Fifteen permanent staff will be hired to work in the new store and an additional 10 to 15 people will be hired to assist in setting up the new 15,560-square-foot facility.

Transportation and Warehousing

A new expanded railway station will be built in Cobourg. The federal government and VIA Rail Canada are jointly investing \$7 million in the new station. The expansion includes a new train station, a second platform, and approximately 40 kilometres of upgraded third rail line from Grafton to west of Cobourg. The station, platform and new rail line projects are scheduled to be completed in 2010.

Utilities

Pro-Energy and Power announced that a new wind turbine manufacturing plant is planned for Port

Hope. WindPro Manufacturing plans to begin construction before the end of 2009. The plant will bring 75 green collar jobs namely machinists, welders, and fabricators. The first two-megawatt turbine to be manufactured in Port Hope is expected to be operational by February 2011 with an additional two brought online by March 2012.

Note: In preparing this bulletin, Service Canada 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. Major daily newspapers were some of the sources reviewed for local labour market information used in this report. 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 Service Canada

