

Ontario Auto Mayors

Highly Skilled, Diverse Talent

11/01/2024

**INVEST
MISSISSAUGA**



Theme: Industry Support

Enhance the industry support ecosystem and create a business environment that promotes the retention and growth of Ontario's existing automotive manufacturing base

Area of Focus:

Respond to current and anticipated workforce challenges to ensure ample skilled and diverse talent is available to support the automotive industry transition to EV

Next Steps

- In partnership with the Town of Milton, form a small working group to:
 - Understand current labour market impacts on industry growth
 - Advocate for provincial and federal funding and skills development programming to address worker shortages and increase diversity in the industry
 - Advocate for the retention and reskilling of the existing employment base to address anticipated future skills gaps resulting from the transition to EV

Approach

- Conducted scan of existing resources available to companies/EDOs
- Identified partners that are doing similar work and opportunities to collaborate

Research Summary

- 11/03/2023 Auto Mayors Meeting in the City of Vaughn:
 - Developed a memo that outlined resources identified during while conducting the research
 - Memo was shared on 11/22/2023 as part of the follow-up sent after the meeting
 - Presentations from:
 - Ontario Vehicle Innovation Network (OVIN)
 - The Canadian Skills Training and Employment Coalition (CSTEC) - “Future of Canadian Automotive Labour Force” (FOCAL) Project
 - Slides from these presentations were shared on 11/22/2023 as part of the follow-up sent after the meeting

Research Summary

Examples of recent projects from both organization

- **“Future of Canadian Automotive Labour Force” (FOCAL) Project:**
 - ICEV to EV Workforce Transition Labour Market Forecast:
 - London-Stratford-Bruce Peninsula Report (April 2024)
 - Kitchener-Waterloo-Barrie (April 2024)
 - Windsor-Sarnia (April 2024)
 - Golden Horseshoe (March 2024)
- **Ontario Vehicle Innovation Network**
 - OVINLearn – online learning platform
 - “Career Pathways” tools on OVIN’s Skills & Career Navigator
 - Automotive Innovation Challenge – connecting post-secondary institutions to industry
 - Regional Future Workforce (RFW) – Empowering Equity in STEM Pilot Program (August 2024)
 - Regional Future Workforce (RFW) – Critical Minerals Pilot Program (August 2024)

Research Summary

- Other organizations referenced in memo:
 - Electric Autonomy Canada
 - Automotive Parts Manufacturers' Association (APMA)
 - Automotive Industries Association of Canada (AIA)
 - Academic Institutions
 - Apprenticeship Support Groups

Progress – Invest Mississauga

- Performing outreach to companies to better understand the talent gaps
- We received feedback that there was a strong desire to connect more with local academic institutions (High Schools, Colleges, Universities)
- This has led to the following:
 - Tours of local colleges/universities
 - Level Up! career fairs: Opportunity to interact with students in grades 7 to 12 and help them explore the province's 140+ skilled trades through interactive exhibitions and hands-on activities. Upcoming locations:
 - London: November 12-13
 - Niagara: November 19-20
 - Mississauga: November 26-28
- Working with High Schools and Youth hubs

