



LABOUR MARKET INFORMATION

- **What is LMI?**
- **How LMI Can Help You Find Work and Plan Your Career**
- **Where Do You Find LMI?**
- **Interpretation and Tips**
- **Frequently Asked Questions**
- **Kamloops Labour Force**
- **Job Leads & Potential Employment Opportunities in Kamloops & Area**
- **Major Employers in Kamloops & Area**
- **Closing Thoughts**

A compilation organized
by TQM Consulting in association with
the Kamloops Work Search Centres

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Table of Contents

What Is LMI?	3
How LMI Can Help You Find Work and Plan Your Career	3
Where Do You Find LMI?	5
Basic LMI and Resources	5
Local LMI and Resources	6
Provincial LMI and Resources	6
National LMI and Resources	7
Interpretation and Tips	8
Kamloops Labour Force.....	10
Kamloops Job Opportunities (September 2008)	13, 14
Closing Thoughts	14



What Is LMI?¹

When you are looking for work or planning on a career change, Labour Market Information or “LMI” is a term you hear often, but what does it really mean?

Labour market information is a term for information about the factors impacting work. This information can be about:

- **The world of work** - what people do in their jobs, what employers want them to do, the number of jobs now and in the future.
- **Existing and potential workers** - people who are working, people who are not working but want to (unemployment rate), or people who will be looking for work in the future.
- **Employers** - companies, organizations and their industries working conditions, wages, as well as qualification requirements.

From this information, you will be able to draw conclusions about the type of work available in different occupations, industries and who is hiring.

How LMI Can Help You Find Work and Plan Your Career^{2, 3}

As well as developing the career planning skills needed to effectively manage your career, you need to know the facts relating to work, and opportunities that you are interested in. LMI can help you understand the changing demands of today's labour market and answer questions such as:

- How can I become more employable?
- Which skills are in demand by employers?
- What are the predicted growth industries and occupations?
- Do I need more education?
- What are the main industries in the area where I live?
- Are there jobs for those with few qualifications?
- Where are opportunities in the job market ?
- How is the outlook for various occupational groups based on a variety of factors ?

**Finding labour market
information is easy
because it is
EVERYWHERE!**

¹ Source: Making Career Sense of Labour Market Information, 2nd Edition, by Elaine O'Reilly © 2001.

² Source: LMI Matters! Understanding Labour Market Information, produced by the Department of Education and Skills 2004.

³ Source: www. labourmarktservices.gov.bc.ca

It is important to locate LMI to help you **find** and **keep** work! Whether you are looking for work, researching ways to keep your job, or planning a career change, the following points will get you out of the starting gate and onto the right foot:

- You need to know **where the jobs are**: sectors and occupations where job opportunities exist as well as what skills are needed for them.
- LMI can help you identify the **skills you require** in the future. Job tasks and job titles change and develop as products and technology change. For example, e-commerce has changed the way businesses operate, and subsequently, the way administration and finance workers operate.
- You need to know how hard or easy it will be to **get into your chosen career**. You also benefit from accurate LMI about pay levels, job security and local prospects which you need to take into account if you want to make realistic and informed career decisions.
- LMI can help you **broaden your aspirations** to include similar occupational areas in the event that your first choice is not possible or available.
- LMI can be used to set out the **realities of the job market** and allow you to avoid wasting time in areas where you are unlikely to be successful.
- Unforeseen **events can affect the job market**. For example, the SARS outbreak and forest fires in 2003 had a major impact on tourism. Being aware of external factors that could affect an industry or occupational area can help you ensure that you are prepared.
- The **continued shift** from new technologies, growing international competition and slow economic growth continue to force existing industries to restructure and look for new opportunities. Given the rapid changes occurring in the working world, how can you make sound career decisions? The answer is by carefully researching your options.

"I think there is a world market for maybe five computers."

**Thomas Watson,
Chairman, IBM, 1949**

"There is no reason for any individual to have a computer in his home."

**Ken Olson, President,
Digital Equipment Corp.,
1977**

It's a good thing Bill Gates conducted solid LMI research before starting Microsoft and didn't listen to this advice 😊.

Where Do You Find LMI?

LMI is everywhere! As you turn on the radio in the morning and reach for a cup of coffee you hear about what's going on. As you drive to work you see construction taking place for a new business coming to Kamloops. At the same time you might see "Accepting Applications" signs in office windows. At work you need to attend a training program for a new type of software program being implemented. At lunch you read the local paper about how the unemployment rate in Kamloops is lower than ever. All these examples are a result of labour market trends making an impact in the local economy and ultimately impacting you!

In this section, we have provided a quick list of resources that should help you decide on where you want to begin looking for LMI. Later in the handout, we will talk about how to interpret the information. LMI can be collected from four different levels:

- 1) **What is happening locally within your community**
- 2) **What is happening within your province**
- 3) **What is happening nationally**
- 4) **What is happening globally**

For the purpose of this handout, we will focus on the first **three**.

Basic LMI and Resources

- **The Media** – Look for articles or features on LMI in newspapers, futurist magazine/books, TV specials and employment forecasting books.
- **www.kamloopschamber.bc.ca** – Membership is not required to access local business and tourism program information and business directories.
- **Major Employers** – Major employers, especially in single industry towns, often produce information (such as reports, brochures and informative websites).
- **Associations** - Business, union, professional and trade associations have information to offer.
- **Science Councils** – These will have information on science-related occupations.
- **Contacts/Networking** - People working in a field of interest to you, for instance, employees, employers, neighbours, friends, old schoolmates and relatives are all good sources of information.

Local LMI and Resources

- www.venturekamloops.com - For local economic information and opportunities try the Venture Kamloops site.
- www.tnrd.bc.ca - The Thompson Nicola Regional District provides information on different communities near Kamloops. Topics covered include economic development and business services.
- www.city.kamloops.bc.ca – The City of Kamloops website provides community news releases, business statistics and directories, and other downloadable reports.
- www.statcan.gc.ca - Search by province, city or town on the Stats Canada site. When you get there click on “Community Profiles” under “Census” which will take you to census information.

Provincial LMI and Resources

Much of what happens in a community is impacted by what is happening overall in the province. Be aware of provincial events and LMI.

- www.bcstats.gov.bc.ca - The BC Stats site provides regional and community facts about BC.
- www.labourmarketservices.gov.bc.ca – The Province has developed a provincial LMI system to support job seekers, employers and government to make informal labour market decisions.
- **BC Labour Market Report** - A monthly subscription available in the Kamloops Work Search Centre’s resource library. It outlines employment and career opportunities, changes and positive impacts in the Labour Market, and a directory of new business licences for different communities across BC (Kamloops is one community featured).
- www.workfutures.bc.ca - Work Futures provides a comprehensive description of close to 200 occupations as they relate directly to the BC labour market.
- www.jobfutures.ca - Job Futures is a career tool that provides useful information about 226 occupational groups.
- www.ic.gc.ca - Industry Canada’s comprehensive Strategies site serves business in Canada. Go to “Site Map” and click on “Provincial and Territorial Information” to find relevant provincial and regional information.

Provincial LMI and Resources Continued

- www.canadabusiness.ca – A website committed to provide you with a wide range of information on government services, programs and regulations relevant to existing and potential business entrepreneurs.
- www.whatskey.org - A resource designed to steer BC career practitioners, young people and adult job-seekers to other labour market information sources and tools.
- www.workbc.ca – A website for Job seekers, service providers, employers, educators, to make informed decisions.

National LMI and Resources

- www.workdestinations.org - The Destinations site deals with conditions affecting the Canadian labour market. This may include facts about employers, wage rates, working conditions, changing skill requirements, influential business openings and closings, labour surpluses and shortages, and profiles of communities, industries, and occupations.
- <http://makingcareersense.org> - The Canadian Career Development Foundation has information on shaping labour market trends, working in the new economy, LMI for career decision making, and links to training options. Also available in print in the resource library at both Kamloops Work Search Centres.
- www.conferenceboard.ca – The Conference board of Canada is an independent, not-for-profit research organization specializing in providing information about economic trends as well as organizational performance and public policy issues.
- www.jobbank.gc.ca – The Service Canada Job Bank will give you an idea about job opportunities all across Canada.
- www.labourmarketinformation.ca - Answers your questions about jobs, skills and the availability of workers in local areas across Canada.

Interpretation and Tips³

You need to interpret LMI research so you can convert it into information you can use. There is no doubt that many people feel put off when confronted with LMI, but don't be disheartened. Here are a few tips for using LMI effectively.

Ask questions

Asking one question will often lead to other questions and move your research ahead. Here are some examples.

- Where will I find the most opportunities for work?
- If I choose a trade or post-secondary program of study, will I be able to find work in my field?
- If I continue my studies, are my chances of finding work better?
- What are the salary expectations?
- What skills do I need to keep up with global trends?
- How will global labour market trends change the way we do business and the way we do our work?

If an author is making a prediction, ask yourself:

- What are they basing their prediction on?
- Have they missed important information that would have changed their prediction?
- Are their predictions believable?

Information changes fast

Keep looking for facts and choose your sources carefully for up-to-date answers. Check the date of the information to see if it is current.

Consult many labour market information sources

You may need to consult many sources of information to clarify how it relates to your local area or your particular situation.

Know the difference between occupation and industry information

Occupations involve skills and abilities needed for a particular type of work. Occupations such as sales representatives and labourers are found in many industries. Industry information refers to companies, products and services.

How reliable is the source?

Information can be presented in such a way as to benefit an organization, political cause, or some other agenda. Consider the reasons behind how the information is presented. Is it to sell seats in a training program? Is it to benefit one particular organization that may have high employment turnover?

³ Source: Making Sense of Labour Market Information, Government of Alberta, Human Resources and Employment.

How credible is the source?

Consider who this information is coming from. Are they experts in their field? Information on a Human Resources and Employment website is likely to be more credible than an advertisement urging you to apply today because, “100 new jobs have just become available.”

Interpret statistics carefully

Say you were presented with statistical information indicating an increase in job availability for each of these occupations. At first glance, which occupations do you think has more job openings?

- Physiotherapists – increase of 150 per cent
- Plumbers – increase of 10 per cent

Let’s consider the size of each occupation. If there are only 30 physiotherapists in your community, then a 150 per cent increase means that 45 new jobs will be available. If there are 2000 plumbers in your community, then a 10 per cent increase means 200 more jobs. Which occupation actually offered more potential jobs?

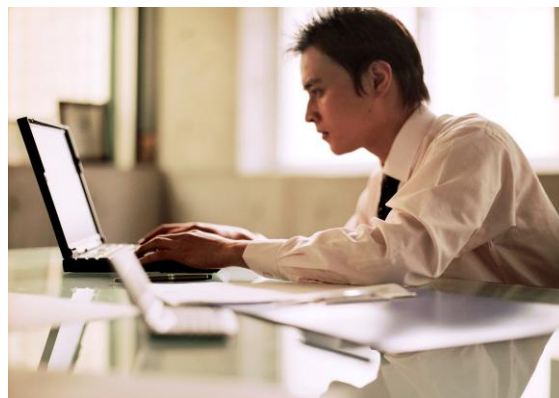
Learn to read tables, graphs and charts

The key to understanding graphs is to read all of the information on them. Rather than going straight to the body of the table or looking at the shape of the curve, you should first:

- Read the headings – What does the table say that it is about?
- Is the information distorted? – Does the graph start from 0?
- If not, how does this distort the information? Make sure you scan the whole table or chart.

Always check how a list was produced

Top 100 lists or lists of industry by size are often based on revenue rather than employment. For example, publicly funded organizations such as government and education are considered not-for-profit and would not make a Top 100 list based on revenue. Yet they can be the largest employers in some communities.



Kamloops Labour Force⁴

The industrial base of Kamloops and the Thompson Shuswap is well diversified and has enjoyed job growth in most sectors, especially the service industries. The area is comprised of a very diverse economy and is not dependent on any one industry. According to the 2009 BC Stats Labour Force Annual Characteristics, Kamloops has a well-educated diverse labour force of more than 54,000 workers (15+) who support a wide range of economic sectors.

The largest portion of the working population in the Kamloops area is employed in the retail trade industry and service sectors. The top four industry sectors by number of workers in Kamloops are manufacturing (7.1%), health care (11%) construction (7.9%) and accommodation and retail (12.7%).

Industry Sectors in Kamloops

The top industry sectors in Kamloops are the following:

- Agriculture
- Bio-Energy
- Forestry & Value Added Wood
- Health Services
- Hi-Tech
- Manufacturing
- Mining
- Retail
- Sport Tourism Industry
- Sustainability
- Tourism
- Transportation and Logistics

The City of Kamloops' economy is strong and diverse. Forestry, mining, ranching and agriculture have always anchored the economy of Kamloops and now the emerging areas of technology, bioenergy, sustainability, tourism, and manufacturing are strengthening this business base and contributing to the city's dynamic growth.

With its well established transportation, infrastructure and its growing university, Kamloops is attracting and supporting an ever increasing number of large businesses and major corporations in every sector. The accessibility to markets, the unparalleled natural environment, the cosmopolitan urban areas and unique lifestyle all play a factor with doing business in Kamloops.

⁴ Source: Information taken directly from Venture Kamloops, www.venturekamloops.com, accessed March 2010

Provincial and Federal offices in Kamloops

Kamloops is home to various levels of government including municipal, regional, provincial and federal offices. There is one MP representing Kamloops-Thompson-Cariboo in the Federal Government and two MLA's representing Kamloops in the Provincial Government.

The Government of Canada has many agencies located here to serve the public which include the Ministries of Agriculture, Fisheries, Health, and Service. There are also many Provincial Government agencies in Kamloops including Service BC, which offers a variety of provincial services for residents, and a new Wildfire Coordination Centre that is currently under construction at the Kamloops Airport. The centre, scheduled to be completed in time for the summer of 2010, will be responsible for the entire province's aviation services, fire weather forecasting, and the existing air tanker dispatch. Kamloops is also the main centre in the Thompson Nicola Regional District (TNRD) with numerous regional head offices choosing to locate here.

Employment in Kamloops

More than 47,000 people are working in Kamloops. The average 2009 unemployment rate was 8.3 % compared to 5.8% in 2008.

The Thompson Rivers University and a large number of private educational institutions give residents of Kamloops easy access to post-secondary education and training opportunities. Each year more than 1,500 students are graduating from academic and vocational studies earning certificates, diplomas, bachelor degrees and soon, master degrees. Many employers find Kamloops an attractive place to do business due to the large pool of well educated and skilled labour.

The Kamloops area's quality of life, low cost of living and access to major markets are the key advantages cited by senior level staff as the primary reason for moving to Kamloops.

Employers report high satisfaction with the quality of labour in Kamloops (work ethic, education and work experience levels) and lists it as a major factor for locating their business

Employment by Sector in Kamloops

Kamloops has an experienced labour force of more than 60,000 workers. Two-thirds are employed in the goods servicing sector and one-third are employed in the goods producing sector.

Economic Structure

Number of Firms, by Sector, by Employment Size, December 2008

2 Economic Structure - Number of Firms, by Sector, by Employment Size, December 2008										
NAICS Code	Industry Sector based on NAICS Canada (North American Industrial Classification System)	Thompson/Okanagan						British Columbia		
		Firms with No Employees	Firms with Employees					Percent of Total	Percent of Total	All Sizes
			Less than 20	20 to 49	50 to 199	200 Plus	All Sizes with Emp.			
	Total, All Industries	21,581	19,602	1,732	685	84	22,103	100.0%	100.0%	175,003
11	Agric., Forestry, Fishing & Hunt	1,561	1,395	77	31	0	1,503	6.8%	4.0%	7,009
21	Mining & Oil & Gas Extract	89	80	20	2	1	103	0.5%	0.6%	1,071
22	Utilities	32	33	5	3	0	41	0.2%	0.1%	203
23	Construction	4,061	3,268	192	64	2	3,526	16.0%	12.1%	21,108
31	Manufacturing (31-33)	531	795	128	70	16	1,009	4.6%	4.5%	7,879
41	Wholesale Trade	700	898	110	18	1	1,027	4.6%	5.9%	10,359
44	Retail Trade (44-45)	1,273	2,423	275	112	14	2,824	12.8%	11.9%	20,742
48	Transp. & Warehousing (48-49)	1,027	813	74	24	5	916	4.1%	4.4%	7,734
51	Information & Cultural Indust.	150	169	19	13	0	201	0.9%	1.4%	2,412
52	Finance & Insurance	1,501	690	88	20	0	798	3.6%	3.8%	6,564
53	Real Estate & Rental & Leasing	3,443	919	17	7	0	943	4.3%	4.5%	7,835
54	Profes'nl, Scientif. & Tech. Srv	2,341	1,716	66	12	0	1,794	8.1%	11.0%	19,278
55	Mgmt. of Companies & Enter.	1,430	277	15	10	4	306	1.4%	1.6%	2,818
56	Admin. & Sup'rt, Waste Mgmt.	810	950	57	27	1	1,035	4.7%	4.9%	8,513
61	Educational Services	178	176	16	13	13	218	1.0%	1.4%	2,363
62	Health Care & Social Assistance	430	1,700	122	59	8	1,889	8.5%	8.4%	14,773
71	Arts, Entertainment & Recreation	282	295	53	27	4	379	1.7%	1.6%	2,873
72	Accom. & Food Services	585	1,135	320	133	7	1,595	7.2%	6.7%	11,639
81	Other Serv's (ex. Public Admin.)	1,155	1,823	57	11	1	1,892	8.6%	10.9%	19,095
91	Public Administration	2	47	21	29	7	104	0.5%	0.4%	735

Source: Statistics Canada, Business Register Division

Top Ten Major Employers in Kamloops

Company	Industry	Employees
Royal Inland Hospital	Health Services	2117
School District #73	Education	1784
Thompson Rivers University	Education	1270
Highland Valley Copper Mine	Mining	980
City of Kamloops	Municipal	710
Kamloops Daily News	Newspaper	503
Domtar	Pulp Mill	435
Overlander Extended Care	Health Services	367
Walmart	Department Store	322
BC Lottery Corporation	Gaming	310
Horizon North (Northern Trailer)	Manufacturing	280
NRI-Distribution	Warehousing	240

Labour Force Participation Rates for Kamloops

	2006	2007	2008	2009
	<i>(Thousands)</i>			
Population 15 years+	75.7	76.4	77.7	79.0
Labour Force				
Total	53.6	53.5	56.6	54.1
Employed	51.5	50.8	53.3	49.6
Unemployed	2.1	2.7	3.3	4.5
Not in Labour Force	22.1	22.9	21.2	24.9
	<i>(Percentage)</i>			
Unemployment Rate	3.9	5.0	5.8	8.3
Participation Rate	70.8	70.0	72.8	68.5
Employment Rate	68.0	66.5	68.6	62.8

Source: BC Stats - Labour Force Activity by Selected BC Cities and Stats Canada

Major Employers in Kamloops & Area

Below is a list of some of the larger employers in the Kamloops area. Most of them post job opportunities on their websites. All cover a broad scope of positions in various industries.

British Columbia Lottery Corporation	www.bclc.com
City of Kamloops	www.kamloops.ca
Domtar Pulp and Paper Products	www.domtar.com
Finning	www.finning.ca
Highland Valley Copper Mine	www.teckcominco.com
KAL Tire	www.kaltire.com
New Gold	www.newgoldinc.com
Northern Trailer	www.northerntrailer.com
NRI Distribution	www.nri-distribution.com
Rocky Mountaineer Vacations	www.RockyMountaineer.com
RCMP	www.rcmp-grc.gc.ca
Royal Inland Hospital	www.interiorhealth.ca
School District #73	www.sd73.bc.ca
Thompson Rivers University	www.tru.ca
Urban Systems	www.urban-systems.com

For further Kamloops Community Facts please visit
www.bcstats.gov.bc.ca/data/dd/facsheet/CF325.pdf

Closing Thoughts

People listen to and evaluate labour market information everyday without fully realizing it. When people need to research information in a more formal way, they often get stuck. Whether trying to find a job or planning a career change or looking at investing in further training and/or education, the more information you are able to collect, the more likely it is that you will make the right decisions about your future.

Key points to remember:

- There is no crystal ball answer to finding the information you are looking for and no one location to look. Use as many different types of resources as possible and then always follow-up with talking to people that work directly in your area of interest. (*See the Informational Interviews Handout available at both Kamloops Work Search Centres*)
- It is very difficult to predict, with absolute certainty, what jobs will remain and what new jobs will emerge. Each day brings new developments and changes to the labour market requiring you to always be aware and plan.
- Collecting LMI takes time as it comes from all different sources.
- This makes it anything but an overnight project. Take one step at a time and do not get overwhelmed.