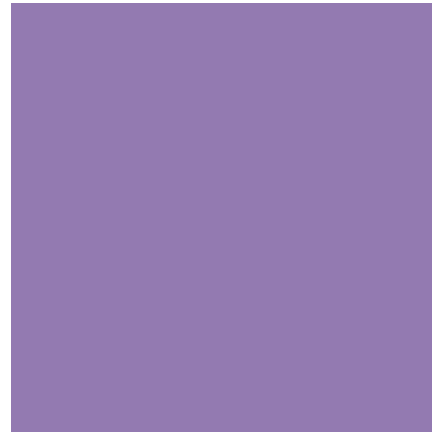




Dawson Employer Labour Market Survey Report

August, 2013

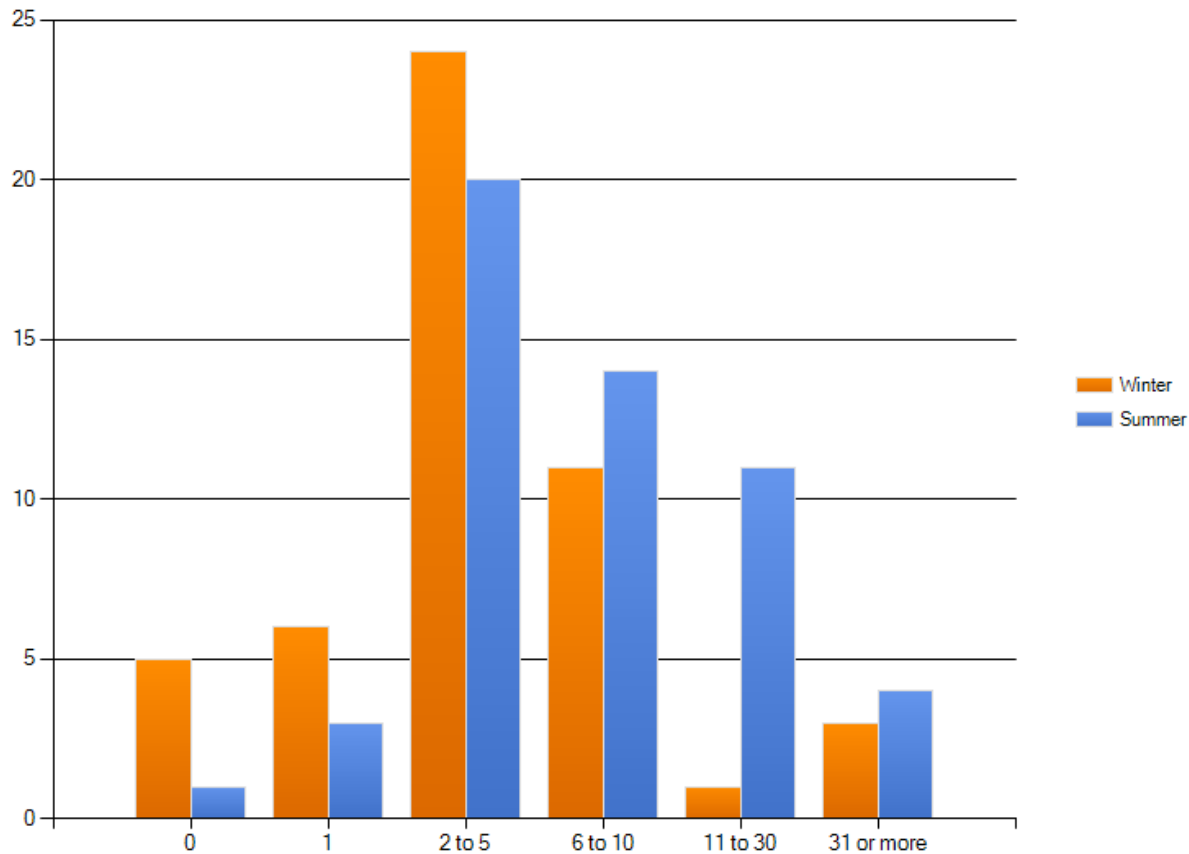


A partnership of the City of Dawson, Dawson City Chamber of Commerce, Klondike Visitors Association, Klondike Institute of Art & Culture, and Chief Isaac Inc.

+ Number of responses to the survey = 55



How many people are employed in your business, including owner(s)?





Employment Trends & Expectations



- 55% said their number of staff has stayed the same in last 2 years
34% said it had increased
11% said it had decreased

Anticipating next 2 years...

- 78% expect their number of staff to stay the same
In July of 2011 approximately 67% of surveyed businesses were expecting staff numbers to stay the same over the next 2 years
- 14% expect an increase
2011: 20% were expecting an increase
- 7% expect a decrease
2011: 8% expected a decrease



Do you have difficulty recruiting employees (for either summer or year round)?



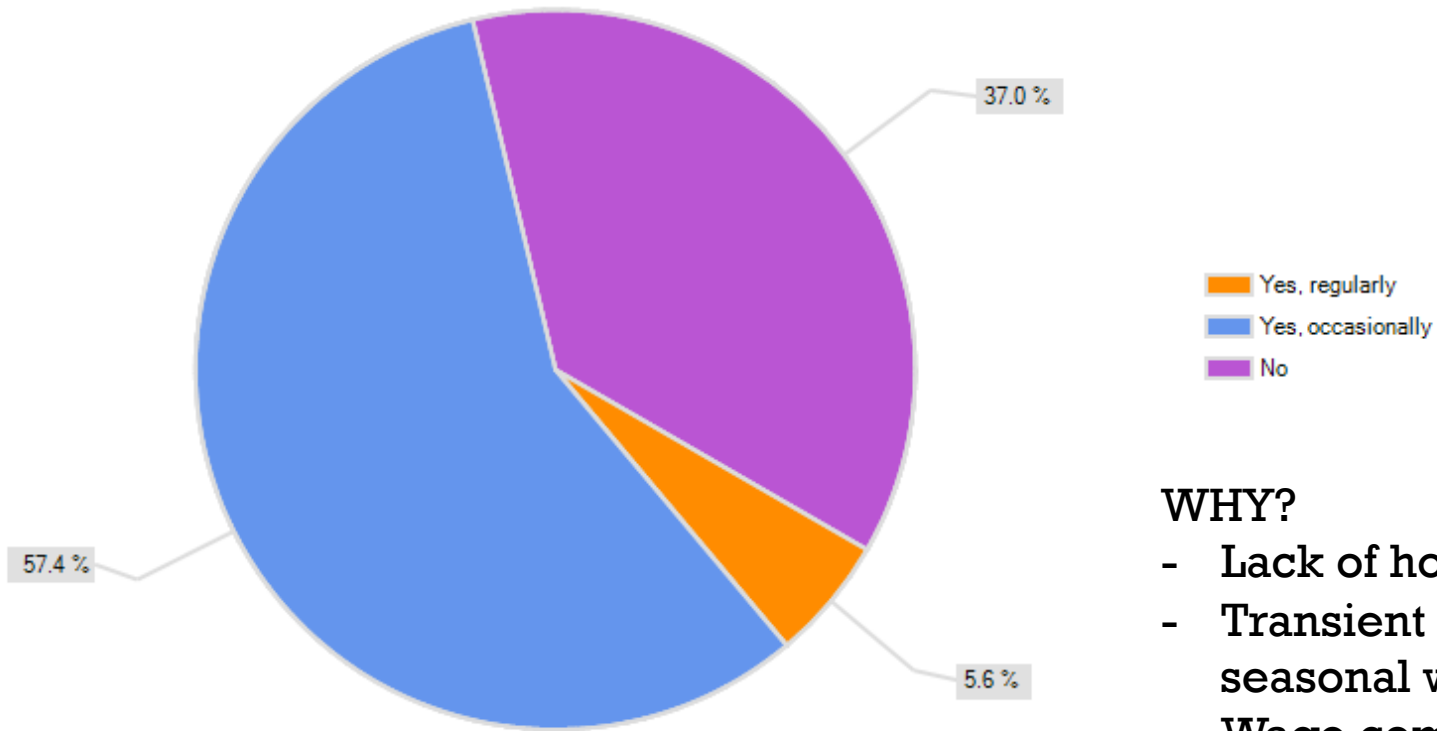
- 21% report regular difficulty recruiting employees
- 37% report occasional difficulty
- 41% report no difficulty

WHY? Most common answers:

- Lack of qualified people
- Lack of housing
- Not enough work to offer year-round employment
- EI system



Do you have difficulty retaining employees?



WHY?

- Lack of housing
- Transient nature of seasonal workers
- Wage competition, especially with government



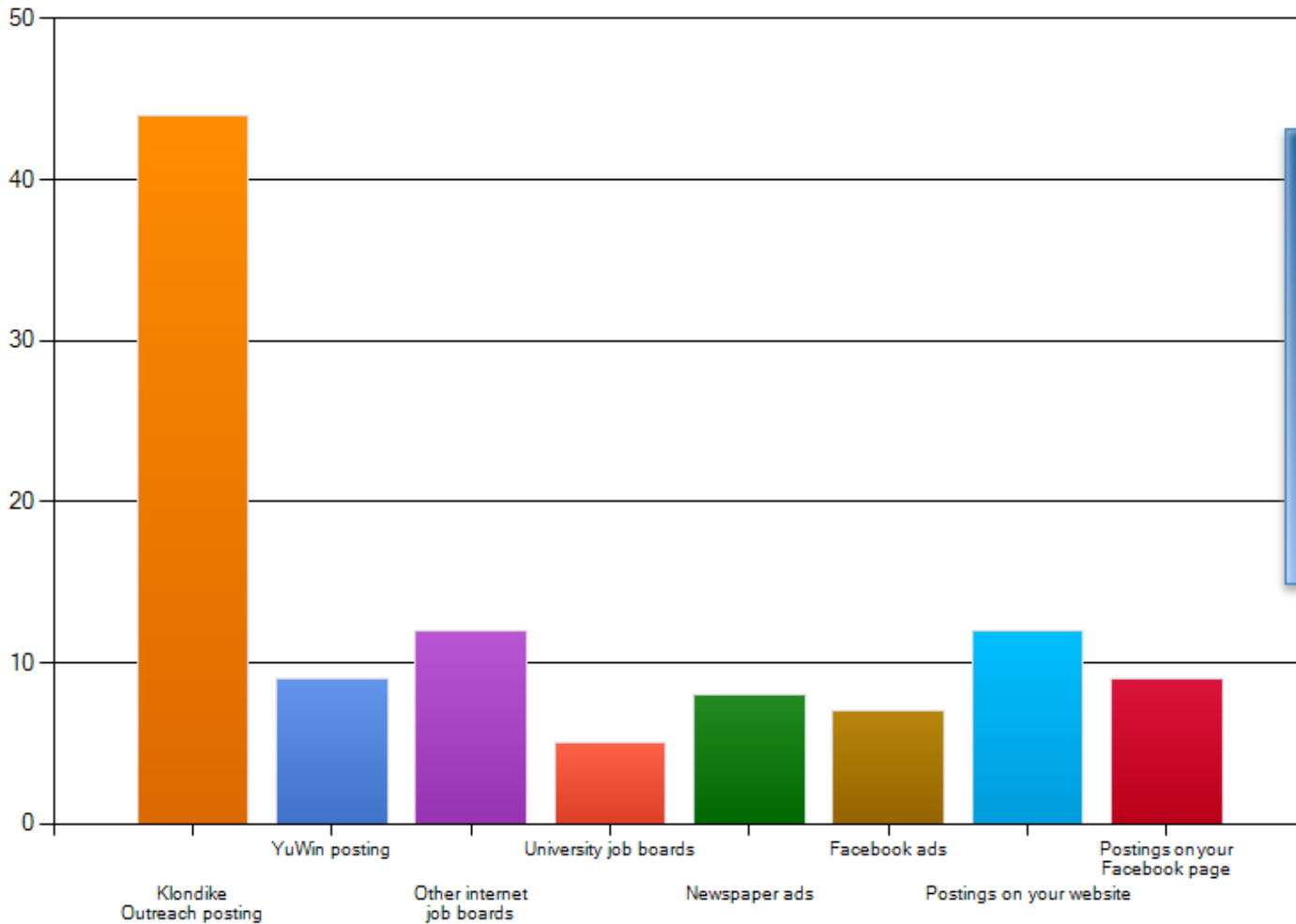
What positions are hardest to fill?



- A great variety of positions were mentioned, however the most common answers were:
 - Book-keepers
 - Trades (mechanics, carpenters etc.)
 - Kitchen and serving staff
 - Office managers
 - Highly skilled positions or positions requiring high level of experience or knowledge



What measures have you taken to recruit employees?



Word of mouth was the top recruiting method mentioned in “other” comment box: (30%)

What do you believe are the biggest barriers to attracting labour to Dawson City?

#1:

75% cite lack of housing as the primary barrier



Followed by:

Distance/remoteness, then cost of living

#2:

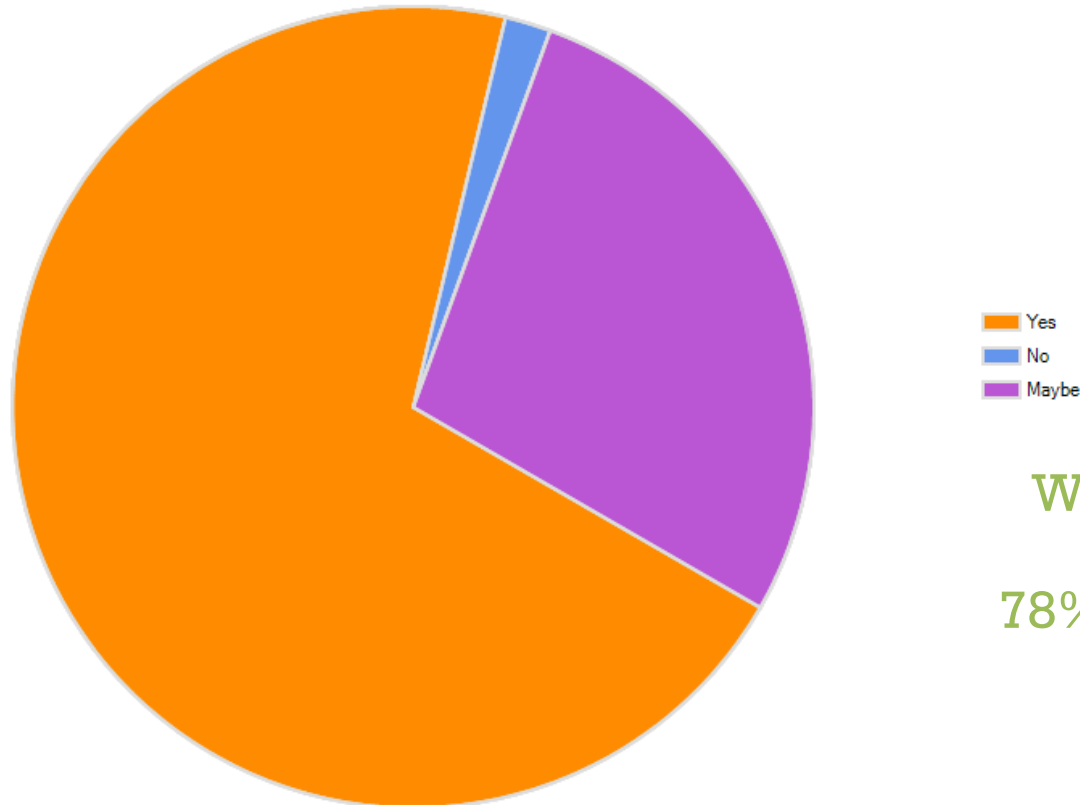
Housing (25%), followed by:

Seasonality of jobs & community, then cost of living

#3 :

Housing then distance/remoteness then wage competition

+ Do you think we should actively promote Dawson City to the rest of Yukon and Canada as a great place to live and work?



Who should we focus on?

78% said both year-round & seasonal workers

Several respondents (11) made the point that Dawson needs to increase its stock of available housing prior to actively advertising itself in order to recruit labour.



Developing a Dawson Labour Market Strategy

Based on findings of the scoping study & survey, there are 5 areas to focus on:

- 1- Labour Market Info**
- 2- Recruitment**
- 3- Retention**
- 4- Programs & Services Awareness**
- 5- Partnerships & Communication**



1- Labour Market Information

i) Develop a research plan to obtain and disseminate reliable and useful statistical information about the regional labour market

Start with a local labour market survey



ii) Find effective avenues to make the information available

Examples:

Dawson City Chamber of Commerce meeting

KDO Website

Facebook pages

Partner e-lists and websites



iii) Promote the information



2- Recruitment

SURVEY SAID:

Existing recruiting strategies target the local population almost exclusively

- i) Develop a marketing strategy to promote Dawson as a place to work and live
 - Possible promo web site additional to dawsoncity.ca and community profiles?
 - Online advertising campaign?
 - Project to place Dawson City's seasonal job postings on College and University job boards and other online job search sites across Canada?

SURVEY SAID: wait until we have more housing before attracting people here

- +
- Develop business training (?)

SURVEY SAID: Responding business owners expressed a stronger interest in training information in the form of e-mail news (approx. 29%) than workshops (approx. 19%) or online tutorials (11%)

Suggested topics were:

Recruiting best practices, open management, working with generation 'Y', etc.



3- Retention

i) Develop business training (?)

ii) Review, revise and implement the KDO Housing Strategy

SURVEY SAID: Top reasons cited for difficulty in retaining employees:

- Lack of housing
- Transient nature of seasonal workers
- Wage competition, especially with government

GOOD NEWS: KDO is launching a project to assess financial/community feasibility of a 12-16 unit rental complex with active support from CMHC, & Yukon Housing Corp.



iii) Gather information from the community about seasonal housing needs, & ideas for development of minimal service seasonal housing



4- Programs and Services Awareness

i) Create tools to increase local awareness of existing labour market development initiatives and programs offered by various governments and organizations.

Pilot actions could include:

- An information portal via www.klondikedevelopment.com
- Presentation to Dawson City Chamber of Commerce
- Production of:
 - Summary document outlining all available services across community and email to all business license holders & dropped at strategic points around town






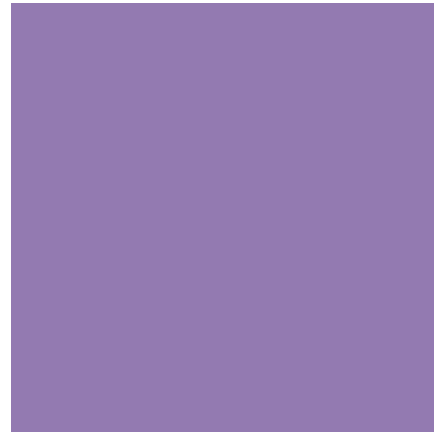
5- Partnerships & Communication

i) Increase communication with Government of Yukon about local service and program needs and communication of existing local services

Pilot actions should include:

- Public presentation with representatives from YG Advanced Education 
- Strategic plan: Government of Yukon to consult with community about what the priorities are, and what kinds of strategies could be used to achieve goals
- Provision of information about existing programs and how to get involved





Thank you!

Have more to say about labour market development?

Let us know at KDO!