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What is the APRC?

The APRC conducts research and disseminates knowledge about the role of public policy in supporting Canada's globally competitive automotive industry.

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Canadian Centre for Policy Alternatives
February 2019

The Future of the Canadian Auto Industry

Charlotte Yates and John Holmes

Research Projects and Themes

- New Production Technologies and Canada's Automotive Industry
- Trade Patterns and the Impact of New Trade Agreements
- International Comparison of Automotive Policy
- Industry Engagement and Social Science Research
- Industry Profiling and Regional Economic Impacts
- Skills and Labour Markets

Automotive Sector Labour Market Analysis

March 2019

CSTEC
Canadian Skills Training and Employment Coalition



Why Analyze Automotive Labour Market?

- Technological advances in products and production are accelerating innovation throughout the industry and its supply chain
- Automotive sector is a major employer, drives considerable economic activity
- Skilled workforce necessary for the sector to be competitive
- CAPC and Auto Advisor recommend investing in people
- We will examine labour market for a broad definition of sector
- Support letters from GM, Ford, APMA, Martinrea, and several technology companies active in automotive space
- Great interest expressed by ISEDC, ON MEDJCT, CAPC and others

CSTEC

Canadian Skills Training and Employment Coalition



Why CSTECH and APRC?

- CSTECH
 - NGO with experience engaging industry in labour market analysis, building training consortia; operating programs to facilitate school to work transition
 - Experience in forecasting supply and demand for key manufacturing occupations
- APRC
 - Has broad body of knowledge of the industry and companies in it
 - Has extensive industry contacts and highly skilled researchers
- CSTECH and APRC work well together

What is “Broader Automotive Sector”?

- Not just vehicle assembly, OEM parts and Independent parts
 - Maybe 130,000 or so jobs in traditional auto NAICs – 3361 and 3363
- Also diversified suppliers, tooling/automation
 - Maybe another 40,000 plus other jobs?
- Also software and technology (5,000 plus jobs?)
- Rubber, Steel and other materials (20,000 more jobs?)
- Bus and Heavy Truck (5,000 plus jobs?)
- Even this broad definition does not include other service jobs (i.e. accounting, food service, cleaning and security)

CSTEC

Canadian Skills Training and Employment Coalition



Auto LMI Planned Output

- Considerable output by October 2021
- Profile the broader industry in Ontario, Quebec, and 8 regions
- Forecasting system for broader industry capable of forecasting supply and demand for key occupations (i.e. skilled trades, engineers, etc.)
- Baseline forecasts for Ontario, Quebec and 8 regions
- Forecasts for Ontario and Quebec using “upside” and “downside” investment scenarios
- Forecasts for Ontario and Quebec assuming more rapid than anticipated technology adoption

Auto LMI Planned Output (cont'd)

- Wage report
- Various trend reports
 - Diversity in hiring and best practices for hiring of women, youth and Indigenous Peoples
 - Technology and impact on employment
 - Supply of skilled employees: training & apprenticeship; immigration; etc
 - Work-integrated learning; other training issues
 - Others yet to be determined
- Reports summarizing findings and cataloguing recommendations to solve labour market challenges

Industry Engagement and Knowledge Dissemination

- Advisory Groups:
 - Want to ensure we are doing relevant work – industry, government, labour, others
 - Industry; Research; and Technology Advisory Groups
- Regional Advisory Groups:
 - Want to validate regional forecasts and analysis
 - Include industry, community colleges, other training institutions, regional economic development staff, labour, local training boards
- Disseminate results through other electronic means such as Magnet

How Will We Define Success?

- Engaging stakeholders
- Delivering validated profiles and forecasts
- Delivering relevant trend reports
- Knowledge dissemination
- Contribute to better functioning labour market
 - Generating better information
 - Generating ideas on solving labour market problems
 - Building and sustaining interest among broader automotive industry and stakeholders to work together to ensure industry has skilled workforce and workers have good jobs