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March 10, 2016

**COMMUNITY SERVICES – ECONOMIC DEVELOPMENT
INFORMATION REPORT # 2016-12**

TO: Mayor Van Bynen and Members of Council

SUBJECT: 2015 Newmarket Employment Survey

ORIGIN: Community Services – Economic Development

In accordance with the Procedure By-law, any Member of Council may request this Information Report be placed on an upcoming Committee of the Whole agenda for discussion.

BACKGROUND

Since 1998, York Region has collected employment information through an industry wide survey of businesses within the Region's nine municipalities. With the growing financial support of the local municipal economic development offices over the past decade, this survey has evolved into the most comprehensive analysis of employment data available by providing an annual snapshot of business and employment growth in the Region.

Newmarket's financial support provides us with 100% survey coverage of all business in the community, excluding home-based and farm-based businesses. Survey data are collected each summer by students employed and trained by the Region, with the results typically provided by year end or the first quarter of the following year. Newmarket economic development uses the survey results for a wide variety of purposes, including strategic planning, economic and employment trend analysis, and as background for marketing initiatives/promotion of the community.

COMMENTS

From mid-year 2014 to 2015, Newmarket's employment grew 1.47%, from 38,774 to 39,344. As shown in Table 1, this exceeds Canadian and provincial rates but is less than the York Region average. Since its peak of approximately 40,000 prior to the 2008-09 recession, employment in Newmarket has remained within a stable range between approximately 38,000 and its current level of 39,344.

Sector Trends

Manufacturing was severely impacted throughout Ontario and York Region in 2008-09, with many experts predicting the death of this sector as an economic generator for the province. During this period, Newmarket manufacturing employment bottomed out at 4,600 workers. Interestingly, however, is the fact that manufacturing employment has rebounded in Newmarket during the past 5 years, increasing 11%

Table 1
Annual and Five Year Employment Growth Rate Comparison

	Newmarket	Canada	Ontario	GTA	York Region
2014-2015	1.5%	1.1%	1.2%	4.1%	2.4%

since 2010, with over 5,100 employees working in this sector in 2015. Manufacturing accounts for 13% of total employment in Newmarket, up from 11.5% in 2010.

The Health and Social Services sector, primarily driven by Southlake Regional Health Centre and off-site health sector employment, remains the largest employment sector in Newmarket after having surpassed retail in 2013. This marked a significant milestone in Newmarket's transition to a knowledge-based regional economy. In 2015, 18.2% (7,170 employees) work in the Health and Social Services sector, compared to 17.4% (6,854 employees) in retail.

The growth of the high-value Business Services sector is also important. This sector accounts for 12.7% of 2015 employment in Newmarket, and over the last decade Business Services (+30.3%) and Health and Social Services (+37.5%) have powered the growth of high-value jobs in Newmarket. Together, these sectors account for over 30% of all jobs in Newmarket.

Newmarket maintains one of the highest live/work ratios in York Region, currently at 46%. We also strive to achieve a healthy 2:1 population to employment ratio (when home-based employment is included) in the total employment figures.

Planning for Future Economic Development

The Newmarket Economic Development Advisory Committee (NEDAC) is mandated with advising Council on matter related to economic development. Agreement was reached at a recent joint workshop with Council on three strategic themes that will be the foundation of future economic growth and which align with Council's 2014-2018 Economic Development strategic priorities. These themes revolve around the concepts of Collaboration, Innovation, and Urbanization. Staff are currently refining "action-item" recommendations emanating from this workshop within these three areas and will report back to Council later in 2016.

BUSINESS PLAN AND STRATEGIC PLAN LINKAGES

Well Equipped and Managed

- Leadership excellence and leading – edge management
- Clear vision of the future and aligned corporate/business plans
- Appropriate mix of jobs to population and people to industry

Well Respected

- Being well thought of and valued for our judgement and insight
- Discovering innovative and creative solutions for future well-being
- Being a champion for co-operation and collaboration

BUDGET IMPACT

The Economic Development annual operating budget supports the York Region Employment Survey.

CONTACT

For more information on this report, please contact Chris Kallio, Economic Development Officer at ckallio@newmarket.ca or at extension 2442, or Ian McDougall, Commissioner of Community Services at imcdougall@newmarket.ca or at extension 2441.



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