



# **SHUSWAP LABOUR MARKET ASSESSMENT & ACTION PLAN**

## **AREA C**

### **Community Review of Research Results**







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CEDAR HEIGHTS COMMUNITY CENTRE • SORRENTO, BC • AUGUST 31, 2017

Preliminary assessment of the research results  
presented by Dr. Jason Woodman-Simmonds.

**IRONSIGHT**  
250-244-1644

Facilitated by Aloka Consulting & Training  
on behalf of Ironsight Business Strategies  
for Community Futures.



Box 2385  
Salmon Arm BC V1E 4R3  
250-832-7574



## CONTENTS

INTRODUCTION.....	1
WELCOMING COMMENTS .....	1
TODAY’S PURPOSE AND CONTEXT .....	1
Meeting Focus Question.....	1
Project Focus Question.....	1
Project Steps .....	1
Relation to Other Projects .....	1
Today’s Purposes .....	1
CSRD AREA C RESEARCH RESULTS.....	2
FOCUSED CONVERSATION.....	2

## INTRODUCTION

### WELCOMING COMMENTS

Paul Demenok, Director of CSRD Area C, welcomed the participants and described the importance of the labour market project to the future of Area C. He noted that businesses face various labour market difficulties and that residents face various employment barriers such as housing, transportation and job availability. The information developed in the labour market project will help both businesses and residents and thereby improve the economy of Area C.

Rob Marshall, Executive Director of Community Futures Shuswap, added his welcome and indicated that this project is similar to one completed in Sicamous and CSRD Area E. Data obtained in that project was used by the District Council, Chamber of Commerce, and several non-profit organizations to develop new initiatives and funding requests. In addition, the team carrying out their two-year action plan and the Sicamous District Council are collaborating closely.

Dr. Jason Woodman-Simmonds, of Ironsight Business Strategies, project contractor, briefly described the community driven nature of the project through the combination of Participative Action Research and Participative Action Planning. Although there is published data available much of it is out of date or is not detailed for specific communities. Consequently current data has been collected through individual surveys and interviews.

### TODAY'S PURPOSE AND CONTEXT

#### Meeting Focus Question

What have we learned about the labour market in our community and how might we use the information?

#### Project Focus Question

How can we make Area C and the Shuswap a more successful place to work and do business?

#### Project Steps

1. Research available data – done
2. Community to identify needed information – Done
3. Researchers to gather needed information – Done
4. Community to review needed information – Today
5. Community to identify possible 3-5 year strategies – Tuesday, October 10
6. Community to create 2-year action plan – Tuesday, October 17
7. Community to use the data and implement the plan – in the two years after the project ends

#### Relation to Other Projects

Paul Demenok, CSRD Director for Area C, pointed out that Area C was also in the midst of an economic development study for which labour market information is essential. Since the two projects are proceeding simultaneously, the community needs to ensure that both processes are complementary and their results are integrated in the implementation stages.

#### Today's Purposes

- For participants to gain an overview of the community's labour market and how the information might be used
- For participants to feel empowered to use the information and enthusiastic about participating in subsequent steps.



## CSRD AREA C RESEARCH RESULTS

Dr. Woodman-Simmonds presented a preliminary assessment of the research results through the use of charts and graphs of relevant statistics accompanied by descriptions of their implications for the labour market in Area C. During the process, participants asked numerous questions about details and interpretations.



## FOCUSED CONVERSATION

Following the presentation of research results, the facilitator initiated a conversation among the participants by asking questions and encouraging participants to build on one another's answers. The questions and synopses of the answers follow.

1. Thinking back over this entire workshop, what words, phrases, and images stand out in your mind?
  - *Lots of data collected.*
  - *Data overload.*
  - *Succession planning is important.*
2. As the presentation of the research results unfolded, where were you surprised?
  - *46% of business owners thought incomes were inadequate*
  - *20% of small business owners making enough.*
  - *Difficulties in the trades: overwork, need for business training, selling vs, doing.*
  - *50% of businesses depend on tourism.*
3. Where were you excited, what triggered a "Wow"?
  - *Seniors going back into the work force.*
  - *People leaving town – opportunity to keep educated people.*
  - *Younger people moving in to the area the need for affordable housing.*
4. How would you characterize labour market opportunities and issues in Area C? (Not actually asked because the conversation naturally flowed in this direction.)
  - *Is there a connection between the labour markets of Area C and nearby 1st Nations?*
  - *How does this area compare with others in working with 1st Nations? (Researcher: It is low here, best in Cape Breton, a reconciliation issue.)*
  - *Difficulties in searching for employees and for jobs. How could CSRD help with this?*
  - *Will the action planning process deal with such issues? (Facilitator: Yes, if the participants choose to do so.)*
  - *Is there funding available for dealing with these matters? Yes, from several sources and seeking funds could be part of the action plan.*
  - *Description of Prince George's approach to economic development – "encourage young people to move there, economic development will follow." There are lots of opportunities for creative strategies.*