



LMI 101:

Resource Room Advisors



with Christian Saint Cyr, Publisher
BC Labour Market Report
www.LabourMarketOnline.com

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Housekeeping

1. The session will take just under three hours
2. If you have any questions, please include them in the **'questions tab'** or if you are watching a recording, please email: csaintcyr@labourmarketsolutions.ca
3. If you have any difficulty seeing or hearing, please check your sound and if this is working correctly, shut down the window and restart using a new browser.
4. All of the material we reference in this session is uploaded to: www.LabourMarketOnline.com/101docs

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www.LabourMarketOnline.com

We will be referencing resources in **Labour Market Online** but will provide alternative resources whenever possible for those participants who are not members.

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RESOURCE ROOM ADVISOR MODULE OUTLINE

1. Introduction to Labour Market Information as it relates to Resource Room Advisors
2. Resource Room Advisor LMI Competencies / Competencies for all career professionals
3. Labour market tasks and responsibilities for Resource Room Advisors
4. Major trends and projections for the labour market
5. Integrating labour market research for career professionals
6. Research, websites and resources for Resource Room Advisors
7. Engaging under-represented groups in the labour market

(...continued)

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RESOURCE ROOM ADVISOR MODULE OUTLINE

(continued)

8. Labour market trends and considerations in education and training
9. Tools and resources to research education and training
10. Self-employment trends, resources and integrating self-employment into your practice
11. Utilizing labour market information in career planning
12. Consideration and practices concerning employment maintenance
13. Relevance of labour market information in sound career development practice
14. Making Labour Market Information FUN
15. Final thoughts and next steps

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OBJECTIVES

1. Discuss the value of Labour Market Information
2. Address Best Practices
3. Explore the most recent LMI and trends

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FRAMEWORK

- Career Planning
- Education and Training
- Job Search
- Employment Maintenance

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LMI 101:

Resource Room Advisors

CORE LABOUR MARKET COMPETENCIES

1. Possess strategies for guiding individuals in independent labour market research
2. The ability to utilize information regarding local employers, economic information, job postings and job descriptions to generate detailed analysis of the local labour market
3. Proficiency in utilizing community resources and the ability to identify their significance within the labour market

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LMI 101:

Competencies for All Career Professionals

CORE LABOUR MARKET COMPETENCIES

1. A conceptual understanding of the relevance of labour market information within the British Columbia economy and the major trends shaping our future labour market
2. Knowledge of the ten-year outlook for BC's labour market including trends within educational outcomes, labour market participation rates, regional projections, high-opportunity occupations and sectors-in-demand
3. Awareness of the tools and resources necessary for labour market research into job search, career planning and educational pathways
4. Techniques for evaluating the current state of the labour market and the ability to track significant announcements which will have an impact
5. An orientation towards making labour market information relevant for individuals in career transition

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Labour Market Research

A Day in the Life of a Resource Room Advisor

- Tracking new labour market news from local, regional provincial and national resources
- Reviewing new research and studies
- Tracking, following and updating local resources
- Creating and sharing Resource Centre displays
- Integrating LMI into the centre resources
- Providing one-on-one resource support to drop-in clients
- Sharing LMI through newsletters, social media, community partner and staff presentations

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Labour Market Research
A Day in the Life of a
Resource Room Advisor

Where do you use
LMI in your job?

Submit your thoughts using the
'Questions Tab'
in GotoWebinar

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What is
labour market
information?

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What is labour market information?

Every time something happens in the economy, in government, in education and which impacts the day to day lives of citizens, there is a corresponding impact on the labour market.

- Economic growth
- Government Regulations
- Professional Designation Changes
- New Businesses
- New Training
- International Tariffs
- Demographic Changes
- Immigration Regulations
- Inflation
- Global Conflict
- Automation
- Scientific Research
- Government Grants and Programs
- Growth in the Gig Economy
- Changing Consumer Interests
- New Technology
- Global Health Crisis

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What is labour market information

to the person in Career Transition?

'It's the owner's manual'

It's everything they need for the productive organization of their career and life plans.

- What is the best education and training?
- Who are the most influential employers and preferred employers?
- Where is the best place to work?
- Where and how do you network?
- Is there mentoring and professional development?
- How do you stay current in your skill set?
- Where is your profession going?
- What are the prevailing wages and benefits?

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What is labour market information
to the person in Career Transition?

How do we help individuals care about labour market information?

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What is labour market information
to the person in Career Transition?



What factors do we need to consider if we're planning a vacation?

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What is labour market information to the person in Career Transition?



Vacation Factors:

- Flights (duration / cost / connections)
- Accommodations (hotel vs. Airbnb, location, cost, amenities)
- Activities, buying tickets, transportation
- Dining, culture and shopping
- Travel Insurance
- Getting to and from the airport
- Packing, weather, passports
- Coordinating schedules, etc.

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What is labour market information to the person in Career Transition?



What factors do we need to consider if we find the person we're going to spend our lives with?

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What is labour market information to the person in Career Transition?



Life-Partner Factors:

- Personal compatibility
- Values, personality, temperament
- Life goals, desire to have children
- Values, faith, parenting styles
- Desire for travel vs. setting down roots
- Extended family, friends
- Plans for the future, career
- Dating vs. relationship persona

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What is labour market information to the person in Career Transition?

Helping Individuals with LMI

- Quantifiable choices are easier to research than major life choices - lends to pro/con lists
- An inability to consider all factors overwhelms logic and left-brain functions
- People would prefer to trust feelings and intuition
- People should trust feelings and intuition but verify with facts and research

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Staying on Top of Labour Market Trends

SEVEN TRENDS SHAPING OUR LABOUR MARKET

1. Globalization
2. Industry Shifts
3. Education and Technology
4. Health and the Environment
5. Aging Demographics
6. Growth of Self-Employment and Gig Economy
7. Changing Role of Government

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Staying on Top of Labour Market Trends

EXAMPLE

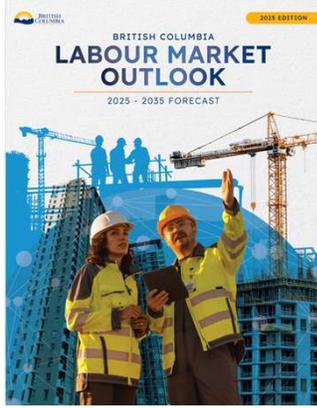
Outlook for Carpenters in British Columbia:

1. **Industry Shifts / Education and Training:** As more technology and new business practices are introduced carpenters will become more productive but also need higher levels of training and more ongoing training.
2. **Aging Demographics:** As Canada's population ages, new home construction may slow and there will be a corresponding increase in home renovations. This will also further the skills shortage and result in greater opportunities for new carpenters.
3. **Self-Employment and the Gig Economy:** As most trades can be easily quantified based on productivity, carpenters will more readily transition to self employment.

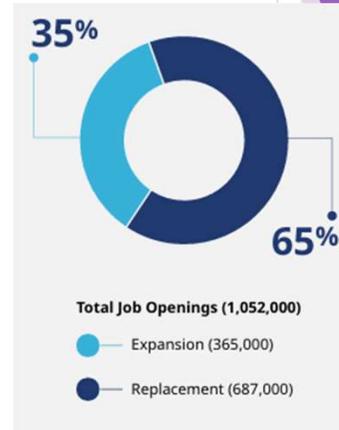
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Current State of BC's Labour Market



Job Openings in B.C., 2025-2035



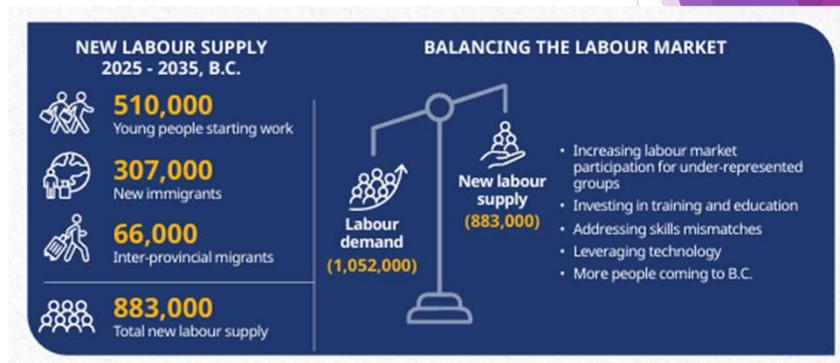
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Current State of BC's Labour Market



Job Openings in B.C., 2025-2035



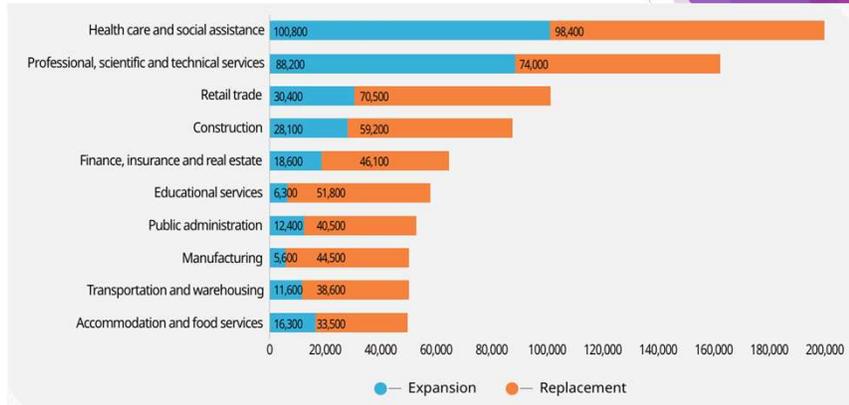
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Current State of BC's Labour Market



Job Openings in B.C., 2025-2035



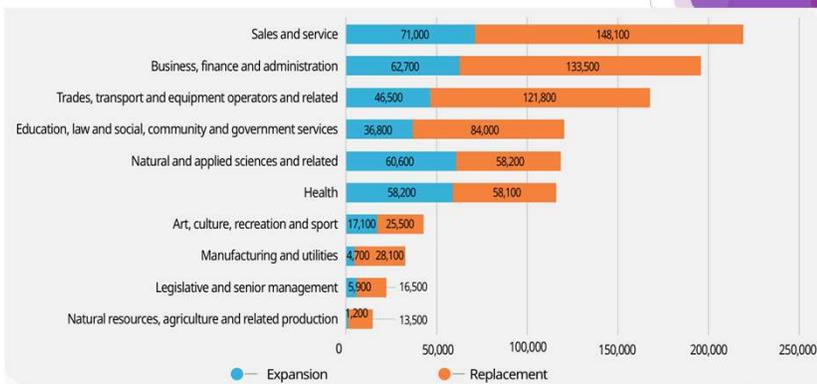
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Current State of BC's Labour Market



Job Openings in B.C., 2025-2035



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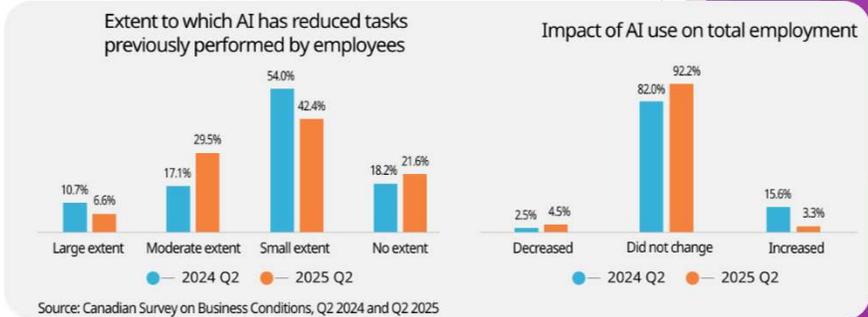
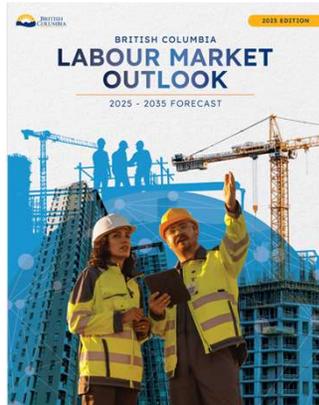
	0	1	2	3	4	5	6	7	8	9
100 High Opportunity Occupations	Management	Business	Science	Health	Social / Gov	Information	Sales/Service	Trades	Manuf. / Util.	Agric./Nat. R.
Bachelors/Professional Degree (56)	20	8	10	7	9	1	1	0	0	0
Percentage	35%	14%	18%	13%	16%	2%	2%			
College Diploma / Certificate (34)	7	8	6	7	3	1	2	0	0	0
Percentage	21%	23%	17%	21%	9%	6%	3%			
Apprenticeship (4)	0	0	0	0	0	0	0	4	0	0
Percentage								100%		
High School/Occ. Spec. Training (6)	1	1	0	0	0	0	2	1	1	0
Percentage	16%	16%					32%	16%	16%	
Less than High School Grad. (0)	0	0	0	0	0	0	0	0	0	0
Percentage										

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Current State of BC's Labour Market

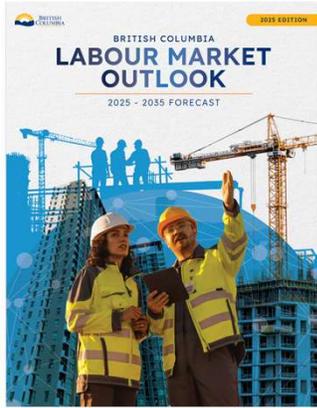
Impact of Artificial Intelligence



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Current State of BC's Labour Market



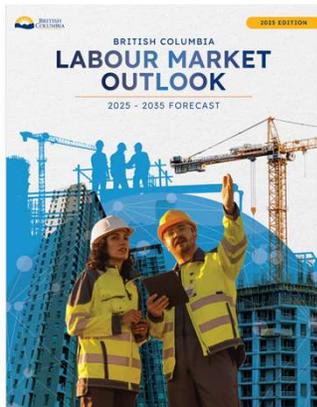
Impact based on Region



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Current State of BC's Labour Market



Impact based on Region

Region	Employment	Annual employment growth rate (%)	Job openings 2025-2035		
	2025	2025-2035	Expansion	Replacement	Total
Vancouver Island/Coast	471,500	1.3	64,800	123,800	188,600
Mainland/Southwest	1,906,100	1.3	260,900	419,100	680,000
Thompson-Okanagan	308,500	0.9	28,400	82,100	110,500
Kootenay	85,700	0.5	4,100	22,700	26,800
Cariboo	82,600	0.3	2,200	19,500	21,700
Northeast	36,800	0.5	1,900	8,800	10,700
North Coast/Nechako	46,200	0.5	2,500	11,200	13,700
British Columbia	2,937,000	1.2	365,000	687,000	1,052,000

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How do we make it relevant to those in career transition?

- Ensure the information is meaningful and tied to career goals, job search objectives and plans for training and professional development.
- Help individuals embrace the value of doing their own research.
- Strive to have 'so what' moments with individuals.

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Labour Market Research

Local LMI for Resource Room Advisors

- Track relevant local economic, education and government items from local media
- Monitor major employers, community agencies, government, educators through social media channels
- Collect monthly lists of new business licenses issued and development permits from the city
- Review updated BC Stats Data

(...continued)

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Labour Market Research

Local LMI for Resource Room Advisors

(continued...)

- Review and post academic changes as new program schedules are released by private and public colleges and universities
- Liaise with the local economic development office, self employment programs and the Business Development Bank
- Establish Google News Alerts
- Review the monthly Labour Force Survey from Statistics Canada

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Labour Market Research

Research for Resource Room Advisors

- | | |
|---|-------------------------------------|
| • BC Chamber of Commerce | • Future Skills Centre |
| • BC Stats | • Ipsos / Angus Reid |
| • Business Council of BC | • Indeed Hiring Lab |
| • Canadian Centre for Policy Alternatives | • KPMG / PwC |
| • Canadian Federation of Independent Business | • Labour Market Information Council |
| • CERIC | • Parliamentary Budget Office |
| • CD Howe Institute | • Robert Half |
| • Community Futures | • Scotiabank, TD, RBC, CIBC, BMO |
| • Conference Board of Canada | • Economics |
| • Fraser Institute | • Statistics Canada |
| | • the dais |

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Labour Market Research

Top 5 LMI Resources for Career Professionals

2025 BC Labour Market Outlook

www.workbc.ca/research-labour-market/bc-labour-market-outlook

WorkBC Explore Careers

www.workbc.ca/plan-career/explore-careers

B.C.'s Industries and Sectors

www.workbc.ca/research-labour-market/bcs-industries-and-sectors

Job Bank Labour Market Information

www.jobbank.gc.ca/trend-analysis

BC Labour Market Online

www.labourmarketonline.com

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Top 3 LMI Resources for Resource Advisors

Statistics Canada 'The Daily'

www150.statcan.gc.ca/n1/dai-quo/index-eng.htm

Indeed Hiring Lab

www.hiringlab.org/en-ca/

BC 211

www.bc.211.ca/

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How is the Census Relevant in the Resource Area?

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Labour Market Research
A Day in the Life of a Resource Room Advisor

Do the people you support value labour market information?

Submit your thoughts using the
'Questions Tab'
in GotoWebinar

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Engaging Underrepresented Groups in the Labour Market

1.75 Million People not
Participating the Labour
Market

35.2% of
the Potential
Workforce

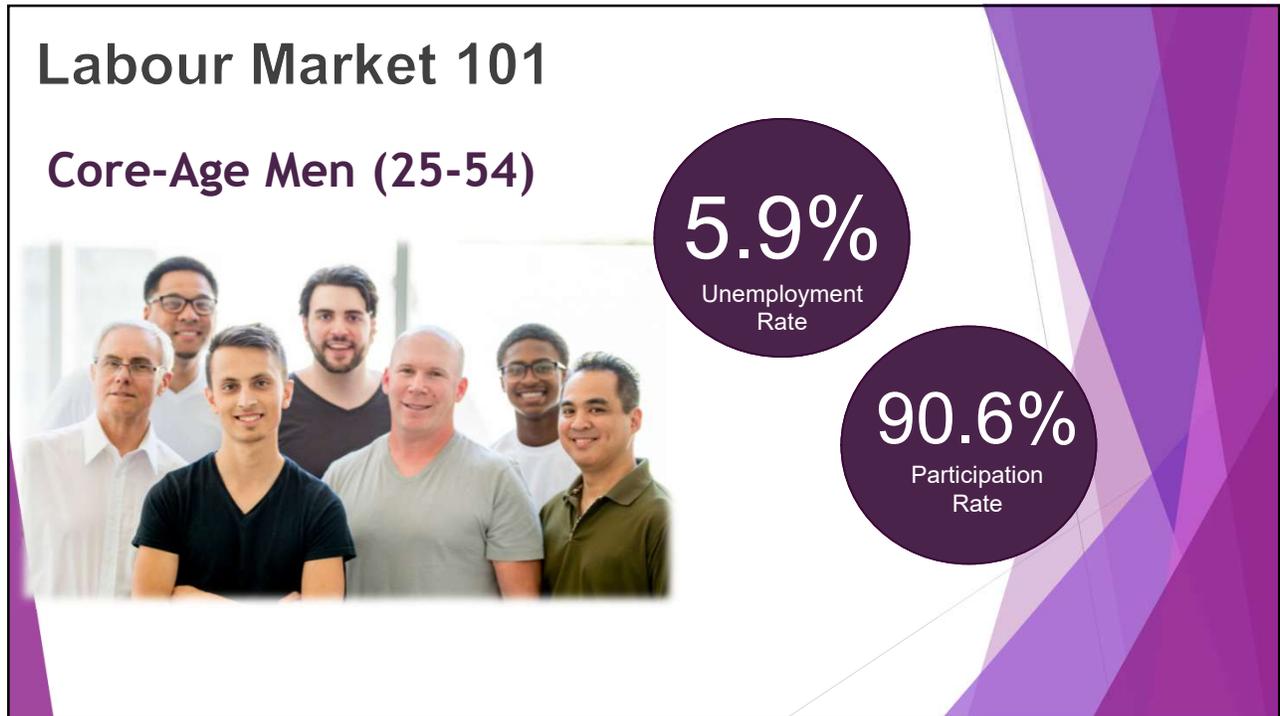
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Unemployment in British Columbia

Unique Population	Unem. Rt.	Unem. Pop
Immigrants (5 yrs or less)	9.7%	18,620
Indigenous Canadians	10.1%	21,220
Those with Disabilities	8.1%	49,330
Women	6.1%	86,300
Youth (15-24)	14.2%	56,100

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Indigenous Canadians



10.1%
Unemployment Rate

21,220
Looking for Work

64.6%	Participation Rate
188,640	Workforce
121,860	Potential Workforce
51,880	Labour Force Shortfall

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Those with Disabilities



8.1%
Unemployment Rate

49,330
Looking for Work

53.6%	Participation Rate
1,008,720	Population
540,670	Workforce
929,360	Potential Workforce
388,360	Labour Force Shortfall

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Women



86,300
Looking for Work

- 75.4%** Participation Rate
- 1,868,900** Population
- 1,409,150** Workforce
- 1,721,260** Potential Workforce
- 312,110** Labour Force Shortfall

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Youth



18,620
Looking for Work

- 58.5%** Participation Rate
- 673,400** Population
- 393,940** Workforce
- 620,260** Potential Workforce
- 226,260** Labour Force Shortfall

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Education and Training Outlook

Resource Centre Advisors | Strategies for Integration

One of the areas where career professionals have the greatest impact on people's lives is the effective utilization of education and training. While the data supports stronger employment outcomes for more highly educated and trained individuals, the greatest challenge in career development is encouraging job seekers to seek increase levels of education and training.

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Education and Training Outlook

Resource Centre Advisors | Strategies for Integration

- Gather and post labour market information for local colleges and universities, public and private
- Track and monitor social media for schools
- Post information and research from Education Planner BC and the BC Student Outcomes website
- Set up links to educational research prepared by Statistics Canada
- Refer clients to the Educational Expectations on WorkBC.ca
- Prepare and share forms for clients to conduct research into educational pathways
- Post information for Skills Trades BC and Pre-Apprenticeship Training Programs

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Education and Training Outlook

Resource Centre Advisors | Website Resources

BC Student Outcomes
www.outcomes.bcstats.gov.bc.ca

BC Transfer Guide
www.bctransferguide.ca

British Columbia Council on Admissions & Transfer
www.bccat.ca

Canadian Information Centre for International Credentials
www.cicic.ca/

Education Planner BC
www.educationplannerbc.ca

Education Quality Assurance
www2.gov.bc.ca/gov/content/education-training/post-secondary-education/institution-resources-administration/education-quality-assurance

Skilled Trades BC
<https://skilledtradesbc.ca/>

International Credential Evaluation Service (ICES)
www.bcit.ca/ices/

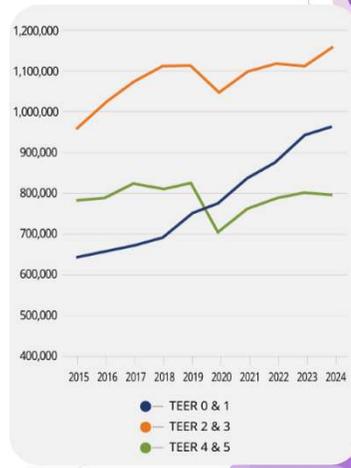
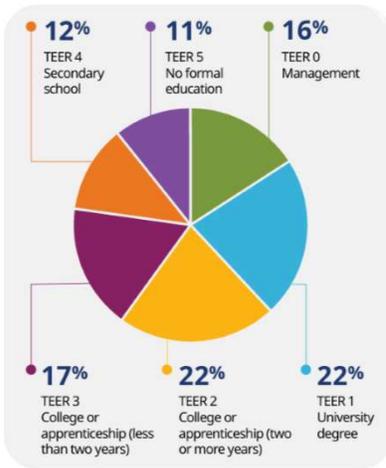
Skills for Success
www.canada.ca/en/employment-social-development/programs/essential-skills.html

Private Training Institutions Branch
www.privatetraininginstitutions.gov.bc.ca

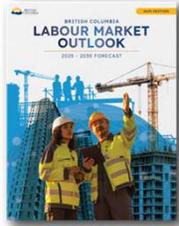
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Current State of BC's Labour Market

Job Openings Based on TEER

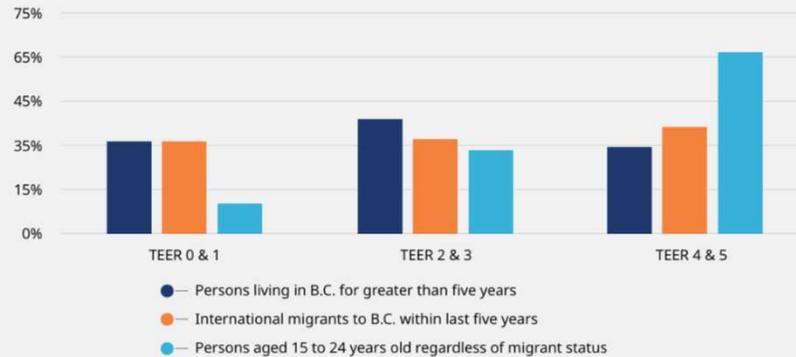


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Current State of BC's Labour Market

FIGURE 2-3: EMPLOYMENT SHARE BY TEER CATEGORIES AND SELECTED POPULATION GROUPS, 2021, B.C.



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Education and Training Outlook

Projected Demand for Skills and Competencies

Highest Level of Education	British Columbia		
	2016	2021	Change
No certificate; diploma or degree	244,000	216,660	-11.2%
Secondary (high) school diploma or equiv.	671,010	694,785	3.5%
College; CEGEP / non-university cert. or dipl.	528,805	507,405	-4.0%
University cert. or dipl. below bachelor level	99,695	113,915	14.3%
University degree at bachelor level or above	758,015	941,735	24.2%
Bachelor's degree	497,845	610,735	22.7%
University diploma above bachelor level	52,955	63,310	19.6%
Degree, medicine; dentistry; vet'nary, optom.	22,440	24,675	10.0%
Master's degree	159,740	212,745	33.2%
Earned doctorate	25,030	30,275	21.0%

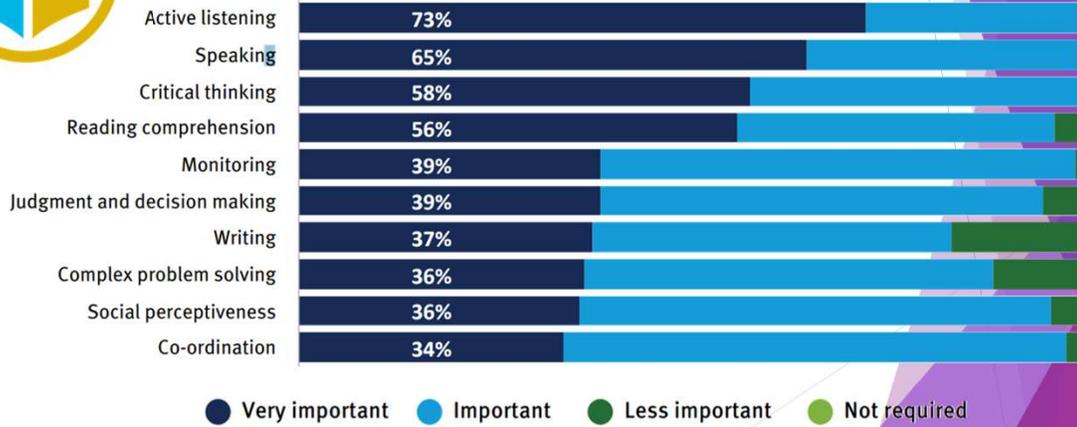
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Education and Training Outlook

Projected Demand for Skills and Competencies



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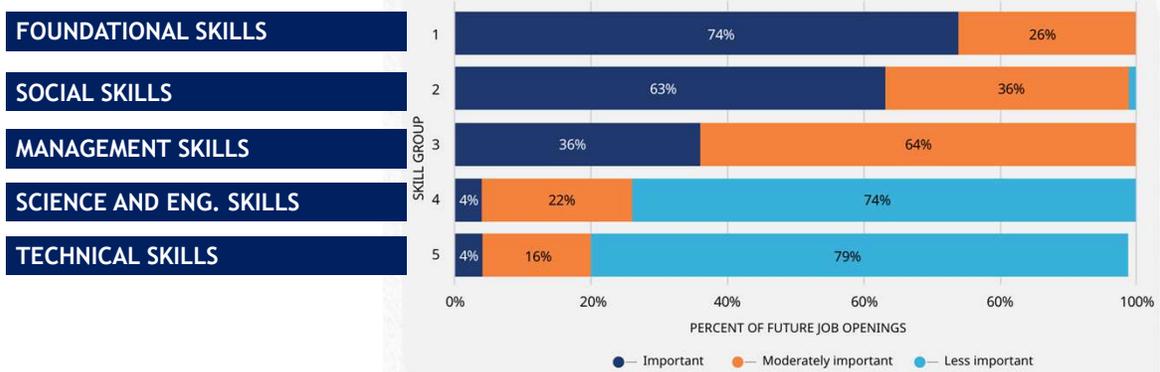
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Education and Training Outlook

Projected Demand for Skills and Competencies

FIGURE 2-5: SHARE OF FUTURE JOB OPENINGS BY SKILL GROUP AND LEVEL OF IMPORTANCE



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Self-Employment and the Gig Economy

Preparing those in Career Transition

Economic uncertainty, an ongoing skills shortage and a desire for more flexibility is fueling an increased interest in self-employment. This demonstrates workers are seeking traditional self-employment opportunities as well as pursue contract and app-based employment to provide better financial rewards and more control.

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Self-Employment and the Gig Economy

Resource Centre Advisors | Website Resources

BC Business Registration
www.bcregistry.gov.bc.ca/en-CA

BC Chamber of Commerce
www.bcchamber.org

BC Innovation Council
<https://bcic.ca/>

Business Council of British Columbia
www.bcbc.com

Community Futures British Columbia
www.communityfutures.ca

Ease of Doing Business
www2.gov.bc.ca/gov/content/employment-business/business/ease-of-doing-business

Futurpreneur Canada
www.futurpreneur.ca

WeBC
<https://we-bc.ca/>

WorkBC - Self Employment
www.workbc.ca/plan-career/explore-careers/self-employment

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Self-Employment and the Gig Economy

Rethinking the gig economy



What's attracting workers?

-  It overcomes geographical barriers to work.
-  There's little bias around age or inexperience.
-  It allows those with disabilities to work on their terms.
-  It offers greater flexibility for people with responsibilities outside work, such as caregivers and parents.

Deloitte.

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Self-Employment and the Gig Economy

Rethinking the gig economy

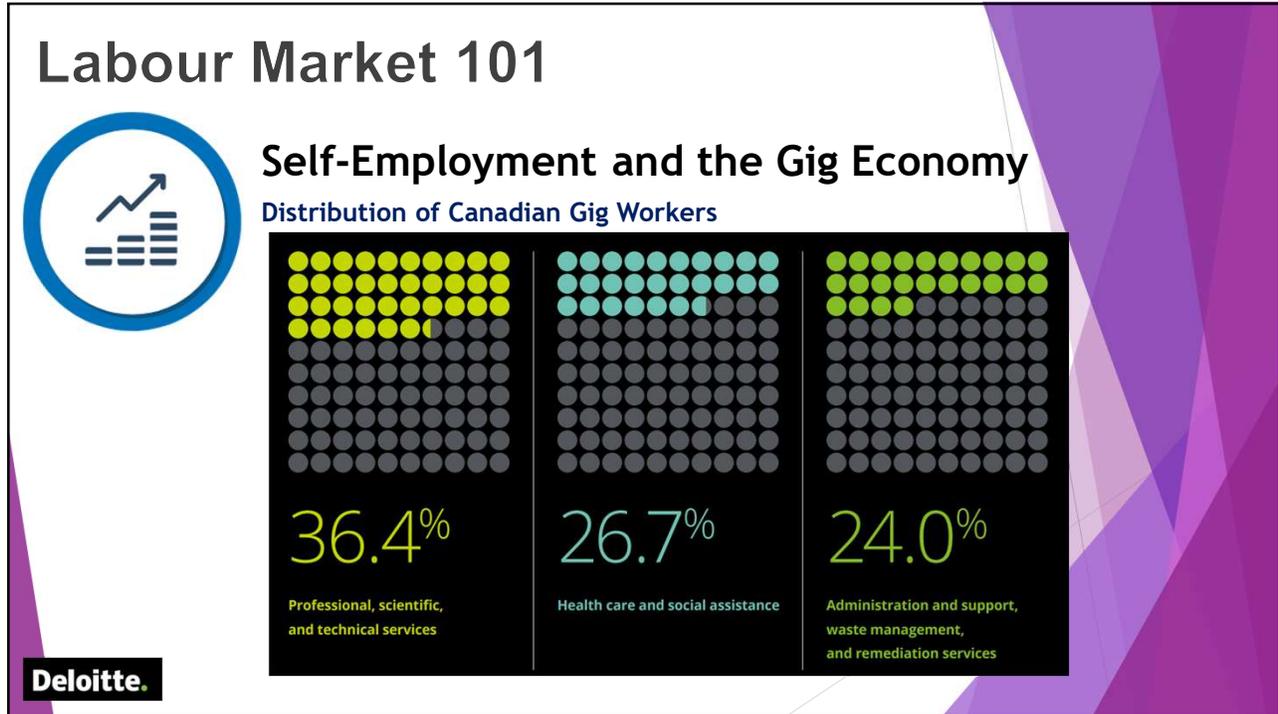


True or false:

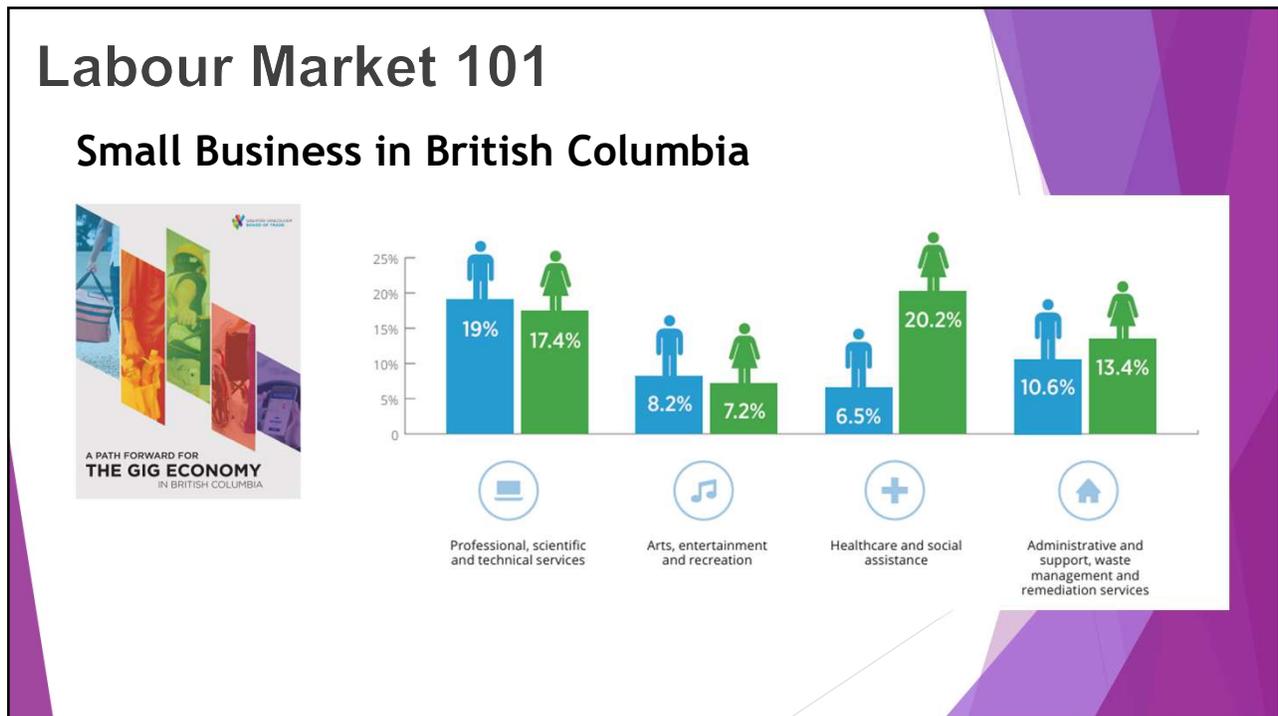
-  **True**
Gig workers face discrimination when trying to access financial services, like getting approved for a mortgage.
There's still stigma associated with gig work, and gig workers can be denied access to financial products that people in full-time employment are more readily granted.
-  **False**
There's a formalized classification for gig workers and they are granted worker rights in the same way as full-time employees.
Gig workers don't enjoy the same workplace policy and compliance protections.
-  **True**
The gig economy spans industries and sectors—it's not just for ride-share drivers.
The gig economy is growing across multiple sectors, with many workers finding it a better alternative to contract or full-time employment.
-  **False**
The gig economy is a last resort for people who can't find full-time employment.
Many gig workers find that flexible work arrangements better suit their lifestyles.

Deloitte.

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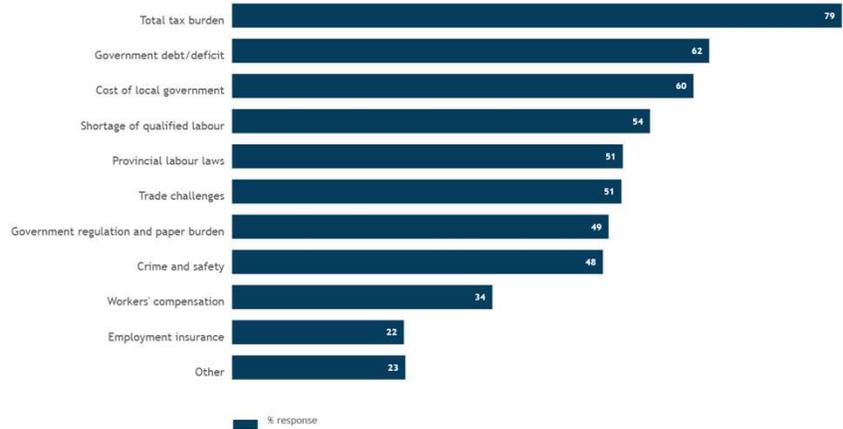


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Small Business in British Columbia

Small businesses' most important issues, BC, Q4 2025

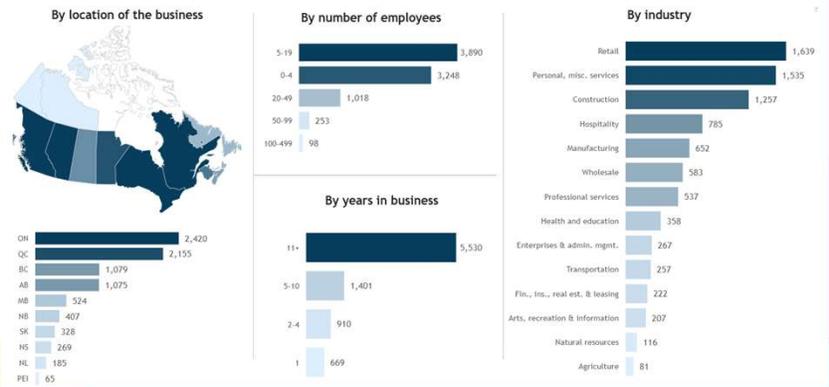


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Small Business in British Columbia

Small businesses' most important issues by sample distribution, Q4 2025



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Small Business in British Columbia

Organizing self-employment resources in the centre.



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Career Planning

Preparing those in Career Transition

At the onset of a multi-generational skills shortage, this is an opportunity for people to better identify their temperament, personality, values, skills, aptitudes, academic potential, personal goals and ambitions to craft career plans that better suit their abilities and plans.

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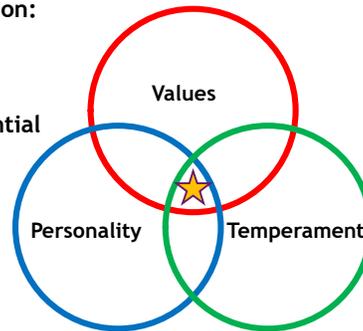


Career Planning

Preparing those in Career Transition

Taking into consideration:

- Interests
- Aptitudes
- Skills
- Academic Potential
- Learning Styles



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Career Planning

Preparing those in Career Transition

Career Discovery Quizzes

<https://careerdiscoveryquizzes.workbc.ca/>

Career Cruising

www.careercruising.com

Career / Lifeskills Resources

www.career-lifeskills.com

Job Bank Career Planning

www.jobbank.gc.ca/career-planning

Explore Careers with WorkBC

<https://www.workbc.ca/plan-career/explore-careers>

O*NET OnLine

www.onetonline.org

Psychometrics Canada

www.psychometrics.com

Typefocus

www.typefocus.com

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Employment Maintenance

Supporting Those Post-Career Transition

Multiple jobs over a short-period of time can be a sign of employment maintenance challenges which need to be addressed to successfully transition into sustainable employment. As the unemployment rate falls, it becomes more critical to address employment maintenance in an effective career plan.

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Labour Market Information | All in One-Area

Revisiting the Framework



Career Exploration

Skills Development

Job Search

Employment Maintenance



www.labourmarketonline.com

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Making Labour Market Information Fun

Strategies for Resource Room Advisors

Labour market information is most often associated with dry statistics, abstract trends and high-level data lacking personal relevance. To address this, career professionals need to focus on: (1) personal relevance in job search, career planning and choosing education; (2) information that is current and local; and (3) encourage individuals to buy into a bigger 'yes'.

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Making Labour Market Information Fun

Strategies for Resource Room Advisors

- Create a kids' area with occupational colouring sheets; books about jobs; and a focus on 'building' and 'creating'.
- Create contests and prizes to reward individuals who engage in labour market discussions.
- Display engaging posters and other displays promoting interesting career opportunities.
- Host open-houses with occupation and industry themes; inviting subject matter experts to speak.
- Offer resource centre scavenger hunts where those who complete it win prizes.

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The important role of Resource Room Advisors

Many people who meet with a Resource Room Advisor may never engage with any other career professional. Embrace the opportunities to share information, influence decision making and inspire people to embrace labour market information for themselves.

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Labour Market 101: Resource Room Advisors



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If you have a question about today's session, please email:
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