

NEWS RELEASE

Grande Prairie & District Chamber and Local Municipalities Launch Surveys Inviting Insights from Local Businesses, Employees & Job Seekers

FOR IMMEDIATE RELEASE

Monday, September 21, 2020

The Grande Prairie & District Chamber of Commerce are inviting input from local job seekers, employees, and businesses asking for their insights about strengths and challenges in the local labour force as well as their priorities for workforce skills and training. Residents and businesses in the City of Grande Prairie, County of Grande Prairie, MD of Greenview and area communities are invited to participate.

Two surveys will run from September 21 to October 31, 2020. They are part of a Labour Market Needs Assessment led by the Chamber of Commerce, in partnership with the three municipalities and Alberta Labour and Immigration. The study is being guided by McSweeney & Associates.

The **Job Seeker & Employee Survey** is gathering critical information from local employees and job seekers, including factors making it difficult to find work; reasons for leaving or staying in a job; and factors that help gain and maintain meaningful employment. The **Employer Survey** seeks to better understand local labour force strengths and gaps, and also identify gaps and opportunities in skills, training, and workforce services.

Who can participate?

The surveys are open to all businesses, employees and job seekers in the City and County of Grande Prairie, MD of Greenview, Hythe, Beaverlodge, Sexsmith, Wembley, Fox Creek, Valleyview, Horse Lake First Nation, Sturgeon Lake Cree Nation, and Grande Cache Co-ops and Enterprises. Job seekers and employees include people currently working, and those who are unemployed, consider themselves underemployed, or looking for their first job.

Where to access the survey

The survey is available on the Grande Prairie & District Chamber of Commerce website at <https://www.grandeprairiechamber.com/labour-market-surveys/>.

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BACKGROUND

What is the name of the study?

The Grande Prairie & District Chamber of Commerce Labour Market Needs Assessment
Grande Prairie City | Grande Prairie County | Greenview

Who is involved in managing this project?

The Grande Prairie & District Chamber of Commerce is the project lead. Partners include the City of Grande Prairie, County of Grande Prairie, MD of Greenview and the Government of Alberta (Alberta Labour and Immigration). A Steering Committee consists of representation from the Chamber, Alberta Labour and Immigration, and the three partner municipalities. This Committee will engage the insights and expertise of community stakeholders throughout the project.

What is the project purpose?

This purpose of this project is to provide pertinent and usable labour market data and reporting tools for the benefit of the local business community; project partners; educators and educational institutions; and stakeholders within the Grande Prairie City and County-Greenview area and the province.

What challenges are driving this study?

The region's labour market challenges are hampering sustainable business growth and stalling the development of a healthy, sustainable economy. Challenges include: a shifting and evolving economic climate; skilled labour shortages; the need for better current and future labour market data and trends; recruitment, retention and succession challenges; and the need for a coordinated approach to address labour market development.

Why is the acquisition of quality data so important for labour market development?

Locally, we lack reliable, current and relevant labour market intelligence for the region and local municipalities. This is due to lack of data on 1). shadow populations and current, relevant and accurate Statistics Canada data 2). sample size issues; and, 3). aggregated statistics that combine areas that are not part of the County, City or Greenview.

In the absence of quality data, local economic development teams, industry, institutions, government and community stakeholders (businesses and organizations) face barriers and hurdles: stakeholders are restricted in their ability to effectively plan and take meaningful action to address labour market challenges and foster healthy growth within the labour market at a regional and community level.

What is the project timeline?

The project officially launched on February 18 and will conclude by year-end.

How can I learn more about the project and participate?

Project information will be updated on the Chamber's website at www.grandeprairiechamber.com.