

Information Technology

- 22% of businesses *do not* utilize computers for business purposes.
- 46% *do not* access the Internet for business.
- 67% of businesses *do not* have website.

Recommendations

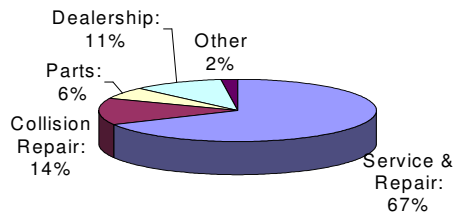
1. Employers must become more involved in Career Awareness activities within their communities.
2. Companies need to post career opportunities on-line, at career centres, colleges and other frequented portals.
3. There is a need to build a stronger relationship with Apprenticeship Training Division, focusing on:
 - a) non-active apprentices
 - b) identifying trade specific issues
 - c) educating employers on the benefits of hiring and developing apprentices.
4. There is a need to develop an industry employee hiring orientation and development program.
5. The industry must promote the benefits of adopting a Mentorship system for new apprentices.
6. The industry needs to engage Industry Canada to help the industry utilize computers, and moving business activities on-line
7. All stakeholders must help to identify issues and solutions to combat rural to urban migration of skilled workers.

Industry Highlights

- ❖ Over 70% of Nova Scotia's automotive businesses are small to medium enterprises. 55.3 % of businesses are located in rural N.S.
- ❖ The automotive industry is experiencing significant growth.
- ❖ The industry is attracting 6.8% new entrants (Calling on the Industry, 1999)
- ❖ 9-14% of the existing workforce intend to leave the industry within the next 3-5 years. (Calling on the Industry, 1999)
- ❖ There are 1405 businesses in the NS Automotive Service & Repair Industry
- ❖ Respondents indicate a growing need and interest towards greater certification and professionalism.

Survey Information:

Survey distributed to 1405 businesses.
Telephone survey conducted with over 400 businesses with a total response of **500 or 35% of the industry.**



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Nova Scotia Automotive Industry Labour Market Survey 2003



Human Resource Development Needs

A survey of over 1400 Nova Scotia Automotive service and repair businesses.

**In partnership with Human Resources
Development Canada**



Human Resources
Development Canada

2003- 2006 EMPLOYMENT FORECAST

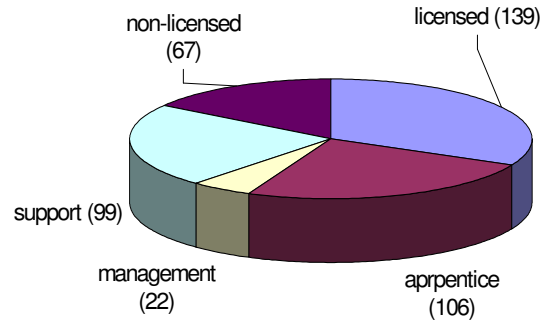
New employment opportunities in 2003: **490**

New employment opportunities 2004- 2006: **470**

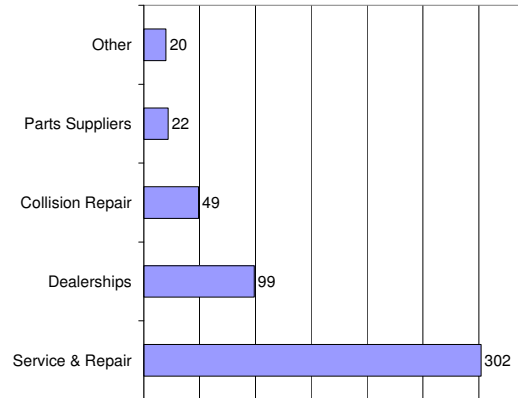
Employment Needs by County:

Annapolis	27	Inverness	9
Antigonish	10	Kings	42
Cape Breton	62	Lunenburg	50
Colchester	6	Pictou	36
Cumberland	31	Queens	7
Digby	10	Richmond	8
Guysborough	2	Shelburne	9
Halifax	151	Victoria	4
Hants	18	Yarmouth	17
Employment Opportunities	490		

2003 Employment Needs by Occupation



Employment Needs by Sector



Apprenticeship

- Apprentices employed by respondents: **355**, of which, **65 (18%)** are not registered or active.
- **190** businesses requested information for Apprenticeship Training On-line
- **168** companies are in contact with their Industry Training Certification Officer. **64 employers have no contact, which could affect 103 apprentices.**

Employee Development

63% of businesses *do not* implement a workplace orientation for new employees.

62% *do not* have a formal Employee Development Plan within their company.

64% of the Industry *do not* have a formal employee incentive program.

41% of businesses *do not* have formal job descriptions for employees.

76.6% of respondents said there is a need for a formal Mentorship system within the Industry.

Training Requirements

Technical	317	45%
Non-Technical	73	10%
Safety	196	28%
Management	57	8%
Service Writer	59	8%

Expected Training Providers

Colleges	12%
Industry	52%
Private ie In-house	33%
Other	3%

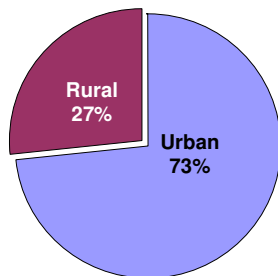
Minimum Education Requirements

Grade 12	45.5%
College	31.6%
Industry Certification	12.9%
Less than grade 12	9.6%
Experience	< 1%

Top 3 Industry Issues

1. Hiring qualified employees
2. Need for more training
3. Attracting new entrants into the industry

Employment Needs Urban vs. Rural



Urban Centres include: Halifax, Kings & Cape Breton Counties