

Oh, the things that youth could do

Opportunities in Manitoba's diversified economy

Thrive in the healthcare and biosciences sectors

Almost **100,000** healthcare employees

Over **16,000** bioscience employees including life science

SNAPSHOT

- 97,942 health care and social assistance employees:
- 33,398 in ambulatory health care services
 - 26,333 in nursing and residential care
 - 21,337 in hospitals

FUTURE OUTLOOK

- Demand growth: 31% more seniors in 2028 than in 2018
- Bioscience efforts will focus on product and service development and market share growth

IN-DEMAND JOBS/EDUCATION

- 16,400 new healthcare employees needed by 2025
- Bioscience sector skills gaps in critical thinking, project management, writing, leadership and sales and business development

LOCAL EXAMPLES

Canada's only Level 4 bio-containment lab at the Canadian Science Centre for Human and Animal Health

The Brandon-based Western Canada Manitoba Research Centre

Kishaadigeh – the Manitoba Network Environment for Indigenous Health Research

Experience the Outdoors

100K lakes and rivers

Winnipeg has both a recreation and parks strategy which were developed in 2021

Average daily temperatures range from -13 to +27

The climate is moderately dry

There are just under 700 hiking trails in Manitoba for both summer and winter hiking

Outdoor activities include year-round camping, cross-country and downhill skiing, boating, and fishing

Boost Renewable Energy & Conservation

SNAPSHOT

- Manitoba Hydro employs "more than 4,500 [...] in 80 different career streams"

FUTURE OUTLOOK

- 9,300 renewable energy jobs expected by 2024
- 5,200 net new environmental jobs in the province by 2025, up 24% from 2020

IN-DEMAND JOBS/EDUCATION

- Top three renewable energy management skills:
- Safety/first aid
 - Cross-cultural awareness and HR skills
 - Project feasibility and analysis

Top three renewable energy technical skills:

- Mechanical systems
- Metals/welding
- Controls/programming

Canada-wide, top critical environmental labour shortages in:

- Legislators and senior management
- Engineering inspectors and regulatory officers
- Utilities equipment operators

LOCAL EXAMPLE

Fisher River Solar Farm 1 MW facility, 3000 solar panels, and 100% Indigenous built

The Manitoba Environmental Industries Association "works to advance environmental and clean technology opportunities in Manitoba"

Aki Energy: Indigenous led, on reserve geothermal installation

97% of Manitoba's electricity is hydro

500 businesses with +8,500 employees

Trade with the World

SNAPSHOT

35,741 people employed in 2021:

- Road: 12,095
- Rail: 3,413
- Air: 2,631

3,407 employers across the province

FUTURE OUTLOOK

- One of the fastest job-growth industries between 2021 and 2025
- 4,600 net new job openings expected by 2025, up 13% from 2020

IN-DEMAND JOBS/EDUCATION

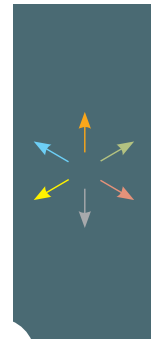
- Greatest demand in:
- Transport truck drivers (5,000)
 - Automotive technicians, mechanics and mechanical repairs (2,300)
 - Materials handlers (1,280)

LOCAL EXAMPLES

Winnipeg's CentrePort - North America's largest inland port provides global access

Arctic Gateway Group (Indigenous and northern community owned) operates the Port of Churchill, Canada's only Arctic seaport

Brandon-based Acropolis Warehousing – "Canada's largest Agrichemical Warehousing Standard's Association (AWSA) certified warehousing company"



Connect Manitobans with the World and Beyond

SNAPSHOT

- 60 defence, maintenance and repair, aerospace service and manufacturing companies
- 5,000 sector jobs – 4,100 in Winnipeg
- \$60K average wage

FUTURE OUTLOOK

- 55K new employees needed by 2025 across Canada 14K expected from domestic students, the rest through immigration
- Building new aircraft and replacing older equipment

IN-DEMAND JOBS/EDUCATION

- Highest demand for pilots and aircraft maintenance engineers
- Manitoba the only province to offer "traditional apprenticeship programs [like] gas turbine repair and overhaul technician, and aviation maintenance journeyman"

LOCAL EXAMPLES

Thompson's Global Aerospace Centre of Icing and Environmental Research with "one of the largest gas turbine engine icing testing facilities in the world"

Magellan Aerospace & University of Winnipeg share the Advanced Satellite Integration Facility for satellite assembly, integration, and testing

Brandon Flight Centre & Assiniboine Community College two-year certificate in aviation management includes a commercial pilots license

Canada's **3rd largest** aerospace industry



Apply Intelligence in Manufacturing

SNAPSHOT

- 4 manufacturing subsectors: Machinery, Chemical, Transportation Equipment and Food

1,300 businesses with +42,000 employees

- Food and beverage manufacturing is the largest manufacturing employer in the province

FUTURE OUTLOOK

- Advanced manufacturing focuses on high tech, digital integration, sustainability, safety, high skills and offers earning potential
- 12,798 employees needed in next four years: entry-level, operations, skilled trades, and technical expertise all needed

IN-DEMAND JOBS/EDUCATION

- Most urgent jobs to be filled:
- General labour
 - Skilled trades such as machinists
 - Management and supervisory
- Most urgent skills:
- Equipment maintenance and repair
 - Operation of automated systems
 - Mechanical or electrical engineering

LOCAL EXAMPLES

U of M's Intelligent Digital Manufacturing Laboratory research for intelligent systems integration in the manufacturing chain

Roquette recently opened a 20K sq ft pea protein processing facility by Portage la Prairie

Book, yearbook and packaging manufacturer Friesen's operates a 250K sq ft production facility in Altona

Unearth Critical Minerals

CURRENT PICTURE

- 100% of Canada's cesium (atomic clocks), lithium (batteries), and tantalum (electrical components) sourced in Manitoba
- 37 businesses across the province

- 7 active mines and 3 under care and maintenance

FUTURE OUTLOOK

- Roll out of intelligent technology and use of digital tools in mining

IN-DEMAND JOBS/EDUCATION

- In-demand skills include communication, stakeholder management, analytics, innovation, geopolitical knowledge

- Top three in demand roles: AI and Machine learning specialists, data analysts and scientists, process automation specialists

LOCAL EXAMPLES

Minago Nickel Project with Norway House Cree Nation and the Flying Nickel Mining Corporation to build "greenest nickel mine in the world"

Snow Lake Lithium aims to operate an all-electric and zero carbon emissions mine

Winnipeg-based Aquatest provides smart mine technology for remote water resource monitoring

11,000 jobs in 2020 in the mining sector



Afford Your Lifestyle

A Diversified economy sustained Manitoba through the pandemic

Minimum wage to go up to \$15/hour by October 2023

Wages are lower on average but costs including home rental and ownership, utilities, and groceries are also lower as well

Winnipeg rental rates are among the lowest for major Canadian cities

Almost 50% of childcare spaces in the province are \$10/day through expanded subsidy program

Canada West Foundation | cwf.ca

Build Manitoba

53,500

Manitobans employed in sector in 2022

SNAPSHOT

2021 Employment by construction subsector:

- 25% engineering
- 23% home renovation/maintenance
- 21% new homes
- 12% other maintenance
- 16% of workforce was Indigenous in 2021

FUTURE OUTLOOK

- Construction trade workers in demand as retirements reduce available workforce
- 11% of sector expected to retire by 2027

IN-DEMAND JOBS/EDUCATION

Most needed construction apprenticeships:

- Industrial electrician
- Welder
- Boilermaker
- Mobile crane operator
- Industrial mechanic (millwright)

LOCAL EXAMPLES

Ininew Limited Partnership between Tataskweyak Cree Nation (Split Lake) and Mosakahiken Cree Nation

U of M Centre for Architectural Structures & Technology

Dueck Builders "created the first privately-built LEED certified house in Manitoba"



Feed the World

14,543 farms
19,470 operators

SNAPSHOT

- 70% of the 15,000 farm employees are not family members
- Canola, spring wheat, and soybeans top three crops in 2021
- Livestock: cattle, hogs and pigs, sheep and lamb

FUTURE OUTLOOK

- 33% of workforce to retire by 2029, 5,300 net unfilled positions
- 2.3% growth in crop and oilseed and 2.1% growth in beef by 2029
- Manitoba's Protein Advantage strategy aims to grow sustainable animal and plant protein

IN-DEMAND JOBS/EDUCATION

- Farm managers/workers, and crop specialists
- Techronomists and Computer Scientists with agricultural knowledge

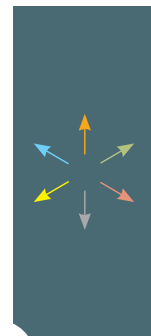
LOCAL EXAMPLES

Leading-edge Innovation Farms – EMILLI, Farm Credit Canada, and Rutherford Farms collaboration

The world's largest pea-protein processing facility is in Portage La Prairie

XiteBio Technologies Inc. develops and commercializes eco-friendly, affordable crop inputs and supplements

33% of workforce to retire by 2029, 5,300 net unfilled positions



Secure Financial Assets in a Digital World

SNAPSHOT

- Over 9,000 chartered professional accountants, candidates, and students in 2020

FUTURE OUTLOOK

- Open banking and FinTechs require data custodianship, analytics, and management, modernized security protocols, ability to manage numerous partners and clients
- Finance talent amongst the professions with the highest labour shortages by 2025 due to replacement demand

IN-DEMAND JOBS/EDUCATION

- Skills needed: Digital technology application in finance and insurance context, business process management, data and analytics, and collaborative teamwork and relationship building
- Roles in demand: Professional designations, supervisors, and administrators

LOCAL EXAMPLES

Warren Centre for Actuarial Studies and Research at University of Manitoba is a Centre of Actuarial Excellence

HQ for Tipi Insurance Partners, "Canada's Largest First Nations-owned Insurance Brokerage"

Conquest Planning's digital assistant SAM which provides "hyper-personalized" financial advice and strategy

31,343

employees across securities, credit, and insurance



Know Your Neighbours

5 First Nations linguistic groups: Cree, Ojibway, Dakota, Ojibway-Cree, and Dene

63 First Nations in Manitoba, 6 of the 20 largest bands reside in Manitoba

24% of the population identified a language other than English or French as their mother tongue

Tagalog (Pilipino, Filipino) came in second with 5% of the population identifying the language as their mother tongue

Gaawijijigemangit Agreement grants Treaty 1 nations the rights to collect business and property taxes on Naawi-Oodena, Canada's largest urban reserve

Welcome the World to Manitoba

SNAPSHOT

Tourism employment by sub-sector varied in 2021:

- Transportation: 11,300
- Accommodation: 5,100
- Travel services: 900

27,700 Food & Beverage
12,900 Recreation & Entertainment

FUTURE OUTLOOK

- Provincial strategy to make sector competitive, digitally integrated, innovative, and unique
- Provincial strategies, including Indigenous and Francophone tourism, to make sector digitally integrated, innovative, unique, and diverse

IN-DEMAND JOBS/EDUCATION

- Digital Training Incubator for Indigenous Tourism Association of Canada members
- Economic Development Council for Manitoba Bilingual Municipalities Francophone tourism training

LOCAL EXAMPLES

Sayzoons facilitates reconciliation through experiential, outdoor tourism and learning

Festival du Voyageur is Western Canada's largest Francophone festival

Centennial River Trail in Winnipeg is "one of the longest naturally-frozen skating trails in the world"



Showcase Manitoba's Arts and Culture

LOCAL EXAMPLE

The Rainbow Resource Centre is Canada's oldest LGBTQ+ community resource centre

The Canadian Museum for Human Rights is the first national museum built outside Ottawa

Louis Riel Institute provides Métis adult education and community cultural programs

SNAPSHOT

- Musicians make up 30% of Manitoba's artistic community, the largest percentage

FUTURE OUTLOOK

- Creative and performing artists most in demand in the arts, culture, recreation, and sport sector by 2025
- Commercial and profit-driven, diverse and inclusive, and digitally and socially innovative

IN-DEMAND JOBS/EDUCATION

Manitoba Music's PD programs for musicians, include programs for Indigenous and Francophone individuals

Over **200** arts and cultural sites

Creative and performing artists most in demand by **2025**



Bring Manitoba to the Big and Small Screen

SNAPSHOT

- 20 ACTRA-staffed film projects underway or wrapped in 2022

70% of cast in 2020/2021 projects were Manitoban

46

Manitoba-based film and television production companies

FUTURE OUTLOOK

- Production growing with the Manitoba Film and Video Production Tax Credit
- Need more production crew with union experience

IN-DEMAND JOBS/EDUCATION

- Film Training Manitoba production crew work experience for priority areas
- The Film Training Starter Pack required for Manitoba productions

LOCAL EXAMPLES

Aboriginal Peoples Television Network headquarters

Gimli Film Festival is Canada's largest rural film festival

Direct flights between YWG and LAX

