

# Workforce Demographics

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## A “Booming” Issue

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# The Issue

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- Traditionalist (1922-1945) account for 16% of population in Canada
- Baby Boomers (1946-1964) account for 30% (9.6M) of the population
- Gen X (1965-1980) account for 26% (6.7M) of population
- Millennials /Gen Y (1981-2000) account for 26% (8.3M) in Canada and only 10% of the workforce
- Disproportionate size of the baby boom generation, increasing longevity, and declining birthrates = **BIG Problem coming up in the next decade!**



# Labour Supply Facts & Trends

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- ❑ In 2 years (2011) the 1<sup>st</sup> baby boomers will be 65
- ❑ By 2011 there will be more retiring from workforce than entering
- ❑ By 2015 Seniors (65+) will outnumber children
- ❑ Alberta has the highest participation rate of older workers (accounts for 36% of the workforce)
- ❑ More than 40% of the labour force in the Petroleum Industry are over 45 years old
- ❑ In next 15 years 80% of workforce will come from mature workers (those over 50 years)
- ❑ Canadian population not expected to grow in next 5-10 years

# Labour Supply Facts & Trends

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- ❑ Aborigines make up 46% of the workforce in the Northern region of the Petroleum Industry
- ❑ Rate of growth in workforce will decline from 1.2% in 2004-2008 to 0.9% 2009-2013
- ❑ By 2020 there will be more deaths than births. International migration will become the only source of population growth in Canada
- ❑ Largest skills shortages and least mobile workforces are in US, UK, Europe
- ❑ By 2020 Canada will face a labour shortage of 1 M workers
- ❑ **Too few workforce entrants to replace the *labour, skills & talent* of the baby boomer retirees!**

# Is this still relevant?

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- March 2009 unemployment rates:
  - Canada 8.8%, Alberta 6.1%, Saskatchewan 5.2%, New Brunswick 10.9%
  - 4.5 % is considered a tight labour market.
- 2009 Survey of US Oil & Gas professionals indicated that older workers are retiring despite the downturn in the economy
- 80% of the workforce shortage is actually a skills shortage, not a worker shortage
- Shortage of Skilled labour is highest in the following areas
  - Professional & management occupations
  - Engineers, geologist, environmental, operations supervisors
  - Technicians and skilled & manual trades, production operators
  - Sales positions

# Strategic Solutions

## FIND

Expand & Attract  
Potential Labour Pool

- New Grads
- Immigrants
- Under represented

## GROW

- Develop new leaders
- Knowledge transfer
- Succession planning & development plans

## RETAIN

- Flexible Working
- Re-Engage Mature workers
- Maximize contribution

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## Work Culture & Environment

- Diversity training
- Wellness program & strategy
- Embedded Life long learning culture
- Variety of learning methodology & technologies
- Formal platform for knowledge transfer
- Effective orientation & integration
- Mentorship program
- Engagement Strategies

## Support for Solutions

- Employer and labour groups lobby changes
- Government to reduce barriers

# Additional Resource Material

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- ❑ Statistics Canada
- ❑ Alberta Employment & Immigration
- ❑ “The Decade Ahead” Petroleum Human Resources Counsel of Canada
- ❑ “Workforce Crisis, How to beat the coming shortage of skills and talent” by Ken Dychtwald
- ❑ [www.agingworkforcenews.com](http://www.agingworkforcenews.com)
- ❑ “Loyalty Unplugged, How to get, keep & grow all four generations”, by Adwoa Buahene and Giselle Kovary



# How to Fix the US Economy

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- There are 40 M people over 50 in the US workforce.
- Pay them \$1M severance each with the following stipulations:
  - They retire immediately – 40 M jobs open, solves unemployment
  - They buy a New American car – fixes the auto industry
  - They either buy a new house or pay off their mortgage – Housing crisis fixed