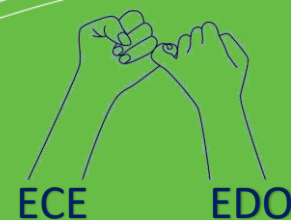


Why an **ECE** is likely to be an **EDO's** **BFF** in 2022

...and beyond?



Panel Members:

Kelly Emery

- Director, Children's Services & Recreation, Municipality of Chatham-Kent

Dr. Emis Akbari

- Professor, George Brown College / Atkinson Centre

Armine Yalnizyan

- Economist, Atkinson Fellow on the Future of Workers

Michelle Schurter

- Millennial Strategist

Audrey Ansell, Ec.D.

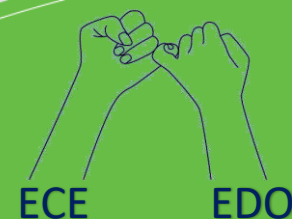
- Director, Community Attraction & Promotion, Municipality of Chatham-Kent

Economic Developers Association of Canada

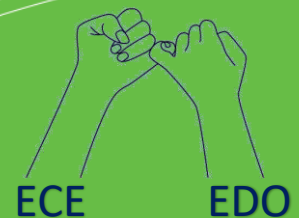
Future Proofing: Our Path Forward

Kingston, Ontario

October 3, 2022



**Why Are We Talking About
Early Learning and Child Care
at an
Economic Development
Conference?**



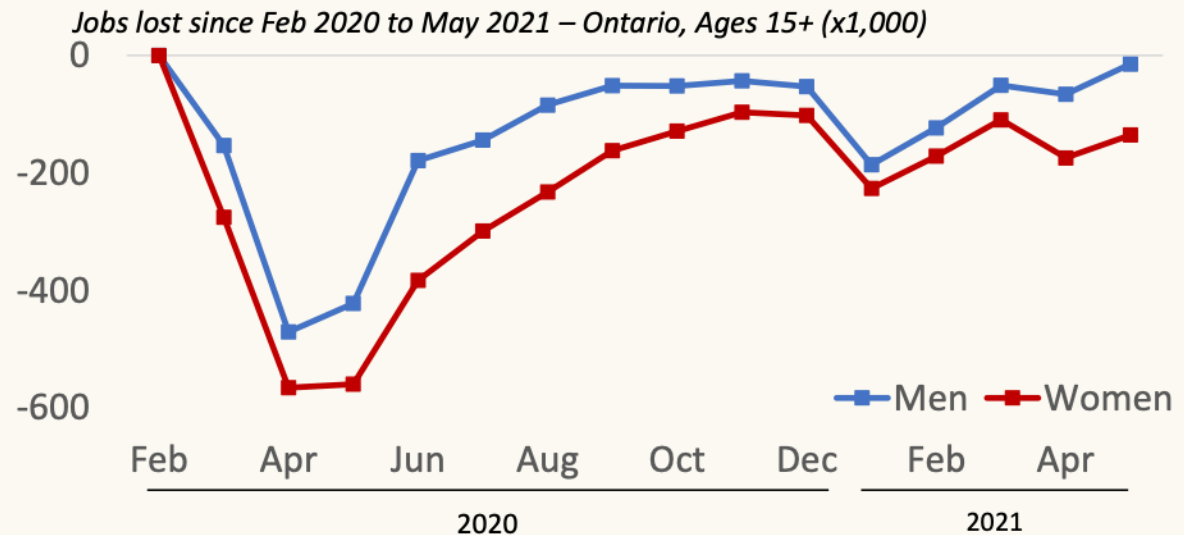
The Bigger Picture

- We need to look at childcare not as a women's issue but as an economic issue. We need to look at the benefits that childcare provides to our economy:
- **Children's outcomes:** The long-term economic outcomes of children who access high-quality childcare are notable.
- **Labour:** Ontario is facing significant labour shortages across virtually all sectors of the economy.
 - According to the Ontario Economic Report, 62 percent of sectors were facing labour shortages and expect to continue facing them in the coming year. Early childhood education is not an exception.



The COVID-19 Watershed

- March 2020: Women lost **twice as many jobs** as men in Ontario.
- Women are concentrated in sectors impacted by lockdown measures.
- Many mothers were forced to exit the workforce or reduce hours of work to take on **childcare** as schools closed.
- **Women entrepreneurs** were more likely to lose contracts, lay off staff, and close their businesses permanently.
- Impacts were most severe for **intersectional groups** – including low-income women, racialized women, Indigenous women, immigrant women, transgender-identifying women, and women with disabilities.



Dependency ratio will be almost same as in 1960s but for longer and with half the background pace of GDP growth.

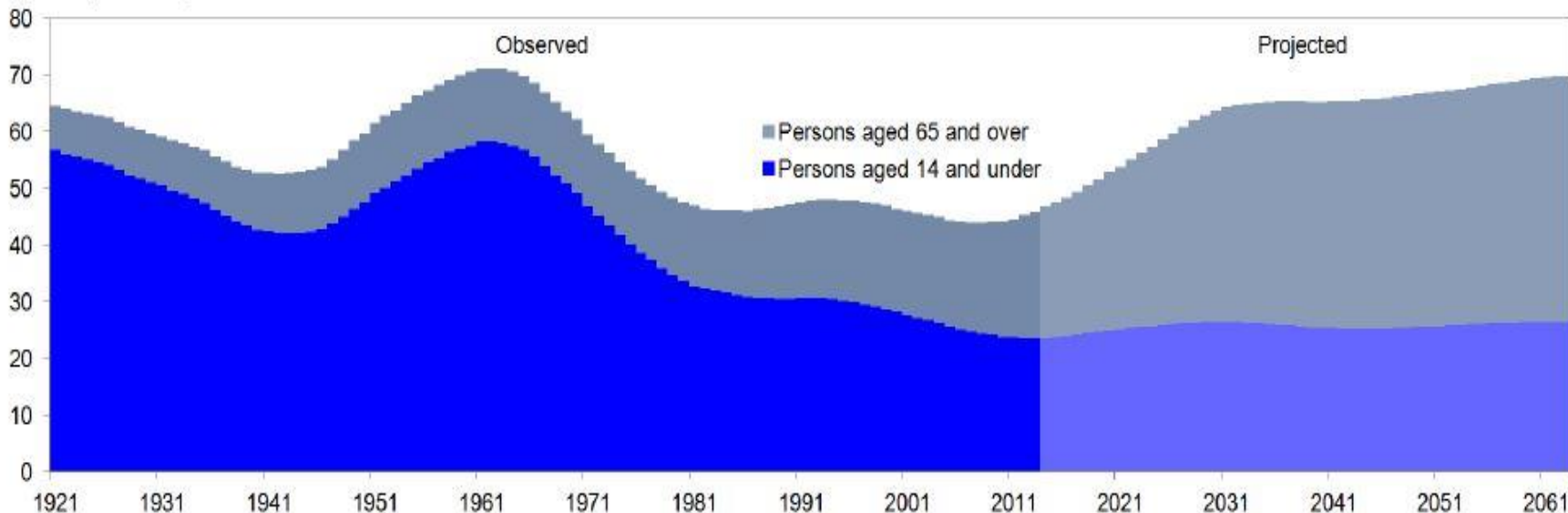
POPULATION AGING = KIDS WILL BE A MORE PRECIOUS RESOURCE

Population Projections for Canada (2013 to 2063), Provinces and Territories (2013 to 2038)

Figure 2.7

Demographic dependency ratio, observed (1921 to 2013) and projected (2014 to 2063) according to the medium-growth (M1) scenario, Canada

per 100 persons aged 15 to 64



Note: The demographic dependency ratio is the number of persons aged 14 and under or 65 and over per 100 persons aged 15 to 64 years.

Source: Statistics Canada, Demography Division.



Economic growth depends on reliable infrastructure.

- 1970s onward: 'business conditions'
- Competing for workers
- Women = 50% of labour
- Place as people magnet?
- Social infrastructure



**The Care Economy is as key to growth
as roads and bridges.**



The Care Economy Will Grow.

12.6% of GDP

- Private and public funding
- Families are **getting less for more.**
This can change.

22% of all jobs

- Some great jobs, some lousy jobs.
- Very labour- intensive, quality sensitive
- Everyone wants cheap.
Cheap buys cheap

Care is relationship focused.

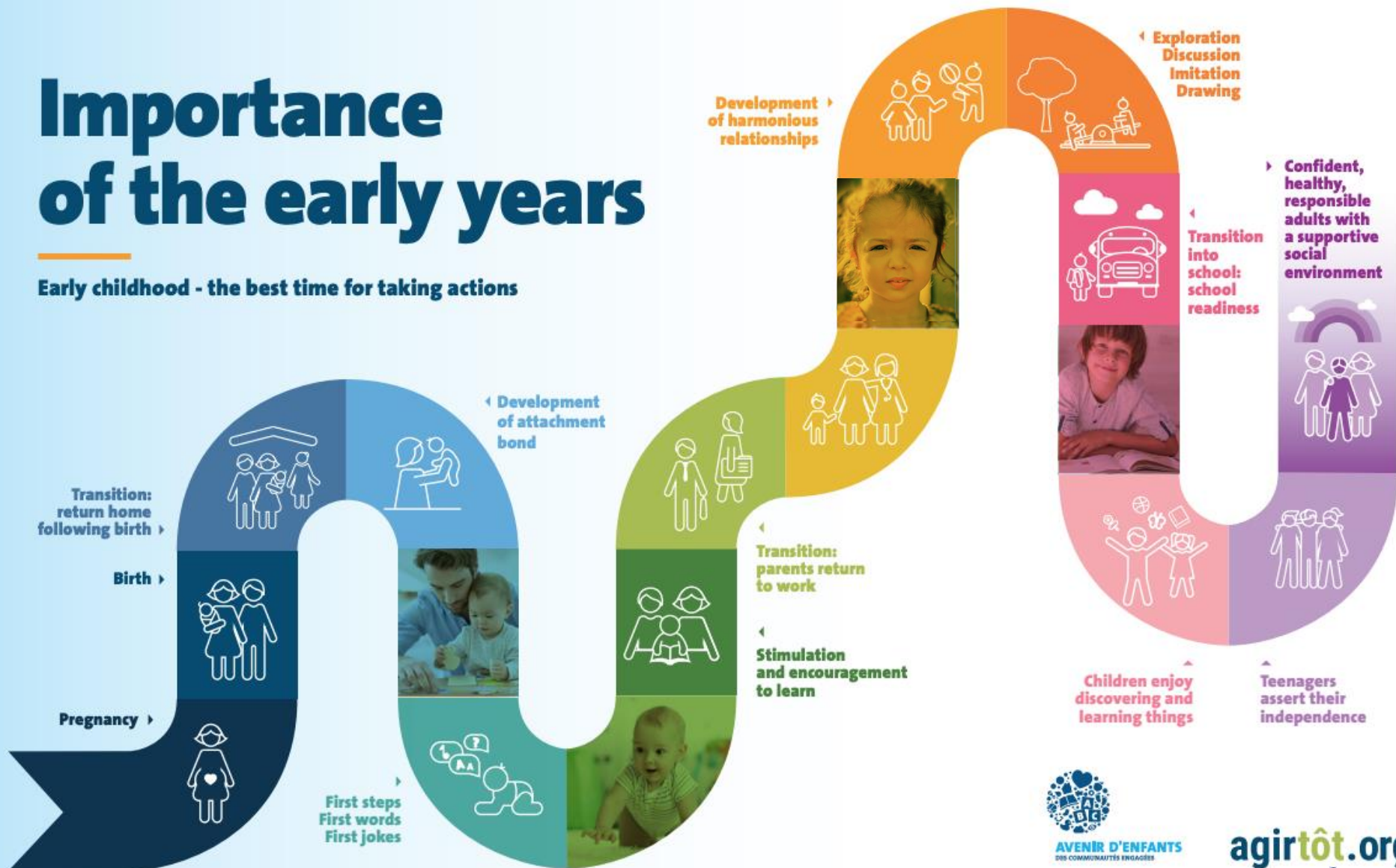
For children, these relationships shape human development/lives

The conditions of work are the conditions of care

How it grows will shape our quality of life.

Importance of the early years

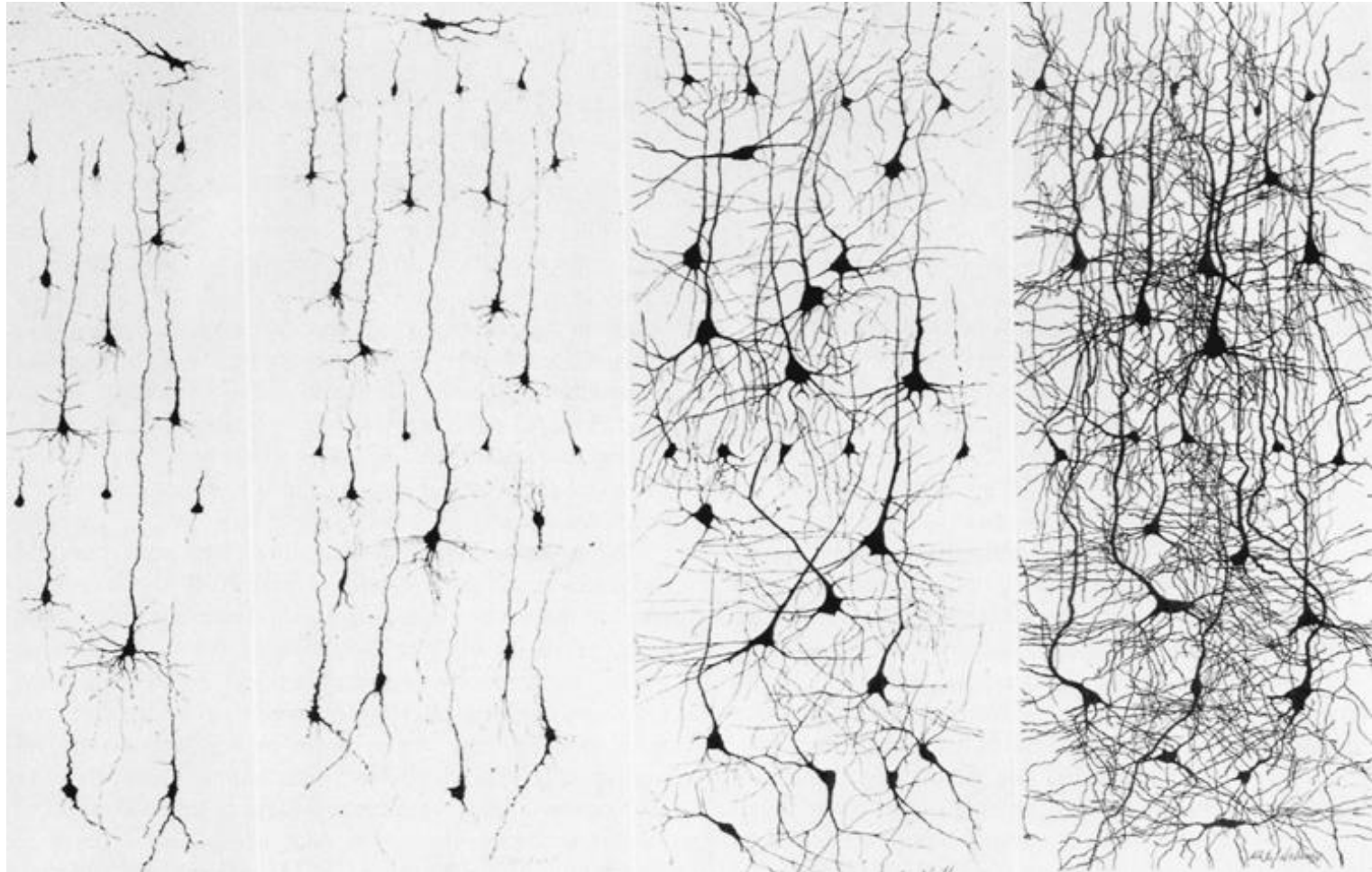
Early childhood - the best time for taking actions



agirtôt.org



Brain Development – Synapse Formation

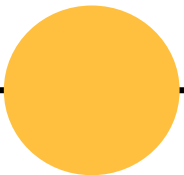


Birth

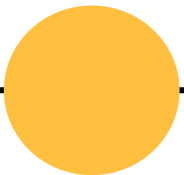
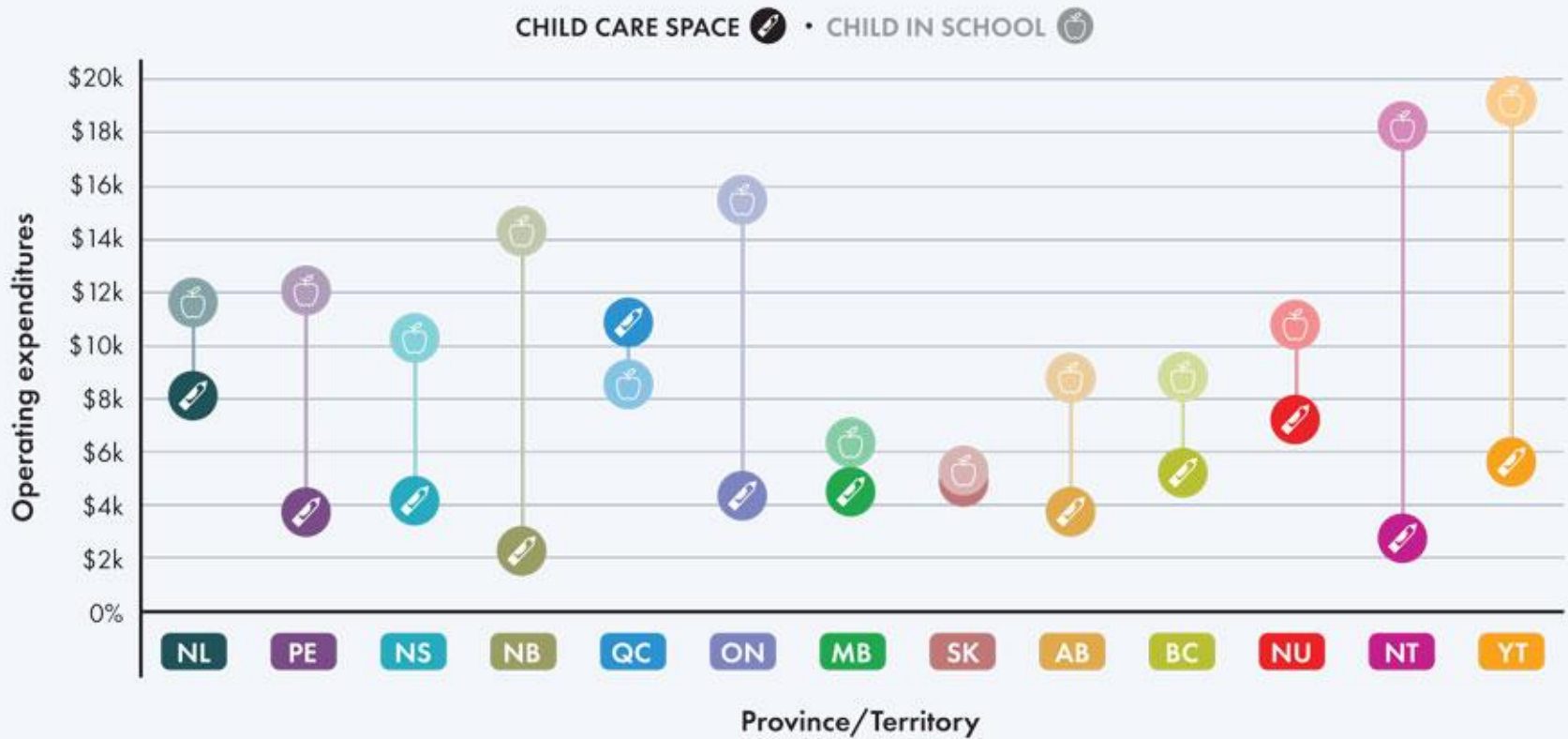
1 month

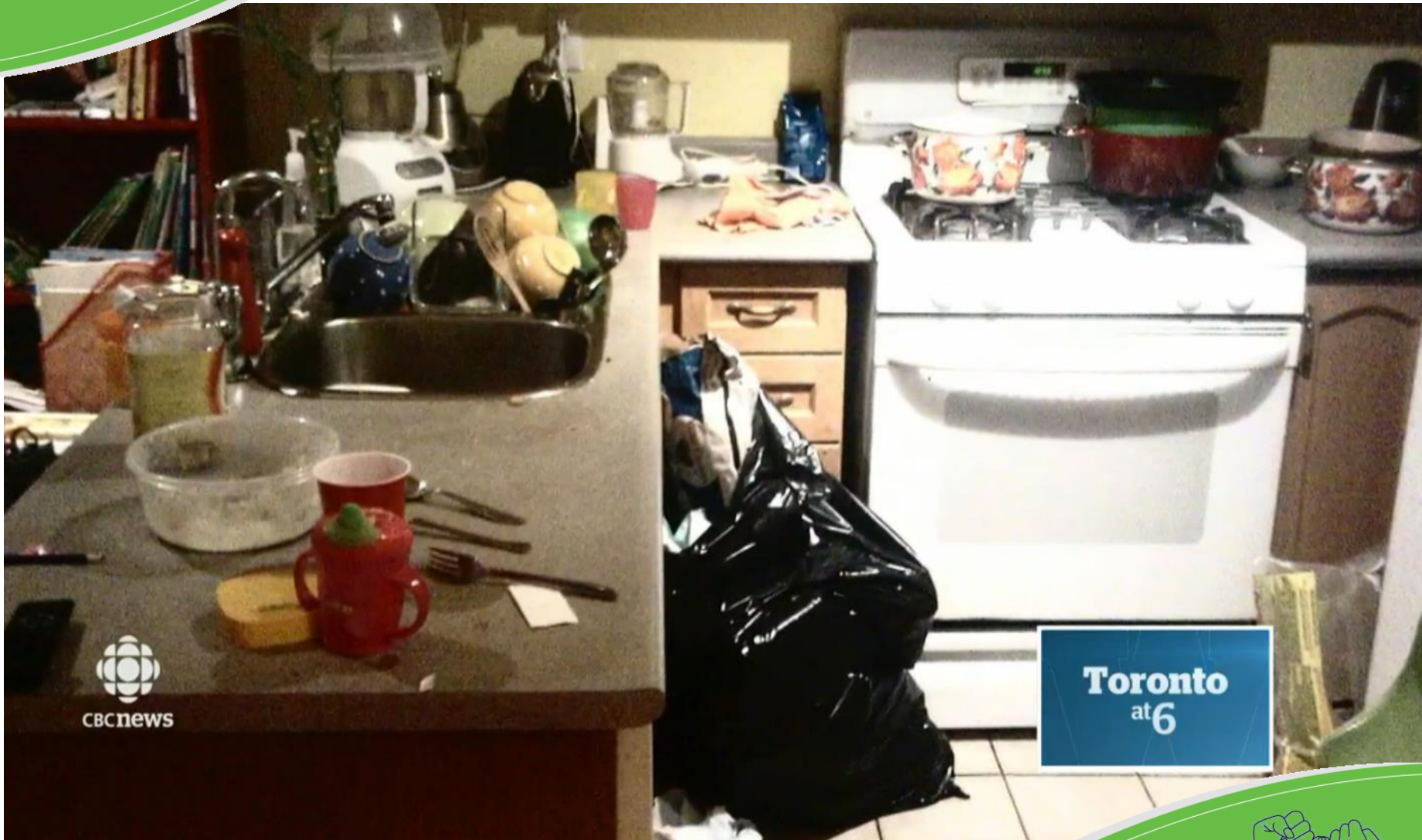
6 months

24 months



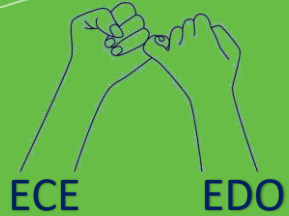
AVERAGE EXPENDITURES PER CHILD CARE SPACE AND PER CHILD IN SCHOOL 2020

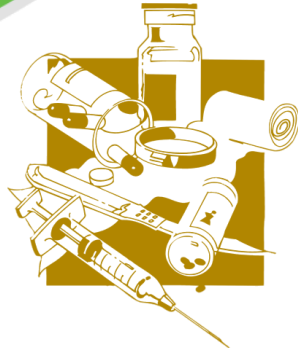




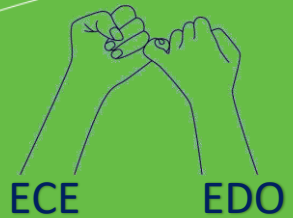
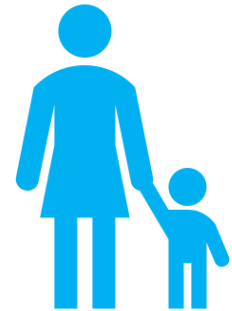

CBC news

Toronto
at 6





A B C
1 2 3



ECE

EDO


What Does the Workforce Look Like?

are women 


96%

are aged 55 or younger  <55

90%

identify as Indigenous 

5%

work full-time 

76%



are self-employed, versus 15% in other professions

25%

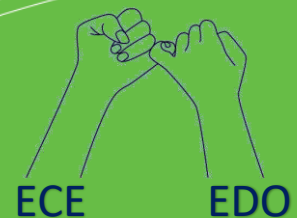
15%



are immigrants or non-permanent residents versus 25% in other professions

35%

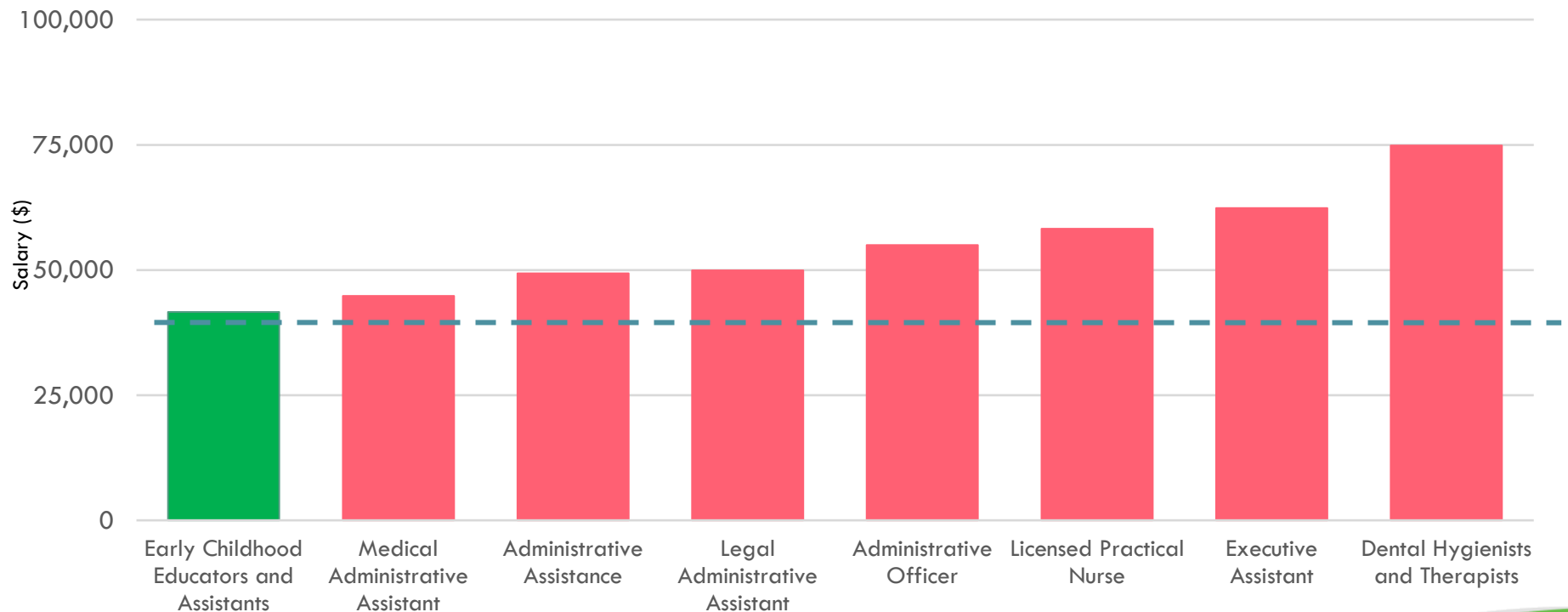
25%



ECE

EDO

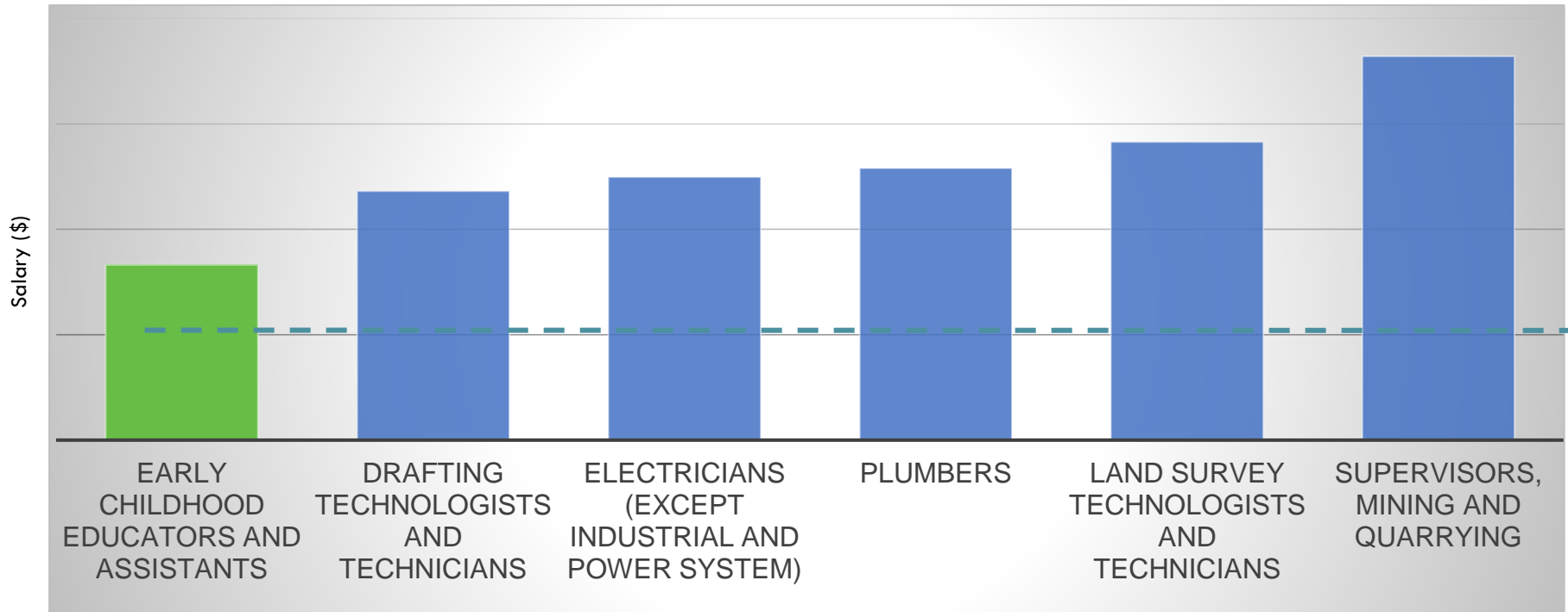
ECE salaries compared to other female dominated professions



STATISTICS CANADA. NOC code 4214. ECEs and Assistants



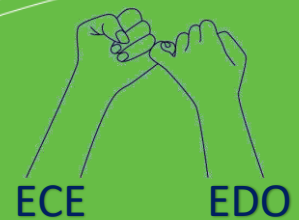
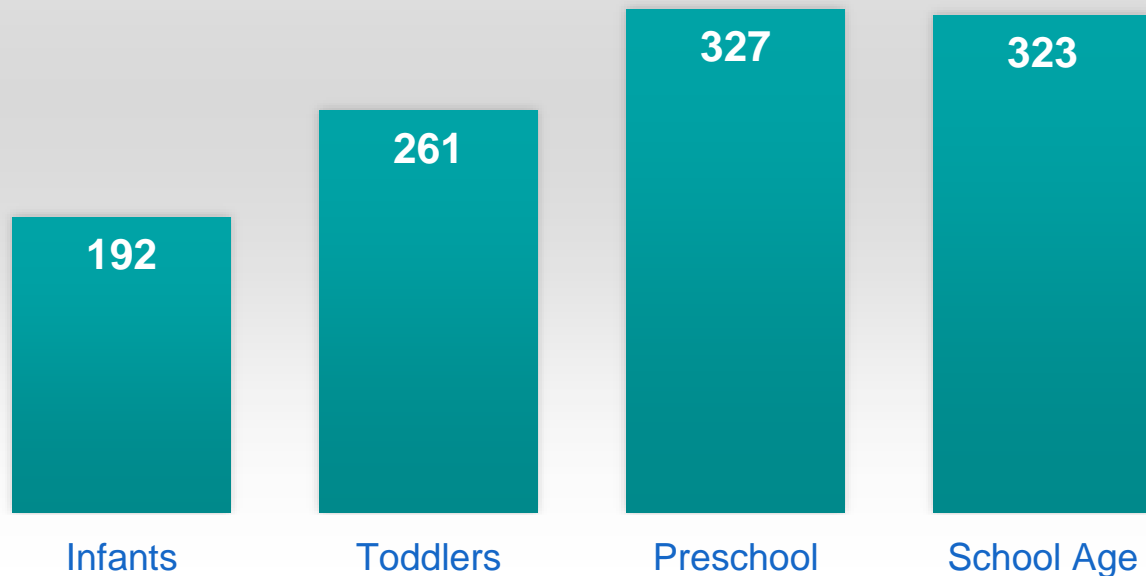
ECE salaries compared to male dominated professions



STATISTICS CANADA. NOC code 4214. ECEs and Assistants

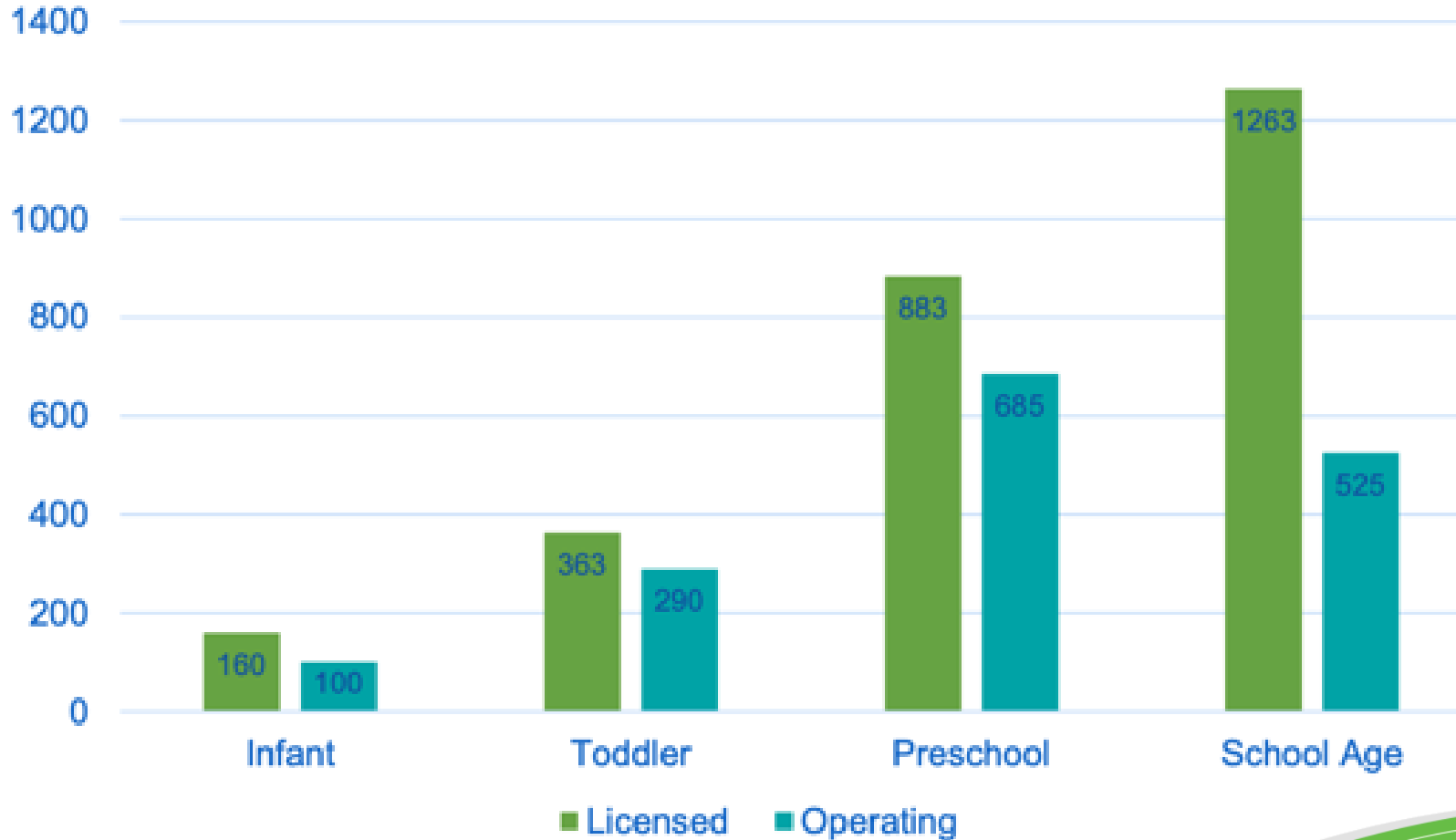


As of this week: 1326 children are on the waitlist for child care in Chatham-Kent



Licensed Spaces vs Operating Spaces

Cross section of June, 2022 in Chatham-Kent



Chatham-Kent Experience



Chatham-Kent Experience

- CED approach

- Asked questions

Child Care Sector, Employers, New Residents

- Data collection

- Applied our [Talent Attraction & Retention framework](#)

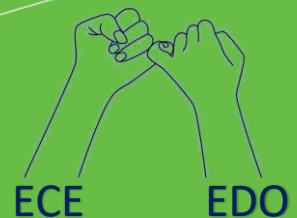
- Developed a strategy to;

Address immediate needs & build a pipeline

<https://heartworkck.com/>

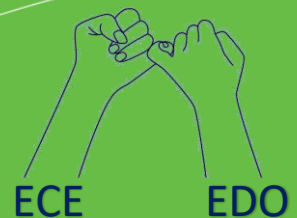
- Assess workforce needs in other sectors...

...for connections to Child Care requirements

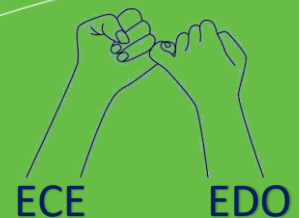


What's an EDO to do?

- Connect with your Child Care team
- Discuss Child Care needs at BR&E meetings
- Connect with your workforce planning board - include Child Care questions in your employer surveys
- Leverage employment, Child Care and education networks to develop new workforce talent – no silos
- Assess other sector workforce needs (especially ones with gaps) for connections to Child Care requirements



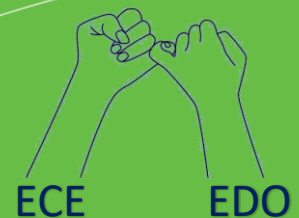
- Consider Child Care in business park / green field / brown field development plans / strategies
- Shift your thinking re: Child Care from being only age 0-5, to before / after school as well (0-12)
- Child Care as part of the Employee Value Proposition in talent attraction/retention e.g., Patagonia – onsite Child Care



Thank you for helping shape
sustainable and sustaining
economic growth.

Sources

- **Slide 3: Dependency Ratio in Canada, 1921-2061 (young and old)** Statistics Canada
<https://www150.statcan.gc.ca/n1/pub/91-520-x/2014001/c-g/c-g2.7-eng.htm>
From <https://www150.statcan.gc.ca/n1/pub/91-520-x/2014001/section02-eng.htm>
- **Slide 4: The Care Economy Will Grow**
The Care Economy is the sum of Health care and Social Assistance plus Education industry sectors
GDP share <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=3610043403> (2021 annual)
Employment share <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410035502> (2021 annual)



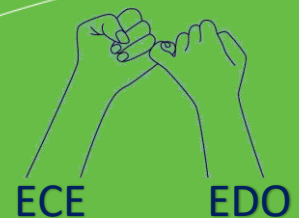
Canada's Children Need a **Professional ECE Workforce**

Recommendations:

- Compensation
- Benefits
- Working Conditions
- Leadership
- Career Advancement



What is the state of the ECE Workforce in Canada?



Children

must remain at the centre of
policy decisions





Solutions: Child Care

Improve long-term affordability and accessibility of childcare.

- Increase investment, preserve choice, subsidize both parents and providers, and prioritize equity.

Address the shortage of early childhood educators.

- Standardize certification criteria (including foreign credentials) across Canada.
- Fast-track online and in-school training programs.
- Offer financial support to underemployed Ontarians interested in ECE training.

Explore creative solutions.

- Consider incentives for employers to offer workplace-based childcare.
- Allow entrepreneurs to write off childcare on tax returns.

Set society-wide targets for Ontario's she-covery.

- Track indicators, including women's representation in key sectors and leadership positions; gender pay gap; hours spent on unpaid domestic work, etc.



Key Takeaways

- 1. Childcare is at the core of our economic prosperity.**
 - If we want a healthy and productive workforce, we need to support parents and provide accessible childcare options.
- 2. An inclusive economy is a must.**
 - We need to have the right people in the right jobs to lead us into the future.
- 3. Collaboration is key.**
 - Improving access to childcare through programs and investments shouldn't be done in silos.