



COMMUNITY TALENT PROFILE

UPDATED: JULY 2023



CITY OF
Welland



made in
Welland

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COMMUNITY TALENT

Welland's strong labour force brings with it a diverse range of talent. Excelling in the business services sector and multiple manufacturing subsectors, Welland has experienced workers that are ready to shape your business. Access to new and innovative talent from business

and technology programs at Niagara College and Brock University combined with business operating costs, lifestyle and personal cost of living, positions Niagara and Welland as a viable location outside larger metro areas for investment and expansion in all types of industry.

WELLAND & NIAGARA LABOUR MARKET

| by Sector | Welland Residents | Niagara Residents |
|---|-------------------|-------------------|
| Accommodation & Food Services | 1,215 | 21,969 |
| Administrative & Support, Waste Management & Remediation Services | 983 | 9,824 |
| Agriculture, Forestry, Fishing & Hunting | 81 | 5,365 |
| Arts, Entertainment & Recreation | 232 | 5,949 |
| Construction | 593 | 10,122 |
| Educational services | 2,784 | 14,972 |
| Finance and Insurance | 728 | 4,742 |
| Health Care & Social Assistance | 3,486 | 24,999 |
| Information and Cultural Industries | 123 | 1,851 |
| Management of Companies & Enterprises | 72 | 441 |
| Manufacturing | 1,307 | 14,540 |
| Other Services (Except Public Administration) | 678 | 6,534 |
| Professional, Scientific & Technical Services | 439 | 7,044 |
| Public Administration | 798 | 9,915 |
| Real Estate & Rental and Leasing | 217 | 2,041 |
| Retail Trade | 2,322 | 24,076 |
| Transportation and Warehousing | 396 | 7,503 |
| Utilities | 67 | 1,260 |
| Wholesale Trade | 467 | 7,639 |

OMAFRA dataset 2023.02



TOP OCCUPATIONS IN WELLAND

| by Sector | #Employed |
|--|-----------|
| Sales and Service | 8,010 |
| Trades, Transport and Equipment Operators; related occupations | 5,120 |
| Business, Finance and Administration | 3,450 |
| Education, Law and Social, Community and Government Services | 2,915 |
| Health | 2,275 |
| Management | 1,741 |
| Manufacturing and Utilities | 1,360 |
| Natural and Applied Sciences and Related | 1,260 |
| Natural Resources, Agriculture and Related Production | 655 |
| Art, Culture, Recreation and Sport | 535 |
| Unclassified | 337 |

Source: EMSI Dataset 2021

EDUCATION



Within the broader urban area around Toronto, the Greater Golden Horseshoe, of which Welland is part, there are 10 universities and 8 colleges including Niagara's Brock University and Welland's own Niagara College. The region is richly endowed with post-secondary excellence and, relative to many jurisdictions in the world, an affordability that continues to increase levels of participation.

Niagara College with programs at the Walker Advanced Manufacturing Innovation Centre,

HQ for Southern Ontario Network for Advanced Manufacturing Innovation (SONAMI) and the Canadian Wine and Food Institute provide access to talent, research, development and commercialization. Nearby Brock University and Vineland Research Institute also provide further access to talent and research. These research based and technology focused ventures ensure that Welland and its businesses can remain innovative in a constantly evolving market.

LEVEL OF EDUCATION

| Highest Level of Education | Welland Residents | Percent |
|--|-------------------|---------|
| No Certificate, Diploma or Degree | 2,495 | 4.48% |
| Secondary (High) School Diploma or Equivalency Certificate | 9,370 | 16.81% |
| Postsecondary Certificate, Diploma or Degree | 16,575 | 29.73% |
| Apprenticeship, Trades Certificate or Diploma | 2,095 | 3.76% |
| College, Cegep, other Non-University Certificate or Diploma | 9,150 | 16.41% |
| University Certificate or Diploma Below Bachelor Level | 435 | 0.78% |
| University Certificate, Diploma or Degree at Bachelor Level or Above | 4,895 | 8.78% |
| Bachelor's Degree | 3,695 | 6.63% |
| University Certificate or Diploma Above Bachelor Level | 275 | 1.0% |
| Degree In Medicine, Dentistry, Veterinary Medicine or Optometry | 50 | 0.91% |
| Master's Degree | 830 | 1.49% |
| Earned Doctorate | 45 | 0.1% |

Statistics Canada – 2021 Census

NIAGARA COLLEGE CANADA



Niagara College supports economic development in Welland, Niagara and beyond by providing highly-skilled, knowledgeable graduates with the real-world experience that applied education imparts. Their R&I division develops solutions for business, industry and the community.

ENROLLMENT BY CREDENTIAL (Full-time, Domestic & International)

| Credential | Fall 2022 |
|--|-----------|
| 1 Year Certificate | 883 |
| 2 Year Diploma | 5,655 |
| 3 Year Advanced Diploma | 1,583 |
| 4 Year Joint Advanced Diploma & Degree | 117 |
| 4 Year Degree | 155 |
| 1 Year Graduate Certificate | 1,313 |
| Apprenticeship and ESL* Students | 475 |

4,406 credentials awarded in 2019
100,000+ credentials awarded since 1967 years

Specializations include:

- Advanced Manufacturing
- Food & Beverage Innovation Centre
- Hospitality Management
- Business Management
- Horticulture and Environment
- Digital Technologies
- Health and Wellness
- Community Services
- Preparatory and Access
- Community Security



NIAGARA COLLEGE INNOVATION CENTRES

Walker Advanced Manufacturing Innovation Centre

Specializes in engineering design, 3D technologies, lean manufacturing processes and additive manufacturing. Work with Southern Ontario businesses to bring ideas to life, from concept through to developing working prototypes, utilizing leading-edge technology, including equipment and software.

Agriculture & Environmental Technologies Innovation Centre

Works with private sector partners to develop innovative solutions to address today's challenges in precision agriculture, GIS, computer programming, sustainable food production, plant growth, horticultural practices, greenhouse operations, aquaponics, environmental management and renewable energies.

Food & Beverage Innovation Centre

Provides services such as new recipe development to shelf-life testing and nutritional labelling to support industry innovation and commercialization of new products and processes.

Southern Ontario Network for Advanced Manufacturing Innovation (SONAMI)

A network of colleges and one university, who, through their respective Research and Innovation Centres, are collaborating with small- and medium-sized companies to turn innovations into commercialized products.

Productivity and Innovation Lab (Pi-Lab)

Helps Canadian Enterprises achieve sustainable productivity gains and cultivate liaison between government, academia, and industry.



BROCK UNIVERSITY



Brock University is one of Canada's top mid-size institutions in terms of quality of education, quality of teaching and most satisfied students, has 19,000 students and 600 faculty. At Brock, a significant focus on health and bio sciences has emerged, centred on the \$120-million Cairns Family Health and Bioscience Research Complex, a state-of-the-art facility where students and professors explore new frontiers in green science and health & wellness. Brock claims the fifth largest co-op program in Canada.

Main Faculties include:

Applied Health Science

Education

Humanities

Mathematics and Science

Social Sciences

Goodman School of Business



BROCK UNIVERSITY HEADCOUNT (July 2023)

| | Undergraduate | Graduate | Total | Total % |
|---------------|---------------|--------------|---------------|---------|
| Full-Time | 15,190 | 1,490 | 16,680 | 89% |
| Part-Time | 1,811 | 233 | 2,044 | 11% |
| | 17,001 | 1,723 | 18,724 | |
| Male | 7,377 | 606 | 7,983 | 42% |
| Female | 9,639 | 1,053 | 10,692 | 56% |
| Unknown/Other | 314 | 64 | 378 | 2% |

BROCK UNIVERSITY CENTRES



Advanced Biomanufacturing Centre

Brings together expertise in biology and chemistry to uniquely tackle challenges.

Centre for Sport Capacity

A hub for sport management research, student experiential learning, and practical support to sport organizations in Niagara Region and across Canada.

Centre for Business Analytics

Brings together faculty from various disciplines across the University, as well as alumni and industry partners, to support an interdisciplinary team of data analytics researchers and their data analytics programs.

Environmental Sustainability Research Centre

A transformative and creative transdisciplinary community dedicated to research and education advancing environmental sustainability locally and globally.

Cool Climate Oenology and Viticulture Institute

An internationally recognized research institute focused on research priorities of the Canadian grape and wine industry, and the continuing educational and outreach services needs of that community.



VINELAND RESEARCH AND INNOVATION CENTRE



Vineland Research and Innovation Centre is a uniquely Canadian results-oriented organization dedicated to horticulture science and innovation. The centre delivers innovative products, solutions and services through an integrated and collaborative cross-country network to advance Canada's research and commercialization agenda.

Business Development Office & Industry Partnerships

Works closely with Vineland's Research Directors in Horticultural Production Systems, Applied Genomics, Consumer Insights and Robotics & Automation to tailor research and business agreements that are a fit for industry partnerships. The BDO is also charged with aligning business and science interests by facilitating commercialization and technology transfer activities.





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