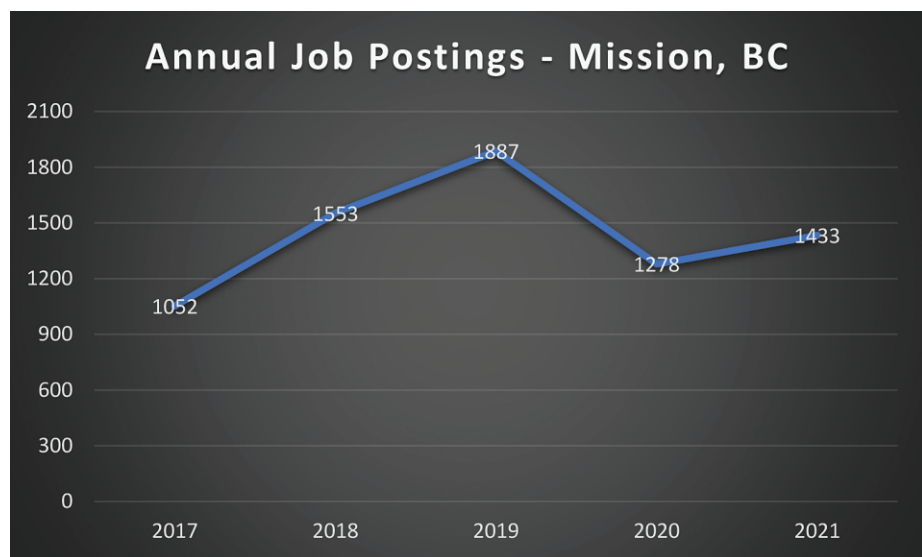


## Understanding Job Trends in Mission

Understanding local labour market information is important for all communities, but particularly so for growing communities such as Mission. Access to information specific to hiring trends that are occurring at both the community and regional levels allows for purposeful planning related to business attraction strategies, and the marketing of a community's strengths to complimentary industries. Additionally, this information also provides the opportunity for communities to focus on dedicated development of a more resilient workforce, and the provision of continued support for their existing businesses.

Local labour market information sheds light on a wide range of statistics, including which industries are hiring, the skills employers are looking for, where jobs are located, and areas of sector growth or decline. Not only is this information useful for job seekers, who can use it to guide their learning, attainment of qualifications, and influence career choices, but it is important for communities to understand which sectors, occupations, and job opportunities are on the increase. During Mission's current period of rapid growth, and with the creation of dedicated employment lands being one of Council's strategic goals, it is crucial that we facilitate and maintain a positive local labour climate that is attractive to firms and workers so that we benefit from a robust local economy.

So, what does Mission's labour market status really look like? The opportunity for jobs in Mission steadily grew from 2017 to 2019, seeing a 47.6% increase in the amount of job postings from 2017 to 2018, and a 21.5% increase from 2018 to 2019. Predominantly, these job postings were in the retail trade sector, however, the finance and insurance sector, and health care and social assistance sectors also noted a steady increase during those years.



Source: Vicinity Jobs – April 7, 2022

\*Publicly Posted Jobs

The start of the pandemic in 2020 brought a sharp decline in the amount of job opportunities being advertised, and overall Mission saw a 32% decrease in the amount of job opportunities posted. However, in 2021, the number of local job postings rose by approximately 12% from 2020, with the majority of those opportunities being in the latter half of the year. Again, the retail trade had the most opportunities available with approximately 25% of local jobs posted in 2021 being in that industry, with the accommodation and food service, and health care and social assistance sectors following close behind at 23% and 20% respectively.

Labour market information and statistics are a powerful tool in preparing us for the planned dedication of employment lands in Mission. It also assists in the facilitation of attracting viable employment opportunities to the community in efforts to improve economic conditions in Mission and the quality of life for its residents.