



FOR IMMEDIATE RELEASE

## **WMC Releases New Labour Market Information Report**

Contact: Richard Lipman, Wood Manufacturing Council  
Office: 613-567-5511  
E-mail: [rlipman@wmc-cfb.ca](mailto:rlipman@wmc-cfb.ca)

The Wood Manufacturing Council (WMC) is pleased to announce the release of its comprehensive new industry study; “Labour Market Information (LMI) Update for the Value-Added Wood Products Sector”. This study, undertaken by The Conference Board of Canada, identifies our industry’s most pressing Human Resource challenges and provides strategic suggestions that can be incorporated into Human Resource programs, to ensure the healthy growth and development of the sector.

The Advanced Wood Processing (AWP) industry is an important contributor to the Canadian economy and currently provides around 88,000 jobs, with 7,900 more expected before 2020 - an annual average employment increase of 1.7% between 2015 and 2020. According to WMC Chair Iain Macdonald; “to address our HR challenges properly, companies, associations and other stakeholders need relevant, accurate information about economic trends, skills and occupational needs, and recruitment barriers. This LMI study provides our industry with a formal, independent research report that will assist in on-going efforts to address skills needs. For this study we have been pleased to utilize the excellent research and analysis capabilities of The Conference Board of Canada”.

Our 2016 Labour Market report provides information on:

- Major needs and issues facing the sector
- Economic factors that shape skills and labour supply and demand
- Effects of skills and labour shortages
- Occupations and skills that businesses need to meet their workforce needs
- Recommended strategies that the sector can use to develop and sustain a strong and successful workforce

The new study is an important update to WMC’s previous LMI study, which was completed in 2010. That report, and two previous WMC labour market information studies, has been widely used by industry, government and educational institutions to understand the HR challenges affecting the sector and to identify solutions based on research. The project was funded by the Government of Canada’s Sectoral Initiatives Program.

The WMC is a not-for-profit organization that collaborates with industry, educators, trade associations and governments to implement essential human resource solutions to ensure the success of the AWP sector in Canada.