



The Labour Market Group
Guiding partners to workforce solutions.

Complete a Labour Market Analysis project to determine the workforce needs of the growing film industry.

HISTORY:

The Labour Market Group (LMG) is the Workforce Planning Board for the Nipissing and Parry Sound districts. We are one of 26 such boards throughout the province of Ontario funded by the Ministry of Advanced Education and Skills Development. Since LMG's incorporated in 1997, we have been providing our communities with updated, relevant labour market data in order that evidence-based information decisions can be made as they pertain to workforce issues in our region. LMG works with employers in our community to determine what their local hiring challenges are, and then partners with stakeholders in our community to try to resolve those issues at a local level. LMG is a not for profit organization that consists of a volunteer board of directors who are knowledgeable about workforce issues in our community.

PROJECT RATIONALE

North Bay has become a destination for film and television production. Northern Ontario provides vast and virtually untapped landscape as a backdrop for story telling within close proximity to Canada's film industry hub in Toronto. Significant investments in film financing made by NOHFC, coupled with Provincial tax credits, have earned Northern Ontario a reputation as an attractive jurisdiction for film production.

The number of projects being filmed in the area continues to grow and has increased from, on average, 3 projects per year in the early 2000s, to a record number of 17 productions in 2018. In 2017 North Bay and area experienced 270 filming days with an industry reported \$22+M in economic impact.

As a result, there has been a steady increase in demand for a skilled workforce to support this growing northern film and television industry.

RESULTS

The objective of the project is to determine the workforce needs of the growing industry. The majority of production companies working in the area are from outside Northern Ontario but are interested in accessing local talent. Once these needs are identified, create and implement strategies to 1) bring awareness of the potential employment opportunities 2) develop potential training, workshops, certification programs and other skill building opportunities for job seekers who may be interested in gaining future employment in this particular industry sector. Other objectives for the project include:

- 1) Quantify employers' projected use of skilled labour over the next 2-5 years.
- 2) Identify which specific occupations will have an adequate supply of skilled labour available.
- 3) Identify which specific occupations are in demand currently and are difficult to fill.
- 4) Assess the impact film and television production has had on local service providers by identifying new and/or enhanced local services and the associated increases to existing workforce as a result of industry needs.
- 5) Develop possible action plans to help satisfy the demand locally in those occupations where imminent shortages have been identified.

OUTPUT

The final output will be the implementation of the action strategies offered in the conclusive report document. A comprehensive final report will provide a detailed, strategic action plan that will identify localized strategies that will build a skilled workforce specifically for the film/television industry. Ultimately, this project will also provide support for these initiatives in order to meet labour force demand in the short, medium and long term.

PROJECT COMPONENTS:

May - December 2019

Proposed activities and timelines:

May- June

Set up staffing and consultant contracts and begin steering committee meetings (consisting of LMG staff, MTCU staff, Economic Development staff and consultant) to determine best methods and strategies and direction of project.

May - August

Engage with community stakeholders identified by the steering committee (such as, but not limited to, post-secondary institutions), to obtain input on existing industry specific workforce development initiatives and the survey tool.

Develop survey tool and administer to clients and employers. Set dates and times for consultations and focus groups with both employers and clients.

August - October

Collect survey feedback on an on-going basis. Steering committee will continue to meet to ensure objectives are met.

October-December

Finalize and analyze all data from surveys and consultations. Generate final report that includes concrete training strategies and recommendations.

Develop implementation strategy and begin planning to move forward with recommended solutions identified in final report.

Authority

- *LMG will work closely with the consultant to ensure that the project closely reflects the guidelines outlined by the funding bodies and steering committee*
- *LMG will ensure that the consultant's work is carried out in an efficient manner*
- *LMG will provide resource leads throughout the course and duration of the project*

Deliverables

- *The consultant shall agree to meet with LMG staff and steering committee members to discuss the project and expected outcomes in detail*
- *The consultant shall agree to meet with LMG staff and committee members to review the draft copy of the final project report*
- *The consultant will provide brief written updates of the project on a monthly basis*

PROPOSAL CONTENT:

Proposals must satisfy and will be assess on the following criteria.

Managerial and Organizational

- State your approach to the project in sufficient detail to demonstrate your understanding of the requirements and your ability to successfully fulfill the requirement.
- Resources to be applied to the work including human resources (provide resumes of key personnel). In this regard, the proposal should include information relating to qualifications and educational requirements.
- Provide details of industry knowledge, previous experience and contracts for similar projects
- Provide a list of at least three references with contact information.

Financial

- The lot price for the completion of *one or more* project components must be accompanied by a detailed breakdown of the project tasks, per diems, assigned personnel rates and hours estimated for the works (excluding printing of final report). Payment schedules and conditions must be shown. All applicable taxes must be shown as extra.
- Note that the LMG will provide costs associated with all supplementary materials for the project including marketing/promotion/correspondence related materials, translation of final document and final printing costs of report.

Technical

- Your proposal must demonstrate an understanding of the scope of work and a schedule for completion of the project including milestone and breakdown of time/cost/responsibility for each team member.
- A detailed description of the proposed methodology, the technical methods to be used in the performance of the study must also accompany submissions.

Evaluation Criteria

Proposals will be evaluated using a best value approach considering both merit and price. They will be assessed on a point rating system for the following:

Managerial and Organizational	15 points
Technical	25 points
Financial	10 points

Neither the qualifying proposal which scores the highest number of rating points, nor the one which contains the lowest price will be necessarily accepted. Consultant selection will be based on the best overall value to the partners in terms of merit and price ratio.

Additional Conditions

There will be no direct payment for the preparation and submission of proposals in response to this request for proposal.

The selection committee reserves the right to negotiate changes in the technical content of the most satisfactory proposal and, if necessary, interview key personnel.

All consultants shall enter into a contract with the LMG. The contract shall indicate that work to be undertaken shall be one to the satisfaction of the LMG according to the terms of reference and for the amount agreed to.

Instruction to Bidders

The bidder will supply an electronic copy of a Managerial, Organizational and Technical Proposal to be received by Stacie Fiddler, Executive Director of the Labour Market Group at Stacie@thelabourmarketgroup.ca until 4:00pm, **Friday May 24th, 2019**. Proposals received after this time will not be considered. Faxed proposals will be rejected.

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