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
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

![Graph showing demographic dependency ratio](image)

**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

- Pregnancy
- Birth
- First steps, first words, first jokes
- Transition: return home following birth
- Development of attachment bond
- Development of harmonious relationships
- Transition: parents return to work
- Stimulation and encouragement to learn
- Exploration, discussion, imitation, drawing
- Confident, healthy, responsible adults with a supportive social environment
- Transition into school: school readiness
- Children enjoy discovering and learning things
- Teenagers assert their independence
Brain Development – Synapse Formation
AVERAGE EXPENDITURES PER CHILD CARE SPACE AND PER CHILD IN SCHOOL 2020

Operating expenditures

Province/Territory

NL PE NS NB QC ON MB SK AB BC NU NT YT
What Does the Workforce Look Like?

- 96% are women
- 90% are aged 55 or younger
- <55 identify as Indigenous
- 76% work full-time
- 25% are self-employed, versus 15% in other professions
- 35% are immigrants or non-permanent residents, versus 25% in other professions
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

- Infants: 192
- Toddlers: 261
- Preschool: 327
- School Age: 323
Licensed Spaces vs Operating Spaces
Cross section of June, 2022 in Chatham-Kent

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<th>Age</th>
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<th>Operating</th>
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<td>School Age</td>
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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.