

What is Labour Market Information? How can it help you?

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Labour Market Information (LMI) is the information we need to make better decisions about our jobs, careers, and businesses.

If you are looking for work, changing careers, starting a new business, or making education and training decisions, there are many tools out there to help you.

LMI comes from many sources. You probably are not even aware that you are collecting this type of information on a regular basis. Everyday contact with teachers, parents, friends, and co-workers can often lead to conversations about new businesses, growing industries or job opportunities. Newspapers, radio and the Internet can also be great sources for labour market information.

Which jobs have potential?

LMI also includes local trends that can help you make smart decisions about training, job opportunities and career changes. For example, it's no secret the health sector is in need of doctors and nurses. But if you look closely, the needs go deeper than those two occupations. There are opportunities for medical laboratory technologists, radiation therapists, pharmacists and licensed practical nurses, to name a few.

New technology and a global economy continue to create jobs in video game design, bioscience, and aerospace on PEI.

Other areas that offer opportunities on PEI are long haul trucking, skilled trades, and customer care and technical support at call centres.

Smart career choices involve deciding what you would most enjoy doing and what jobs are in demand, and finding a balance between the two. LMI plays a key role in helping you make those decisions.

Several services in our local communities provide LMI. Take a look at the following:

www.labourmarketinformation.ca

This website is from the Service Canada Labour Market Information team on PEI. They publish useful information about working conditions, education and training, potential employer lists, wages, and employment forecasts.

www.pei.jobfutures.org

You can use this website to look up individual occupations you are interested in. You can find out average wages, where to get training and employers you can contact. You can also do some career quizzes that may help point you to certain occupations you may not have considered before.

www.jobbank.gc.ca

This website can help connect you to local employers looking to hire.

www.servicecanada.gc.ca

This site has all sorts of information about looking for work and making training decisions.

www.careerservicespe.com

Career Development Services offers counselling to unemployed people on PEI.

You can also get great information from local employers, unions, and associations.

Website of the month: www.peiinfo.ca

by *Gloria Welton*

Here is another website you should visit and mark as a favorite, especially if you are job searching.

"This website was started in 2002 by three co-workers who were looking to improve the information available to Islanders," says **John Morris**, who owns the website. John is also the owner of **Morris Code**, a web design company based in Charlottetown. The company produces a wide range of websites, from small businesses to full-fledged e-commerce sites which help streamline company operations.

"The website is a gathering point for Islanders from coast to coast," says John. Readers are encouraged to share their opinions through message boards. They can also learn more about PEI through maps and descriptions of PEI communities.

"We are implementing new features such as where to eat and what to do on PEI, and we also offer a way to search for job openings," says John. "There are links to the employment sections of many websites, which makes it easy to check job listings."



Browsing through PEI Jobs:

- From the homepage, click on **PEI Jobs**.

- The best sites to search for job postings include **Career Beacon**, **PEI Job Bank**, and the links to **PEI companies** and **municipal, provincial and federal job sites**.

Advice: Many of the larger companies don't list PEI jobs. Don't let that stop your search. You never know when that will change. Meanwhile, it gives you ideas for what companies to approach.

- The links to municipal, provincial and federal job sites are ideal because they lead you directly to job postings.

Advice: search these sites daily. In some cases, jobs are posted for only one day.

- The links to sectors such as Aerospace, Bioscience and Information Technology actually take you to another PEI website called www.peijoblink.ca

Advice: It is a time saver if you go directly to this website and search through the job opportunities in each sector.