
CHAPTER 3

THE FORMIDABLE TASK: AN INTRODUCTION TO CANADA MANPOWER'S PLACEMENT SERVICES

"The enormous and continuous labour market flows of quits, lay-offs, hires and new entrants to the labour force impose a formidable task of matching men and jobs which requires large amounts of time, information and money."¹ Thus the Economic Council characterized the challenge faced by the Manpower Division. No matter how formidable, placement in the sense of matching job seekers with job opportunities is a fundamental activity of the Division. The direct costs of this function in 1973-74 were \$65,663,762 or 10.02 per cent of the total expenditure of the Division. It utilized 5,341 man-years or 65.14 per cent of the total staff of the Division. (5:30)

What did all these people accomplish? In terms of raw data—how many persons placed in how many jobs—the Division provided detailed operational statistics which have been printed in the Proceedings. (5:31) In summary, for the year 1973-74, Divisional records showed 3,950,000 active registrations by persons seeking employment. Employers listed 1,508,000 vacancies to which 2,886,000 referrals resulted in 1,043,000 full time placements, full-time being understood to describe a placement for at least one full week.²

In the light of these figures, how extensively are Canada Manpower Centres used by persons looking for work? Many more contact the Centres than actually are placed in employment by them. Dr. Raynauld estimated that "less than one in six job searchers find employment through CMC's, although three out of four contact the Centres." (18:19).

How many of the total number of job openings which occur in Canada each year are filled by referrals from Canada Manpower Centres? The

¹ Economic Council of Canada, *Eighth Annual Review*, 1971, page 90.

² Comparable figures on placement for 1974-75 show increased registrations and referrals were made to fewer job vacancies and fewer placements resulted:

Registrations or re-registrations	4,300,712
Job Vacancies Listed	1,491,538
Referrals by CMCs	3,448,475
Regular Placements	1,034,547

Source: *Annual Report 1974-75*, page xi.