

Business/Real Estate

Jobs, jobs & more jobs

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Mr. Johnstone says Mr. Langer's assessment represents only a fraction of the city-wide picture.

Between 1975 and 1978 about 200 acres of industrial land was being developed annually. In 1979 that figure doubled to 400 acres. Mr. Johnstone suspects the same will be true of 1980 once the statistics are compiled.

In 1980, half of the city's industrial development took place in the West Malton area, more than 4,500 acres of land north of Hwy. 401 bounded by Hwy. 410 and the Toronto International Airport. This single area makes Dixie Rd. the heaviest travelled road in the city.

Mr. Johnstone also points to the Britannia Industrial Park on Hwy. 10 where about 500 acres of land will have been registered by the end of 1981. A smaller pocket in the Cawthra Rd.-Queensway area adds to the total picture.

In the industrial sector alone the city expects an absorption rate of 2,000 acres by 1985. Mr. Johnstone uses the rough gauge that each acre built upon represents 15 jobs and concludes that industrial growth will add at least 30,000 jobs to the city's employment rolls by 1985.

Professionals follow

He explains that the industrial growth is only a fraction of the complete picture. Increased industrial growth will attract professionals to service the new businesses and Mr. Johnstone projects the influx of professionals such as doctors, lawyers and accountants could produce a total employment growth of more than 50,000 jobs over the next five years.

Mr. Johnstone says office construction at the City Centre, at Hwy. 10 and Burnhamthorpe, should produce more than 2,000 jobs a year for the next five years. The city projects 500,000 square feet of office space will be absorbed annually for the next five years. Each 200 to 250 square feet developed represents one employee, according to a gauge the city uses in its projections.

An employment trend to watch in the coming years is the number of companies choosing Mississauga for their head office locations. Large one-time increases in the city's labor force are being created annually. For example, Northern Telecom's move from Montreal two years ago brought 400 employees and Inglis Canada will inject 180 workers into the community with its head office operation in Meadowvale in 1981.

Manufacturing lags

The city's major lag in the employment picture is in manufacturing. City of Mississauga estimates as of December 1979 have more than 56,000 people employed in manufacturing, the single largest employment category in the workforce. The consensus among manufacturers is a flat market for at least five years.

McDonnell Douglas of Canada Ltd. was hit hard in 1980 by flagging demand for commercial airliners. The company entered the year with 5,400 employees but by Dec. 12 that had dropped to 4,900 after two rounds of layoffs. Another 200 are expected to be laid off in January.

A glimmer of hope is provided by two bids the Canadian subsidiary has entered on subcontracts for Canada's 137 F18A Hornet fighters. The current bidding, results of

which were expected to be announced by the end of 1980, include 1,300 Hornets for the U.S. Navy and U.S. Marine Corps.

Another major Mississauga employer, Fruehauf Canada Inc., has suffered a similar fate. The truck body and trailer manufacturer laid off 440 workers in 1980, says company spokesman Andy Purdon. At the end of 1979 the company employed 800 workers. It now employs 360.

Auto spinoff

"Goods aren't being transported," says Mr. Purdon. "The trucking industries are suffering as well. When the auto industry suffers, everyone suffers."

The Canadian Admiral Corporation, which suffered 250 hourly staff layoffs in 1979 after stopping television set production, now shows a net gain of 10 employees in 1980. Admiral employs about 940 people at its Lakeshore Rd. plant and offices.

Factors included in Admiral's modest growth are the purchase of three appliance companies, the launching of a new line of products, plans to produce a new dryer line and the company's decision to centralize in Mississauga. Recent personnel increases are confined to accounting, engineering and data processing.

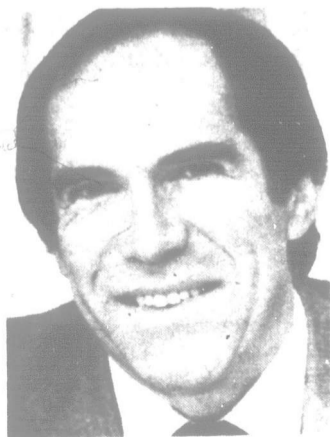
Gulf Oil employs about 700 workers at its Lakeshore Rd. location. That's a growth of 78 over 1979 attributable to plant expansion started in 1974 which added a lubrication oil operation. The Lakeshore Rd. branch employs 540 plant workers and 160 office staff, says personnel assistant Jim Felker.

Hawker Siddely Canada Ltd., Orenda Division, on Derry Rd. E. is steady at 750 employees, says company spokesman Gordon Larner. The company's main business is the repair of aircraft engines. Mr. Larner said he expects marginal employment increases and announces he's "rather pleased."

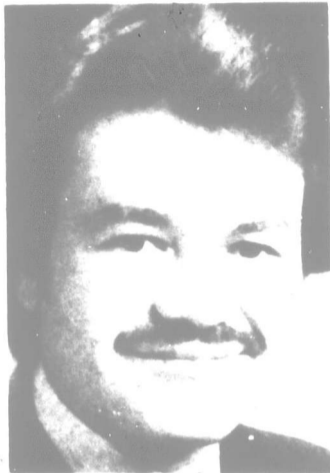
Expansion possible

Tonka Corporation Canada Ltd.'s Dan Anderson says the company may expand in five years but is holding at about 400 employees at its Airport Rd. toy-manufacturing plant.

ITE Industries Ltd. employment supervisor Charles Campbell says he's cynical about reports on unemployment. The company, which started manufacturing circuit-breakers in Mississauga 50 years ago, is now among the top three switch gear producers in North America.



David Bray



F. Peter Langer

Although ITE's Dixie Rd. location constrains further expansion, Mr. Campbell says the company's worker complement has increased from 300 five years to 420 this year, 30 of those in 1980.

While the debate continues between the city and developers over the release of lands for residential development, construction starts in 1980 should be up slightly over 1979.

There were 4,158 housing starts in 1979, says city planning department worker Karen Campbell. By November 1980 there were 3,922 starts, up 41 per cent over the same period in 1979. Apartments and townhouses were down and semi-detached and detached houses were up over 1979.

Miss Campbell said a rush by apartment builders to take advantage of the federal Multiple Unit Residential Building (MURB) tax break could help show a slight increase in units started by the close of 1980.

Hope in MURBS

For the past three years, residential construction has provided about 5,000 jobs annually in Mississauga.

Canadian Mortgage and Housing Corporation market analyst Wayne King has a guarded projection about construction and the jobs it produces in Mississauga. He said the MURB program, allowing apartment builders partial tax writeoff of holding, construction and operational costs, was expected to help the industry.

Mr. King said the government expected the MURB program to act as "a major catalyst to rental unit production" but concedes MURB works best when interest rates are between 11 and 13 per cent. Current interest rates are above 17 per cent.

Research and development in Mississauga, centered in the Sheridan Park Research Community north of the Queen Elizabeth Way near the Oakville border, will remain stable in the next year.

Manager of Research Services, St. John Blakely, estimates there are about 2,800 technical staff in 14 companies at the research park.

Atomic Energy of Canada Ltd. has the bulk of the city's research staff with 980 in the park and 1,160 in the Meadowvale Corporate Centre Erin Park.

AEC's John McPherson says employment is leveling but he sees no major reduction for up to 10 years. Although future international and local markets are unknown, Mr. McPherson says the corporation will

be busy for some time with reactors going to Korea, Romania and Argentina, 12 units in Ontario, and a unit in both Quebec and New Brunswick.

The 347-employee Ontario Research Foundation, up 24 employees over 1979, will experience five per cent growth in 1981, says ORF spokesman Tom Kingry.

Computers up 10 per cent

The largest per capita increases in the white collar labor force will be in the computer field.

Speaking industry-wide, Sperry Univac's Linda Mungall says, "Our work force tends to grow at approximately 10 to 15 per cent a year and we don't foresee change or weakening."

Sperry Univac employs 250 at its City Centre Dr. location in the hardware and software marketing and support fields.

One of Mississauga's major employers is the city itself, providing jobs for 1,555 people as of November 1980. That's a 1.5 per cent increase over the 1,530 employed in 1979. In addition to the full-time staff, about 1,000 part-time jobs are created annually by summer and winter recreation programs. That number has not changed in three years.

Despite the city's increasing population, personnel director David Bray says employment at city hall has stabilized. He credits computerization and staff relocation for the steady line but adds areas of direct public service may grow with population. Areas to watch for increases are firefighting, transit and library.

Public sector growing

The police force, controlled by the Region of Peel, may also experience population-based staff increases. There are no statistics available for Mississauga alone but across the region police officer staffing has grown from 588 in January, 1978, to 616 in June of 1978, to 620 in July of 1979 and to 638 currently.

The police force civilian staff has levelled at about 120, including dispatchers, officer training staff, mechanics and driving instructors.

Also part of the public payroll are public and separate school board teachers. The Peel Board of Educa-



John McPherson

tion is suffering from the same student enrolment declines being encountered across the province. The Dufferin Peel Roman Catholic Separate School Board is experiencing growth unrivaled in the province.

The public board hired 2,351 elementary school teachers in September, 25 more than anticipated by enrolment projections done in the spring. In secondary schools across the Peel board, there were 1,932 teachers, up 14 from a spring projection. A board report stated unsettled residential growth in Peel and other unpredictable factors will effect future hiring by the board.

The separate school board situation is the opposite of its public counterpart. Co-ordinator of personnel Barbara Easton says the board has slightly more than 1,500 teachers. Growing by about 2,500 students a year for the past five years, the board has hired from 100 to 200 new teachers annually. A heritage language program instituted in January 1980 added 150 instructors.

Hospital expansion

The expansion and renovation of Mississauga Hospital, which will add 133 beds, also promises to provide 600 jobs by April 1982. There are 827 full-time and part-time employees at the hospital.

Those figures haven't changed considerably since 1974-75, says personnel director Ed Ames. "We've had pretty tight budget controls over the past few years."

The hospital expansion will add 400 full-time and 200 part-time employees in nursing, housekeeping, patient care and administration.

Toronto International Airport, a mixture of 13,912 public and private sector workers, "hasn't been growing in leaps and bounds," says Department of Transport statistician Kathy Kowalewski. Despite Ms. Kowalewski's assessment, the number of jobs is up 150 employees, from 12,765 in 1979 and almost 3,000 compared to 10,975 in 1978.

60,000 jobs possible

Mississauga's cumulative employment picture indicates the city is heading towards the middle of the decade on an up note.

Industrial employment is double that of the late 1970s and commercial growth at the City Centre promises to keep pace. And that spells jobs: as many as 50,000 in industry and 10,000 in office work over the next five years based on conservative estimates from the city's business development office.

Business development officer Mr. Johnstone explains the beginning of Mississauga's boom-time as part of a progression.

"The thing is we're situated right in the heart of Canada's largest market — part and parcel to the Metropolitan Toronto market," he says.

The city has plenty of land available at competitive prices, business taxes are up to 45 per cent less than in Toronto, Ontario's two major highways pass through the municipality and Toronto International Airport is in the city.