

CHAPTER 3

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

PART II:

MATCHING JOB SEEKERS AND JOBS:
THE PLACEMENT FUNCTION

The crowded and continuous labour-market flow of quits, layoffs, hires and new entrants to the labour force imposes a formidable task of matching men and jobs which requires large amounts of time, information and money. The Manpower Division is the major agency in the government responsible for matching job seekers and jobs. The major activity of the Division is the placement function. The direct costs of this function in 1973-74 were \$63,662,752 or 10.07 per cent of the total expenditure of the Division. It utilized 1,341 man-years or 15.14 per cent of the total staff of the Division (9/30).

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 (9/11). In summary, for the year 1973/74, Divisional records showed 2,950,000-leave registrations by persons seeking employment. Employers listed 1,505,000 vacancies by which 2,886,000 persons resulted in 1,042,000 job-time placements, full-time being understood to describe a placement for at least one full week.

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. Reynolds estimated that "less than one in six job seekers find employment through CMC, although three out of five contact the Centres." (18/15).

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

Domestic Council of Canada, Report on the Labour Market, page 70

Compendium figures are presented for 1974-75 since Department registrations and referrals were made in these job openings and leave placements resulted

Registrations or re-registrations	2,950,000
All Vacancies Listed	1,505,000
Referrals by CMC's	1,042,000
Regular Placements	1,042,000

Source: Annual Report 1974-75, page 21