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Dear Employment Ontario partners,

We're pleased to update you that the next phase of Ontario's labour market information website was launched today. This site is part of the government's ongoing efforts to improve the quality and availability of labour market information for students, job seekers and employers. The new features will provide them with more tools to make decisions, such as choosing a career, selecting educational and training programs or undertaking workforce planning.

In July 2017, the first phase of Ontario's redesigned LMI website was launched. This included redesigning the 180 job profiles on the website with a refreshed look-and-feel, improved navigation and enhanced user experience. Subsequent updates included the addition of 320 job profiles, increased search functionality and a career quiz. The website also makes it easier for users to access LMI for trades-related occupations, including which trades are projected to be in higher demand and any potential apprenticeship pathways.

The next phase launched today includes more local, granular labour market information and links to real employment opportunities, all through a more powerful search engine and interactive presentation, which is available at [Ontario's labour market website](#), under [Search Job Profiles](#).

Future upgrades to the site will focus on improving information to better meet the needs of students and job seekers, as well as employers, postsecondary institutions and researchers. A key factor for success in this work will be obtaining feedback from users during each phase of the process.

With that in mind, we encourage you to explore the site and use the [feedback survey](#) to comment about your experience and what you would like to see in the future. Please help us spread the word to your clients and encourage others in your networks to do so as well.

The people of Ontario have always been our strength, and we know that improving access to easy-to-understand, quality-assured labour market information is a foundation for developing Ontario's highly skilled workforce. We look forward to your partnership in this work by engaging with us to help further develop this important resource.

Sincerely,

(Original signed by)

David Carter-Whitney  
Assistant Deputy Minister  
Employment and Training Division  
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(Original signed by)

Erin McGinn  
Assistant Deputy Minister  
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