

CGC1P Unit 4: Canadian Industries

Activity 6: Tertiary Industry

Overview

Tertiary industry is also known as the service industry. Even though it does not produce a good it does create the majority of jobs in Canada. Every time you enter a store, restaurant, hair salon, or even a recreation center there are people working there that provide a service for you and the rest of the people in your community. In this activity, the student will examine various service industries and produce a case study of one type of service company.

Lesson

Tertiary industry is also known as the service industry. Unlike Primary and Secondary Industry, Tertiary industry does not produce any goods. However, it is the largest sector of the Canadian economy in terms of employment. Over 70% of Canadian workers are employed in the service sector. Many of these are students. Often, service sector jobs are jobs that don't require specific skills or training, so they are perfect for high school students looking for summer employment.

A hundred years ago Canada's workforce was mainly involved in primary industries. The change to tertiary industry is because of many factors. These include:

technology: machines and computers do much of the work in primary and secondary industry that used to be done by humans (e.g., assembling cars and milking cows)
change in society: many families have two parents working now, and lack of time means that many families eat out more than they used to. These families need to be serviced by tertiary industry.

There are **THREE sectors of tertiary industry**. They are:

- **The retail sector**, which includes stores, malls, and big box stores.
- **The government sector**, which includes municipal, provincial, and federal government services.
- **The transportation sector**, which includes moving goods and people by air, road, and railway.

Important Definitions

Primary industry: the harvesting of raw materials like lumber and minerals

Secondary industry: the processing of raw materials into finished products

Service sector: service industries involve jobs that provide a service to the public. Examples are fast food restaurant jobs, and retail sales jobs.

Municipal government: this is the local government of a town or city. Municipal government makes decisions about local matters, such as property taxes and by-laws.

Provincial government: each province has a provincial government that takes care of things like education and health care.

Federal government: the federal government is the government of Canada, and it is responsible for national policies like income tax, the military, and postal services.

Big box stores: These are giant retail stores like Wal-Mart and Home Depot. They are often located on the outskirts of towns. Critics say that they take away business from the downtown core of towns.

Assignment

1. What is the tertiary industry? What percentage of Canadians works in this industry?
2. What are the 3 sectors of this industry?
3. Let's take a look at a Canadian success story-- the business we will look at is involved in the tertiary industry of our economy. Many Canadians have started their own businesses when they saw a need for a particular service in the economy.

View the following website to complete the case study: <http://ww.1800gotjunk.com>

- a) What service does 1-800-Got-Junk provide?
- b) Why is this an example of a tertiary industry?
- c) Now visit: <http://entrepreneurs.about.com/od/casestudies/a/1800gotjunk.htm> and write a 1-page summary about Brian Scudamore and his company.