

Toronto workone

Opportunity starts here



Open House

Please join us on October 23 from 9 a.m. to 3 p.m.

Workforce Development Week October 22 - 26, 2012 Summary Report

A NETWORKING EVENT FOR ENGINEERS

October 23rd • 6 to 9 p.m.
Metro Hall, 55 John Street, Room 308/309

Join us for an evening of speed networking with employers looking to hire in the near future.



WORLD MASTERCARD

FSHN WK

TORONTO

imagine working for the city you love

Toronto Employment & Social Services

RECRUITMENT EVENT

OCTOBER 22, 2012 FOR LOBLAW'S, REAL CANADIAN SUPERSTORE™ AND JOE FRESH

Contact us as soon as possible for an opportunity

grocery clerk cashier



Hosted by Toronto Employment & Social Services

TARGET IS HIRING

Attend an information session to learn more about Target in Canada and how you can apply to in-store positions.



KEEPING YOU CONNECTED

Toronto North Business Breakfast

Tuesday, October 23, 2012 • 9:30 to 11:30 am

Background

As part of the official launch of the City's Workforce Development Strategy, Toronto Employment and Social Services took a lead role in co-ordinating the City's first Workforce Development Week.

The objectives of the launch were to:

- profile the workforce development strategy and increase awareness and knowledge of the City's role in workforce development
- highlight City activities and events that support the objectives of the workforce development strategy, including relevant divisional initiatives and events
- increase awareness / knowledge / use of City services
- spotlight key partnerships with private sector employers and community partners / networks.

Workforce Development Week provided an opportunity to highlight some of the many

employment programs and initiatives the City is involved in. Throughout the week of October 22nd, various City divisions participated in a number of events and initiatives that demonstrated first-hand the work we do to connect job seekers and employers (refer to Appendix A for a complete schedule of the week's events). The week also showcased the way we are working with and in diverse communities across the city as part of the broader City workforce development strategy.

Mayor Rob Ford hosted a press conference at Golden Mile Employment and Social Services to kick off the week. The press conference was very well-attended by the media, with representation from all major news outlets (print and television). Several media outlets covered the launch including segments on; CBC Here and Now (live radio), CBC evening news, City TV and a number of online articles. Rogers Cable covered the PAYE Learning Forum in a segment on City Insider.



Workforce Development Week launch press conference



A presentation at the PAYE Learning Forum

Digital Journal Reports

Mayor launches strategy to tackle Toronto's employment challenges

Visual Identifier



An integral component of the Workforce Development Strategy launch included the development of a visual identifier.

Workone is the new identifier that will bring together all of the City's workforce development initiatives and services. WorkOne represents 'the' point of contact where job seekers and employers can connect. The more connections, the stronger the system. The stronger the system, the more successful the outcomes for all involved.

This visual identifier will be incorporated in all future City workforce development activities, initiatives and promotional / communication material.

In just one week...

19 events took place throughout WFD week.

Over 3,000 Torontonians participated in events through out the week.

- A majority of the participants were new service users
- Over half of these Torontonians participated in an event that directly connected them to employers or job opportunities

104 different employers played an active role.

86 community partners participated in Workforce Development week. Some agencies participated in more than one event.

24 different City divisions, agencies, boards, and commissions (ABCs) took part in an event throughout the week. One third of these City divisions or ABCs took part in more than one event.

toronto.ca/workone was developed and launched on the City website. All workforce development activities are being promoted on this page to employers and job seekers.



Paintbox Bistro opening



toronto.ca/workone

As a result of Workforce Development Week...

- To date, 14 people have been hired through the Loblaw recruitment event.
- This fall, 50 youth have been offered employment through PAYE.
- TESS is working with Target to develop 3 customized recruitment events to fill immediate employment opportunities.
- TESS and TPL are looking at opportunities to expand current / complimentary programming for mutual service users.
- Enterprise Toronto and Crossways Employment Services are exploring opportunities to implement small business / entrepreneurial support services.
- Increased employer interest in PAYE – several new employers connecting to PAYE through LinkedIn.
- 22 children became RESP beneficiaries as a result of attending the Queensway Canada Learning Bond Event. An additional 15 individuals were issued Social Insurance Numbers.

Next Year

Given what we've learned from our first Workforce Development Week, in the future we will:

- incorporate more success stories from service users
- leverage existing connections with business communities (Business Improvements Areas, local councillor networks)
- identify City events and initiatives where we can profile the City's workforce development strategy
- develop an outreach strategy aimed at the large population of service users not aware of programs the City delivers to support job seekers and employers.



City of Toronto Career and Information Fair

Workforce Development Week Schedule

Appendix A

Monday October 22	Tuesday October 23	Wednesday October 24	Thursday October 25	Friday October 26
Mayor's Press Conference 10:00 a.m. Golden Mile ESS Includes: <ul style="list-style-type: none"> Remarks from Steve Diamond 	Keeping you Connected – Toronto North Business Luncheon 11:30 a.m. – 1:00 p.m. 300 Supertest Rd	PAYE Learning Forum 9:00 a.m. – 3:00 p.m. Ontario Science Centre	City of Toronto Career and Information Fair 11:00 a.m. – 4:00 p.m. Toronto Reference Library 789 Yonge Street	Crossways Employment Services Open House 1:00 – 4:00 p.m. 2340 Dundas Street W., 3 rd Flr.
	Beaches Employment & Social Services Open House 9:00 a.m. – 3:00 p.m. 1631 Queen Street East	Lawrence Square Employment & Social Services Employment Information Session 10:00 a.m. to Noon 700 Lawrence Ave West, Suite 330, East Tower		
	Attwell Employment & Social Services Open House 9:00 a.m. – 4:00 p.m. 220 Attwell Drive	Rexdale Hub Open House 1:00 – 4:00 p.m. 21 Panorama Court		
Loblaws Recruitment event at Golden Mile 1:00 p.m. (Loblaws, Superstore and the local Joe Fresh)	Networking Event for Engineers 6:00 – 9:00 p.m. Metro Hall, 55 John Street Room 308 / 309	Canada Learning Bond Event 2:00 – 4:00 p.m. Queensway Employment & Social Services 779 The Queensway	Cliffcrest Employment Services Open House 3:00 – 6:00 p.m. 2985 Kingston Road	Yonge Eglinton Employment & Social Services Open House 10:00 a.m. – 3:00 p.m. Featuring Guest Speaker from: RioCan Management Inc. 150 Eglinton Ave. East
		Investing in Neighbourhoods Recognition Event 2:00 – 4:00 p.m. The Hub 2660 Eglinton Ave E. (Scarborough Agencies)		
		TRIEC Campus Roadshow 4:00 to 6:30pm Toronto Board of Trade 1 First Canadian Place		
World MasterCard Fashion Week – October 22 – 26, 2012, David Pecaut Square				
Small Business Month – Toronto Public Library				