Workforce Development Week  
October 22 - 26, 2012  
Summary Report

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

Beaches Employment & Social Services  
Join us to meet staff, tour our location and learn about the many employment services and supports we offer.

We offer dedicated representatives who meet with employers to understand their unique hiring needs in order to source and recruit qualified, motivated candidates.

We are committed to working with job seekers to help access required supports and services such as:
• career planning and job search coaching
• resumé and cover letter writing
• education and training options
• labour market information
• computers and internet access
• workshops and much more

Beaches Employment & Social Services
Open Mon - Fri  8:30 a.m. to 4:30 p.m.
1631 Queen St. East  
east of Coxwell Ave.
416-397-5837  
toronto.ca/employmentandsocialservices

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.

Registration  
Participating employers include:
• City of Toronto - Technical Services
• Metrolinx/GO Transit
• Waterfront Toronto  
..and more

For more information or to register, please contact Metro Hall Employment Services at 416-338-2749.

Toronto North Business Breakfast  
Tuesday, October 23, 2012
• 9:30 to 11:30 am
North York Civic Centre  
Members Lounge  
5100 Yonge Street
Join your business neighbours for breakfast and learn more about:
Featured programs:
• City of Toronto Business Incentives
• Procurement opportunities for the Pan/ParaPan Am Games 2015
• Hiring incentives from the City of Toronto
• Promoting your business through social media
• Proactively preparing your business for emergencies
• ICI Real Estate Market Update
RSVP to Linda Fava by October 16, 2012  
lfava@toronto.ca or 416-395-7421
Session is complimentary and a light breakfast will be served.

KEEPING YOU CONNECTED
Presented by the Economic Development & Culture Division in partnership with Toronto Employment & Social Services

City of Toronto Career and Information Fair  
Toronto Reference Library, 789 Yonge Street  
Thursday October 25, 2012   11 a.m. - 4 p.m.
Find out about Toronto Public Service jobs and gain an understanding of the application process. Meet with representatives from the following divisions:
• Children’s Services
• 311 Toronto  
• Fire Services  
• Human Resources
• Information & Technology
• Toronto Public Library  
• Finance  
• Employment & Social Services
• Economic Development & Culture  
• Emergency Medical Services
• Long-Term Care Homes and Services
• Parks, Forestry & Recreation  
• Shelter, Support & Housing Administration

Target is Hiring  
Attend an information session to learn more about Target in Canada and how you can apply to in-store positions.
Register for any session online or by phone. Registration is required as space is limited.
Register online through the Employment Centre Portal by visiting toronto.ca/employmentandsocialservices

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.
Pre-registration is required in order to book an interview.
For more information or to register, contact: Joanne Koussiouris at 416-397-0234 or Linda Kwong at 416-397-5060.
Help with your resumé and interview preparation will be provided prior to the event.
Contact us as soon as possible for an opportunity to interview for part-time positions like these:
®/™  Loblaws Inc. and others. All rights reserved.

Toronto workone
Opportunity starts here

Target is Hiring  
Attend an information session to learn more about Target in Canada and how you can apply to in-store positions.
Pre-registration is required in order to book an interview.
For more information or to register, contact: Joanne Koussiouris at 416-397-0234 or Linda Kwong at 416-397-5060.
Help with your resumé and interview preparation will be provided prior to the event.
Contact us as soon as possible for an opportunity to interview for part-time positions like these:
®/™  Loblaws Inc. and others. All rights reserved.

Target is Hiring  
Attend an information session to learn more about Target in Canada and how you can apply to in-store positions.
Pre-registration is required in order to book an interview.
For more information or to register, contact: Joanne Koussiouris at 416-397-0234 or Linda Kwong at 416-397-5060.
Help with your resumé and interview preparation will be provided prior to the event.
Contact us as soon as possible for an opportunity to interview for part-time positions like these:
®/™  Loblaws Inc. and others. All rights reserved.
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.
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.

19 events took place throughout WFD week.

Over 3,000 Torontonians participated in events throughout 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.
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.
<table>
<thead>
<tr>
<th>Monday October 22</th>
<th>Tuesday October 23</th>
<th>Wednesday October 24</th>
<th>Thursday October 25</th>
<th>Friday October 26</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayor’s Press Conference</td>
<td>Keeping you Connected – Toronton North Business Luncheon 11:30 a.m. – 1:00 p.m. 300 Supertest Rd</td>
<td>PAYE Learning Forum 9:00 a.m. – 3:00 p.m. Ontario Science Centre</td>
<td>City of Toronto Career and Information Fair 11:00 a.m. – 4:00 p.m. Toronto Reference Library 789 Yonge Street</td>
<td>Crossways Employment Services Open House 1:00 – 4:00 p.m. 2340 Dundas Street W., 3rd Flr.</td>
</tr>
<tr>
<td>Includes: • Remarks from Steve Diamond</td>
<td>Beaches Employment &amp; Social Services Open House 9:00 a.m. – 3:00 p.m. 1631 Queen Street East</td>
<td>Lawrence Square Employment &amp; Social Services Employment Information Session 10:00 a.m. to Noon 700 Lawrence Ave West, Suite 330, East Tower</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loblaw Recruitment event at Golden Mile 1:00 p.m. (Loblaw, Superstore and the local Joe Fresh)</td>
<td>Attwell Employment &amp; Social Services Open House 9:00 a.m. – 4:00 p.m. 220 Attwell Drive</td>
<td>Rexdale Hub Open House 1:00 – 4:00 p.m. 21 Panorama Court</td>
<td>Cliffcrest Employment Services Open House 3:00 – 6:00 p.m. 2985 Kingston Road</td>
<td>Yonge Eglinton Employment &amp; Social Services Open House 10:00 a.m. – 3:00 p.m Featuring Guest Speaker from RioCan Management Inc. 150 Eglinton Ave. East</td>
</tr>
<tr>
<td>Loblaw Recruitment event at Golden Mile 1:00 p.m. (Loblaw, Superstore and the local Joe Fresh)</td>
<td>Networking Event for Engineers 6:00 – 9:00 p.m. Metro Hall, 55 John Street Room 308 / 309</td>
<td>Canada Learning Bond Event 2:00 – 4:00 p.m. Queensway Employment &amp; Social Services 779 The Queensway</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investing in Neighbourhoods Recognition Event 2:00 – 4:00 p.m. The Hub 2660 Eglinton Ave E. (Scarborough Agencies)</td>
<td>TRIEC Campus Roadshow 4:00 to 6:30pm Toronto Board of Trade 1 First Canadian Place</td>
<td>Celebrating Regent Park Success 5:00 – 6:30 p.m. Paintbox Bistro 555 Dundas Street East</td>
<td></td>
<td></td>
</tr>
<tr>
<td>World MasterCard Fashion Week – October 22 – 26, 2012, David Pecaut Square</td>
<td>Small Business Month – Toronto Public Library</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>