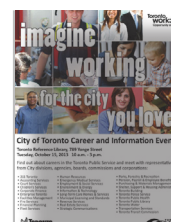
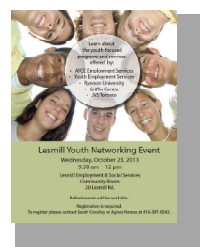
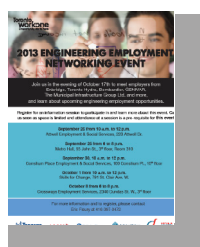
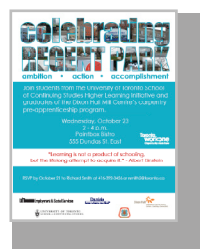
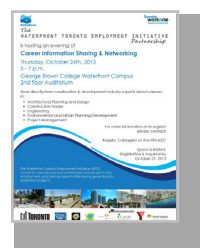


Toronto workone

Opportunity starts here

WORKFORCE DEVELOPMENT WEEK 2013

october 21 - 25
summary report



INTRODUCTION

In March 2012, Toronto City Council endorsed *Working As One: A Workforce Development Strategy for Toronto*. The strategy aims to better integrate City services provided to both job seekers and employers. It proposes more effective ways to assist employers to address their workforce challenges and more active ways of helping job seekers compete in the labour market. The Strategy specifically focuses on assisting low-income residents to obtain employment.

The Strategy was officially launched in October 2012, in conjunction with the City's first annual Workforce Development Week. While workforce development services are provided year round, Workforce Development Week is dedicated to highlighting activities and events that help achieve the goals of the Workforce Development Strategy.

The City's 2nd annual Workforce Development Week (October 21 - 25) was launched at a dynamic new attraction in Toronto, the Ripley's Aquarium. The site was chosen to reflect the City's

work with Ripley's, including supporting initial recruitment of Aquarium staff. This support reflects the City's efforts to achieve results for both city residents and employers - helping unemployed city residents find jobs and helping businesses find the skilled employees they need.



Ripley's Aquarium of Canada General Manager Peter Doyle speaking at launch

The Week's events offered a snapshot of the City's Workforce Development Strategy in action.

THE WEEK'S OBJECTIVES



Self-employment information event

Workforce Development Week activities reflect the different ways the City works with job seekers, employers, community service providers and schools. Activities included open houses, forums, workshops, job and career information fairs, and community resource and agency information fairs.

The Week's objectives are straightforward:



profile the Workforce Development Strategy and increase awareness and knowledge of the City's role in workforce development



profile and focus on City activities and events that support the objectives of the Workforce Development Strategy



spotlight key partnerships with private sector employers, community partners and networks



engage city residents, community and employers, as well as opportunities for partnerships and collaboration



increase awareness, knowledge, and use of City services.

PROGRESS

The difference a year makes

In only its second year, Workforce Development Week in 2013 improved on the previous year in every way. There were more events, more job seekers, and more employers, community partners and City divisions, agencies, boards, commissions and corporations involved.

2012

2013

19

Number of events

40+

over 3,000

Job seekers attended

over 6,800

104

Employers

108

86

Community partners

136

24

City divisions, agencies, boards,
commissions and corporations

37

1

Federal departments and
provincial ministries

5



I went to the Mill Centre to motivate my brother-in-law, but when I met representatives of Local Carpenters 27, Dixon Hall and Regent Park Employment Services, I realized that there were so many opportunities and supports out there.
- Mill Centre Pre-Apprenticeship Carpentry Program graduate

SUMMARIZING EVENT DETAILS

- Over **40** events took place across the City, engaging over **6,800** residents.
- Events ranged from:
 - small focused workshops
 - large-scale information & career fairs
 - employer engagement events

and were tailored to attract diverse job seekers including:

- aboriginals
 - internationally educated professionals
 - newcomers
 - people wanting to upgrade skills
 - persons with disabilities
 - youth
- 108** employers played an active role in the week's events. Employers from various sectors participated. Sectors represented during the week included:
 - agriculture/environment
 - arts/culture/design/media
 - business/finance
 - construction/trades
 - customer services/retail
 - engineering
 - government
 - information technology
 - social services



This is truly a great event. I can feel a difference from any other initiative that I have attended so far.

The initiative has given lots of hope and encouragement and prepared me for the upcoming recruiting session with employers and hiring managers. - *a Workforce Development Week participant*

Resources for entrepreneurs, prospective entrepreneurs and small business owners were also available during the week.

- 136** community partners participated in a variety of events and activities with 43 participating in more than one event.
- 37** different City divisions, agencies, boards, commissions and corporations (ABCCs) took part in an event throughout the week, with 15 participating in more than one event.
- Five** federal departments and provincial ministries took part in various events taking place across the City.



HIGHLIGHTING KEY PARTNERSHIPS AND INITIATIVES

Most of the Week's events focused on connecting Toronto's job seekers to employers. The following examples highlight some of the ways the City is collaborating with our employer and community partners.

Celebrating Regent Park - October 23

This event was an opportunity to share information, network and celebrate the achievements of participants in training initiatives in Regent Park. One focus was the University of Toronto's School of Continuing Studies Higher Learning Initiative. Launched by the University in 2011 in partnership with Toronto Employment and Social Services and The Daniels Corporation, the Higher Learning Initiative helps internationally educated professionals enhance their employability through credential assessment and advanced level English and business courses.

Dixon Hall Mill Centre's carpentry pre-apprenticeship program is a local initiative for youth ages 18-29 hosted by TESS, Daniels Corporation and Dixon Hall in collaboration with United Brotherhood of Carpenters, Local 27. The program includes a training component, employment and life skills coaching, employment postings and the opportunity to access union membership.



Martin Blake, Vice President of the Daniels Corporation



Celebrating Regent Park event at The Paint Box Bistro



I consider Regent Park Employment Centre as a confidence centre...I feel so proud to live in this diverse and beautiful neighbourhood, which is now turned into a 'priority neighbourhood for living'. - University of Toronto's School of Continuing Studies Higher Learning Initiative participant

HIGHLIGHTING KEY PARTNERSHIPS AND INITIATIVES

Engineering Employment Networking Event - October 17

Showcasing the great work being done at the City, this event enabled job seekers to network and connect with engineering sector employers who were hiring within three months of the event.

Small Business Forum - October 23

The Small Business Forum brought together start-ups and small businesses as well as representatives of all levels of government and product & services providers. The event provided a great opportunity for information sharing, networking and sharing successes.

Metrolinx Georgetown South (GTS) Employment Initiative Celebration - October 25

Celebrating the accomplishments of the partnership between the City of Toronto and Metrolinx for the GTS initiative, this event:

- provided an overview of the Central Ontario Building Trades, Hammer Heads Program
- provided a tour of the International Brotherhood of Electrical Workers' training facility with 15 Hammer Heads students participating on-site
- promoted the program and graduates to the general contractors procured by Metrolinx for the GTS Project.

Don Valley Employment Solutions (DVES) Hiring Event - October 24

This local area employer recruitment event matched local area employers with local area talent, resulting in a total of 165 candidates being interviewed by 12 employers. The event highlighted the successful collaboration between the City, three Employment Ontario agencies, and a Local Immigration Partnership (LIP).

Each of these events demonstrated the City's commitment to Workforce Development, increased community awareness of labour market opportunities and highlighted services available through City of Toronto and community based employment service providers.

RESULTS

The 2013 Workforce Development Week was a success: for job seekers, for employers, and for the City's divisions and agencies and the wide range of community partners who work with job seekers and employers everyday.

- 204 job seekers were interviewed at various events with 63 gaining employment to date. A number of partners who connected at an event during the Week held a separate hiring event in early December that saw an additional seven job seekers get jobs.
- Several events provided opportunities for members of diverse communities to connect directly with employers and employment information and resources. These events also facilitated networking between agencies, employers and the City. The Aboriginal Employment Networking Session and the Workplace Essential Skills Partnership Diversity Fair also resulted in hiring successes after providing job seekers the opportunity to network with HR managers.

- Various employers and community agencies expressed interest in exploring partnerships with the City including the development of training programs, workshops, employment events, etc. Several events are now in the planning stages. Potential partners include Bombardier, Black Creek Community Health, JVS Toronto and COSTI Immigrant Services.
- A number of employers indicated their interest in programs that will support small business in Toronto.



Metrolinx Georgetown South Employment Initiative Celebration

- City staff had many opportunities to connect with organizations supporting small businesses.
- City residents and employers who attended events indicated that they now have a better understanding of the services and supports provided by the City and its divisions.
- A Parent Information Fair held during the week resulted in parents opening RESPs and bank accounts for their children.



Workforce Development Week launch



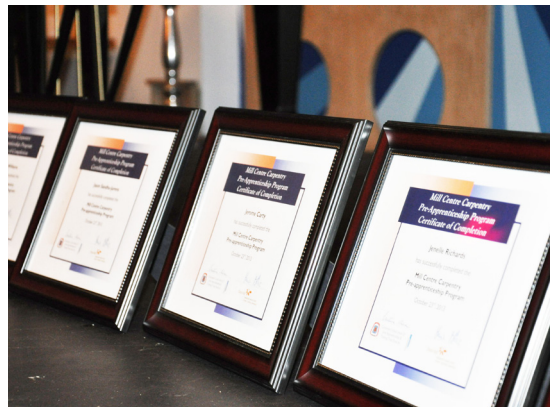
Rogers cable interview at Employment Café event

MOVING FORWARD

Planning for the third annual City of Toronto Workforce Development Week has already begun.

In 2014 Workforce Development Week will be October 20 - 24, and the week will include:

- more sector specific events
- focus on entrepreneurship
- an emphasis on youth and diverse communities.



Mill Centre carpentry pre-apprenticeship certificates of completion



One day I hope to bring my children to Ripley's and be able to say, 'daddy helped build this place'. - Hammer Heads graduate who worked on the construction of Ripley's Aquarium of Canada