

WORKFORCE DEVELOPMENT MONTH OCTOBER 2017

Economic Development Committee
September 20, 2017



Supporting People. Connecting Businesses. Strengthening Communities.

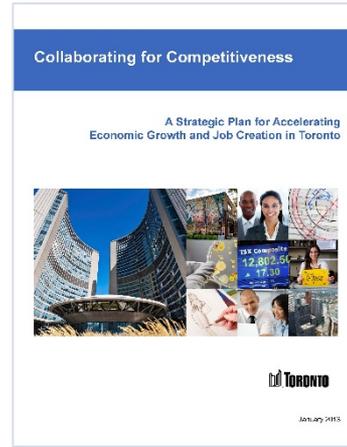
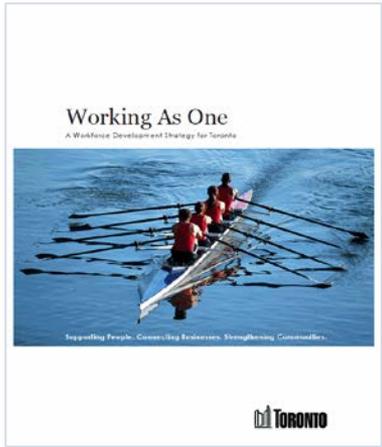


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ED23.4
Economic
Development
Committee

Background & Purpose

A month to showcase partnerships and collaboration with employers, community partners and networks to further advance the goals of the key City strategies.





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Objectives

Awareness

To increase awareness, knowledge, and use of City services for residents and employers.

Engage

To engage city residents to participate in events and connect them to multiple services, training and employment opportunities.

Spotlight

To spotlight key partnerships between the City, community partners, private sector employers and networks, and other orders of government.



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Outreach Strategy

WFD Month video and online advertisement

- Social media
- Human Services, Workone and City websites

City staff and spaces

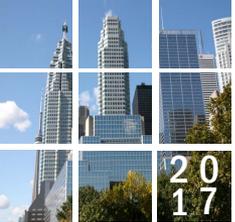
- TESS local offices, Toronto Public Library locations and PF&R Community Centres
- Civic Centres
- Monday Morning News

Community agencies and networks

- Employment Ontario Employment Service providers
- Youth Employment Partnership Network
- United Way Toronto & York Region, CivicAction and NPower Canada

Publication and news releases

- Toronto City Update (September / October edition)
- Community newspapers - online
- Yorkdale Recruitment Event media advisory



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WFD Month events are *geared to job seekers and residents* such as:
newcomers, Indigenous, single parents, LGBTQ2S and youth

In sectors such as:
*construction trades, retail, financial, manufacturing, public-sector, hospitality,
health care and small business.*





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Toronto.ca/workone



Services &
Payments

Community &
People

Business &
Economy

Explore & Enjoy

City
Government

City of Toronto / Community & People / Employment & Social Services / Toronto WorkOne



October is Workforce Development Month

Throughout October, we will be hosting activities for job seekers and employers as well as showcasing some of the City's initiatives and partnerships with employers and community partners.

The City of Toronto is helping people find jobs and helping employers acquire the skills they need. Our Workforce Development Strategy has three key objectives: ensuring that employers' workforce needs are addressed, ensuring that unemployed city residents get access to opportunities and jobs, and delivering the best possible value to employers, job seekers, communities and the City for the resources invested in workforce development.

For up-to-date Workforce Development events and announcements, visit our [events calendar](#) and follow us on Twitter [@TorontoESS](#). Join the conversation with the hashtag #workoneTO.



**EVENTS
CALENDAR**

Events Calendar

Find information for upcoming Workforce Development events in Toronto.

Workforce Development Events



City of Toronto Career Information Event

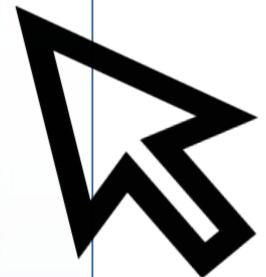
City divisional representatives will be available to share information about City



ZAHRA

SONDLEY

OSCAR





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Contact

For up-to-date Workforce Development events and announcements, visit our events calendar and follow us on social media:

 [Toronto.ca/workone](http://toronto.ca/workone)

 facebook.com/TorontoESS

 [@TorontoESS](https://twitter.com/TorontoESS)

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