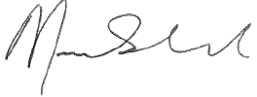




## COMMUNICATION UPDATE

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| <b>TO:</b>               | Mayor and Members<br>City Council  |
| <b>DATE:</b>             | February 20, 2024  |
| <b>SUBJECT:</b>          | Employer One Survey Launch (City Wide)   |
| <b>WARD(S) AFFECTED:</b> | City Wide  |
| <b>SUBMITTED BY:</b>     | Norm Schleeahn<br>Director, Economic Development<br>Planning and Economic Development Department |
| <b>SIGNATURE:</b>        |                 |

The purpose of this Communication Update is to advise Council that on February 14, 2024, the City of Hamilton's Economic Development Division, working in partnership with Workforce Planning Hamilton, launched the Employer One Survey for 2024. This survey offers Hamilton's more than 13,000 employers the opportunity to shape a collective knowledge on business conditions, business needs, and workforce challenges and opportunities. This year's delivery of the Employer One Survey represents the fourth year of partnership between Workforce Planning Hamilton and Economic Development on this project.

In 2023, more than 1,000 local businesses, social profit organizations, and registered charities accessed the survey. The insights they provided could not have been captured through data from Statistics Canada or other existing data sources. These findings highlighted the sectors and occupations facing hiring challenges, identified local jobs in demand, and expanded knowledge on living wage employers in Hamilton.

This year's survey, though streamlined from last year's delivery, is designed to continue to produce ward-level insights with sufficient employer participation. Completed surveys will similarly serve to identify priorities for pro-active business engagement through Economic Development's Corporate Calling Program and the Hamilton Business Centre. Workforce Planning Hamilton will leverage these data to offer strategic observations for both the Government of Ontario and the local workforce development ecosystem. Aggregated results will be shared across Hamilton's network of Employment Services providers and through the Labour Market Advisory Table – as is consistent with the action items of Economic Development's Workforce Strategy.

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

## **SUBJECT: Employer One Survey Launch (City Wide) - Page 2 of 2**

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The survey is also anticipated to generate data on the challenges and opportunities related to hiring immigrants and internationally trained professionals. This data is complimentary to the data that the Hamilton Immigration Partnership Council produced with their 2023 immigrant survey.

Over the coming weeks, Economic Development and Workforce Planning Hamilton will continue to promote this survey directly to employers through email and social media. Employers of all sizes can complete the survey through this link - <https://www.research.net/r/E1-2024-06>. Economic Development and Workforce Planning Hamilton have prepared social sharing packages and can provide them to the Mayor and members of Council should there be an interest in promoting the survey through personal social media channels.

About Workforce Planning Hamilton: Workforce Planning Hamilton is a local community planning organization that builds solutions to labour market issues by engaging stakeholders and working with partners. Workforce Planning Hamilton is one of 26 training boards in Ontario. Workforce Planning Hamilton is a not-for-profit organization and is funded by the Ontario Ministry of Labour, Immigration, Training and Skills Development. Additional information on Workforce Planning Hamilton's projects can be found through this link - <https://www.workforceplanninghamilton.ca/projects-partnerships/>.

If you have any questions respecting this communication, please contact Adam Durrant, Business Development Analyst by email at [Adam.Durrant@hamilton.ca](mailto:Adam.Durrant@hamilton.ca) or by phone at (905) 546-2424 Ext. 4486.

### **APPENDICES AND SCHEDULES ATTACHED**

Not Applicable.