

The Corporation of the Town of Ajax

## **GENERAL GOVERNMENT COMMITTEE**

Thursday, February 19, 2015

**In-Camera at 1:15 p.m.**

**Open Meeting at 2:00 p.m.**

River Plate Room, Town Hall

65 Harwood Avenue South



## **PRESENTATIONS**

*Alternative formats available upon request by contacting:*  
[sarah.moore@ajax.ca](mailto:sarah.moore@ajax.ca) or 905-619-2529 ext. 3347

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### **6. Presentations / Discussion**

#### **6.1 Youth Entrepreneur & Employment Pilot Program Update**

**¡VIVA PAN AM  
AJAX!** TM/MC

**141 days to go!!**





# Youth Entrepreneur & Employment Pilot Program



To provide Ajax and Durham businesses with additional promotion, leveraging the Pan Am Games, while providing real world experience for unemployed youth.

# Program Overview



**WHO:** Program being developed in partnership with the Town of Ajax and several regional public, private, and not-for-profit organizations. Ideally targeting 25-50 youth between the ages of 18-24, not employed nor currently enrolled in a training program.

**WHAT:** A partnership program, affiliated with a business center, to provide meaningful collaborative training, mentoring and business experience for youth through a collection of various new and existing workshops, seminars and training sessions, offered by various organizations throughout the region.

**WHERE:** Housed within the Ajax Business Centre with access to shared meeting rooms, event space and networking space.

# Program Overview



**WHEN:** 2015

**WHY:** Workforce development and recent, significant, unemployment statistics in Durham Region and Ajax.

**HOW:**

## **Funding**

Seed funding through the Town of Ajax

Leveraging seed funding where possible (grants, etc.)

## **Collaboration**

Youth & Business Recruitment

Program Delivery & Mentorship

Marketing, Metrics and Reporting

Finance & Administration

# Collaboration



## **Youth & Business Recruitment:**

Northern Lights  
Community Innovation Lab  
Town of Ajax  
Ajax Pickering Board of Trade  
Durham College/UOIT Career Services

## **Marketing, Metrics and Reporting:**

Durham Workforce Authority  
Northern Lights  
Region of Durham (I&D)  
Trent University

## **Program Delivery & Mentorship:**

Ajax Pickering Board of Trade  
BACD  
BDC  
Community Innovation Lab  
Kleurvision  
Northern Lights  
Region of Durham (I&D)  
Search Engine People  
Spark Angels

## **Finance & Administration:**

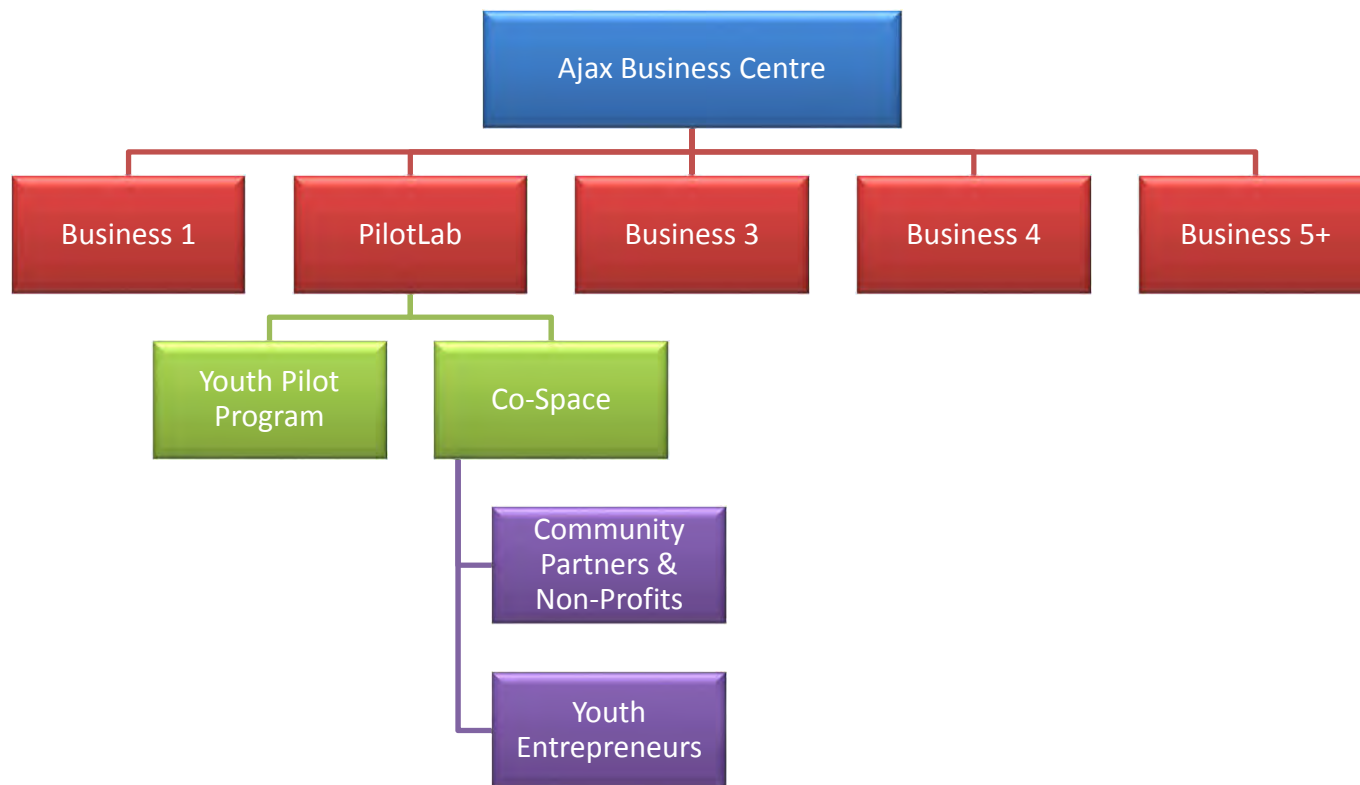
Ajax Pickering Board of Trade  
Town of Ajax

# Facility – Ajax Business Centre & Suites





# Facility – Ajax Business Centre & Suites





# Youth Program Scalable Framework



## Example:

25 Youth; assigned to Teams of 5

20 Businesses; 4 assigned to each Team

# Recruitment - Youth

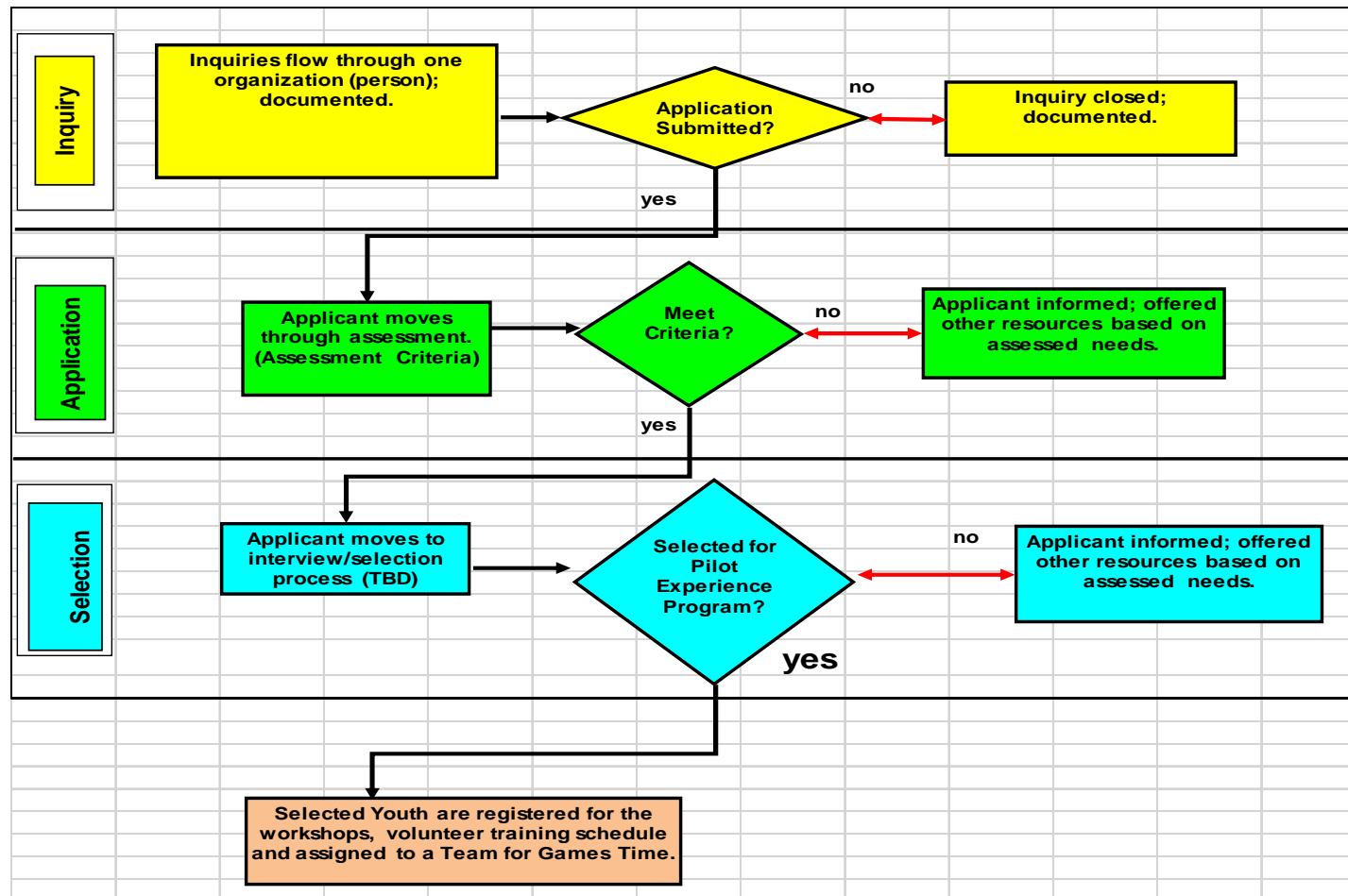
## Benefits for Participants

**Program is designed to provide Ajax and Durham Youth with tangible benefits that will help secure future employment.**

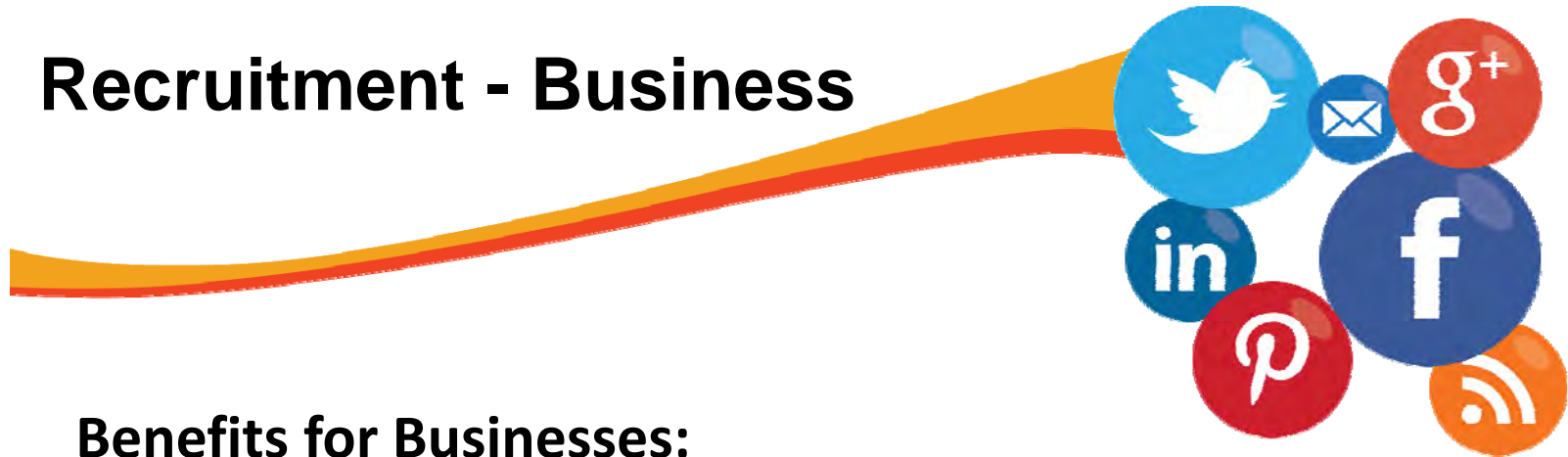
- Exceptional social marketing training from leading Canadian companies
- 'Real World' experience working with local businesses and teams
- Essential and transferable skills training from local experts
- 'Best in Class' Volunteer Training by Pan Am Ajax Volunteer Trainers
- Connections and networking with business leaders and regional partners
- Certificate of Completion
- Letters of Recognition



# Recruitment - Youth



# Recruitment - Business



## Benefits for Businesses:

**Program is designed to provide Ajax and Durham businesses with additional promotion, leveraging the Pan Am Games, while providing real world experience for unemployed youth.**

- Promotion by the Town of Ajax and recognition for participation
- Social marketing assistance for businesses (Facebook, Google+, LinkedIn, etc.)
- Assistants are trained and mentored by leading Canadian companies
- Assistants are assigned to groups to leverage varying levels of experience
- Connections and networking with business leaders and regional partners
- Opportunity to evaluate Assistants and social marketing impact
- Assistance with evaluating hiring incentives provided by the Province of Ontario
- First chance to hire directly from the program

# Recruitment-Business

## 3 Categories for Business Recruitment:

1. **Tourism-related businesses** – restaurants, hotels, B&Bs, entertainment, attractions, etc.
2. **B2B & Non-tourism businesses** – small businesses that need assistance in either getting started or expanding their Social Marketing initiatives.
3. **Government and Community groups** – Municipalities, Welcome Centre, Not-for-Profits, Board of Trade, Chambers, Spark Centre, BACD, BIAs, etc.



# Key Desired Outcomes



- Engage and train 25-50 youth aged 18-24
- Engage 20++ Businesses
- Obtain metrics, best practices and key lessons to inform a decision to continue the program

## *Ideally...*

- Engage 100++ businesses
- 50 youth attain training in both essential skills and technical skills
- 5-10 youth attain employment immediately following the program
- 5-10 additional youth attain employment as a result of the training and experience through the pilot program
- Program is continued in Ajax and expanded to other Durham municipalities

# Project Timeline



|   | Timeline               | Deliverable  |
|---|------------------------|--|
| ✓ | January 2015           | Scope and partner confirmation, kick off meeting   |
|   | February 2015          | Calendar and program schedule development, marketing and recruitment development                       |
|   | March 2015             | Marketing program refined, youth and business recruitment process confirmed                            |
|   | April 2015             | Marketing and Recruitment Process Open; program/schedule refined                                       |
|   | May 2015               | Recruitment Process Continues; Ajax Business Centre Opens; marketing and schedule refined              |
|   | June 2015              | Ajax Volunteer and Youth/Business Training Orientation   |
|   | <b>July 6-26, 2015</b> | <b>Pan Am – Youth/Business Program</b>   |
|   | August 2015            | Wrap Up Event*, Appreciation for Participants  |
|   | September 2015         | Metrics, analysis and report draft preparation   |
|   | October/November 2015  | Report to stakeholders on outcome of the project & recommendations regarding the future of the program |





**Thank You!**

**[priority@ajax.ca](mailto:priority@ajax.ca)**