




## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	January 23, 2023
<b>SUBJECT:</b>	Employer One Survey Launch (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Jason Thorne General Manager Planning and Economic Development Department
<b>SIGNATURE:</b>	

On January 12, 2022, the City of Hamilton's Economic Development Division, working in Partnership with Workforce Planning Hamilton (WPH), launched the Employer One Survey. This survey offers Hamilton's more than 13,000 employers the opportunity to shape collective knowledge on business conditions, business needs, and workforce challenges and opportunities. This year's delivery of the Employer One Survey represents the third year of partnership between WPH and Economic Development on this project.

In 2022, this survey collected almost one-thousand responses from local businesses, not for profit organizations, and registered charities. These narratives provided a Hamilton specific context, one that could not be captured through data from Statistics Canada, on the impacts of the COVID-19 pandemic, while also highlighting the sectors and occupations facing hiring challenges. The survey also captured insights on women-owned businesses in Hamilton and businesses owned and operated by members of equity-deserving groups.

This year's survey is focused on gaining a deeper understanding of changing business conditions in Hamilton, while also capturing the key sectors of the economy that are facing hiring challenges. Following up on direction from Council in 2022, this year's survey was redesigned to more naturally collect ward-level data from across the city. These data will serve to identify priorities for pro-active business engagement through Economic Development's Corporate Calling Program and the Hamilton Business Centre. WPH employs these data to offer strategic observations on systemic labour force issues and opportunities to the Government of Ontario.

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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.

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In the coming weeks, Economic Development and WPH will be promoting this survey directly to employers through email and launching a social media campaign to promote the survey. Employers of all sizes can complete the survey through the following link: [investinhamilton.ca/EmployerOne](http://investinhamilton.ca/EmployerOne).

Economic Development has 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.

If you have any questions respecting this communication, please contact Norm Schleeahn, Director, Economic Development by email at [Norm.Schleeahn@hamilton.ca](mailto:Norm.Schleeahn@hamilton.ca) or by phone at (905) 546-2424 Ext. 2669.

**APPENDICES AND SCHEDULES ATTACHED**

N/A