



2019 ANNUAL **SUMMIT** REPORT

Preparing Today for the Jobs of Tomorrow



Hamilton



OUR FUTURE HAMILTON, OUR COMMUNITY VISION

Our Future Hamilton is the city's 25-year community vision. It builds on the legacy of Vision 2020, Hamilton's first community vision that was approved by City Council in 1992. From 2015-2016, Our Future Hamilton engaged with nearly 55,000 residents and community partners to create a new shared community vision, including six community priorities, 88 key directions, and 57 signs of success to guide long-term planning. The City of Hamilton and over 125 community organizations have committed to implementing the community vision.

HAMILTON'S ANNUAL PUBLIC ENGAGEMENT SUMMIT

Hamilton's annual public engagement summit is one of the legacies of Our Future Hamilton. Established in 2016, the Our Future Hamilton Summit continues to grow each year and is now one of the largest public engagement summits in the country. Approximately 500 participants including residents, community partners, academia, policy makers, municipalities and other stakeholders attend the free annual summit in November.

Each year, the summit examines current issues that our community prioritized through the visioning process and share our collective progress in moving the vision forward. In addition to highlighting key partnerships and local initiatives, the annual summit provides an opportunity for continued public engagement, collaboration, and collective action-taking involving government, community partners and residents.

10

PRESENTERS

500+

REGISTRANTS

50+

ROUNDTABLE
DISCUSSIONS

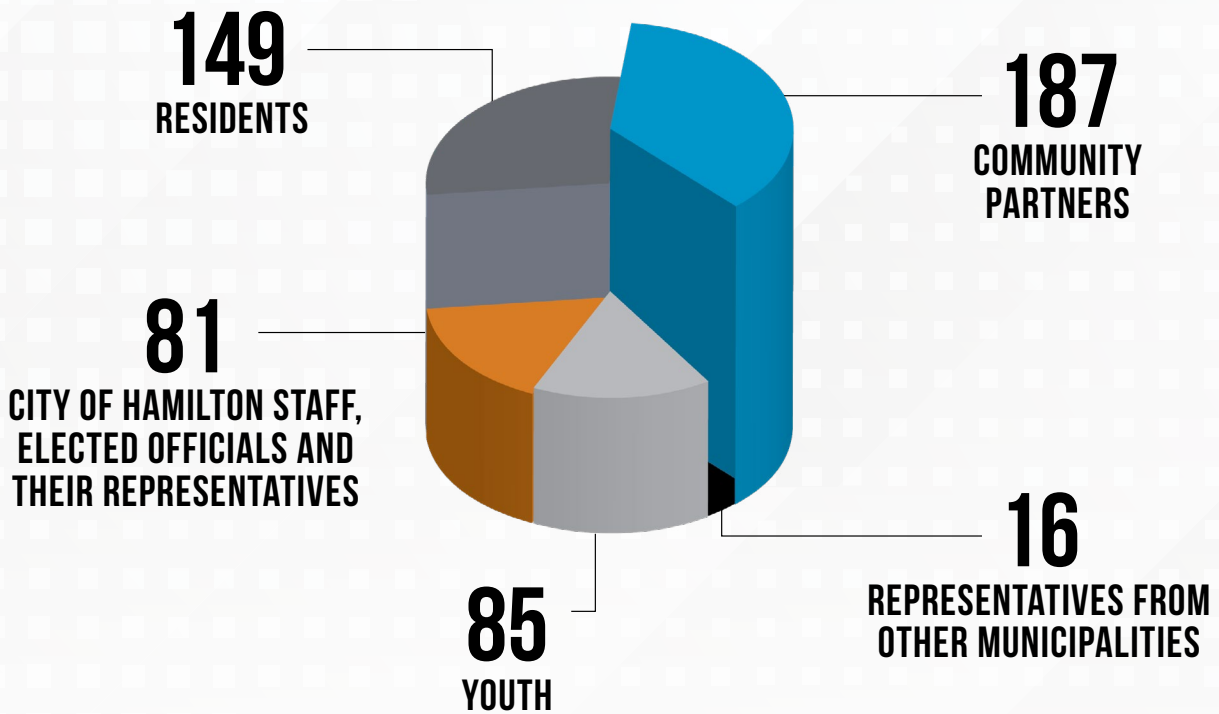
#OFHSummit
2017 | 2018 | 2019
TRENDED

No. **1** IN
HAMILTON

No. **2** IN
CANADA



ATTENDEE PROFILE





2019 SUMMIT: PREPARING TODAY FOR THE JOBS OF TOMORROW

Hamiltonians have told us they want a city that is built upon a strong local economy, supports farming and agriculture, creates better employment opportunities, and advances skill development. The theme for the fourth annual summit was *Preparing Today for the Jobs of Tomorrow*. At the 2019 summit, participants and speakers explored key trends that could impact the future of work in Canada over the next 10-15 years and how these changes may affect local skill demands in Hamilton.

SUMMIT HOST

Keanin Loomis, President and CEO,
Hamilton Chamber of Commerce

MUSICAL PERFORMANCE

versaCello, Maximilian and Theodor Aoki

**WELCOMING REMARKS
AND TERRITORIAL LAND ACKNOWLEDGEMENT**

Mayor Fred Eisenberger, City of Hamilton

OUR FUTURE HAMILTON PROGRESS UPDATE

John Ariyo, Manager, Community Initiatives, City of Hamilton

PRESENTING SPONSOR REMARKS AND RBC FUTURE LAUNCH

Carmela Trombetta, Vice-President, Hamilton Commercial
Business Financial Services, RBC Royal Bank

STRANGE IDEAS ABOUT THE FUTURE OF EMPLOYMENT

Jessica Thornton and Heather Russek, Ryerson University,
Brookfield Institute for Innovation and Entrepreneurship (BII+E)

THE FUTURE OF EMPLOYMENT IN HAMILTON

Jason Thorne, General Manager, Planning and Economic
Development Department, City of Hamilton

SPECIAL PRESENTATIONS FROM THE CITY MANAGER'S OFFICE

John Hertel, Director, Strategic Partnerships and
Communications, City of Hamilton

**PUBLIC ENGAGEMENT ACTIVITIES AND OUR FUTURE
HAMILTON NEXT STEPS**

Cindy Mutch, Senior Project Manager, Community Engagement,
City of Hamilton

CLOSING REMARKS

Janette Smith, City Manager, City of Hamilton

COMMUNITIES IN CONVERSATION: TABLE DISCUSSION FINDINGS

Following a series of keynote presentations, summit attendees discussed the top employment issues facing Hamilton today and proposed suggestions to address them. Volunteer facilitators, including 35 CityLAB students, helped to record over 1800 conversation insights. This report provides an overview of the five key themes that emerged from over 50 table discussions as well as suggestions from participants for further action and collaboration among our public, private, and non-profit sectors.

Five key themes emerged from the table discussions:

- 1 EMPLOYMENT OPPORTUNITIES**
- 2 EDUCATION AND SKILLS DEVELOPMENT**
- 3 EQUITY, DIVERSITY, AND INCLUSION**
- 4 HEALTHY AND SUPPORTIVE WORKPLACES**
- 5 LOCAL ECONOMY AND TRANSPORTATION INFRASTRUCTURE**

Building Skills to
Make a Real Difference



CityLAB Semester in Residence

CityLAB Hamilton is a social innovation hub that brings together student, academic, and civic leaders to co-create a better Hamilton for all. Partners include the City of Hamilton, McMaster University, Mohawk College, and Redeemer University. Working in collaboration with students, City of Hamilton staff and local post-secondary faculty members co-design projects to address challenges affecting our city.

www.citylabhamilton.com



1 EMPLOYMENT OPPORTUNITIES

A key issue identified by summit participants was the precarious nature of current employment opportunities. The impact of informal work, temporary contracts, interim or casual work, seasonal employment, and involuntary part-time work was commonly discussed among attendees. Reduced financial security, lower wages, and limited access to employee benefit programs that are often associated with precarious employment positions were also leading discussion points.

Frequently cited barriers to accessing employment included lack of child care and affordable housing, transportation challenges, health conditions, discriminatory hiring practices, as well as restricted opportunities for youth and those with a criminal record. Experiences like not knowing how to start looking for a job, access job postings, or network were identified as additional difficulties people are facing in an ever-changing employment landscape.

Participants suggestions to increase access to employment:

- Advocate with unions, local government, and members of parliament to support action on full-time job creation.
- Develop local talent through paid internships and job matching mentorship programs offered by local institutions and private sector businesses.
- Provide access to safe and affordable child care services including 24-hour services.
- Increase awareness around existing local employment resources, services, and agencies.
- Coordinate job fairs and networking opportunities across the city including rural areas.



2 EDUCATION AND SKILLS DEVELOPMENT

Ensuring that youth are prepared today for the jobs of tomorrow was a pressing call for action. Concerns about growing gaps between the training provided in educational institutions, employers' current and projected needs, labour shortages, and skills mismatches were widely discussed as challenges facing youth today. Participants also noted the need for enhanced soft skills as a core competency for youth transitioning into the workforce. Flexible learning environments, opportunities for skills upgrading, and the ability to embrace a lifelong learning process were identified as being fundamental to establishing multiple pathways to success.

Addressing the current "skills mismatch" was a significant priority echoed among summit attendees. Participants reflected on the multi-faceted nature of a skills mismatch that is driven in part by graduates in fields with limited employment opportunities and the resulting trend of having highly educated persons in positions for which they are over-qualified and lesser-qualified persons being consequently edged out of the labour market. Going beyond the issue of growing competition and limited availability of entry level positions in some sectors, participants also highlighted sectors with strong employment demands like skilled trades and skilled labour.

Recommended opportunities for action suggested by participants:

- Create stronger alignment and partnerships between employment sector needs and the training offered in educational institutions.
- Develop a skills gap inventory among local employers to support educational programs in offering training that reflects available employment opportunities.
- Integrate soft skill development into education sector curriculum and professional development training programs. Noted soft skills included: problem-solving skills, critical-thinking skills, communication skills, emotional intelligence, and team building.
- Increase youth access to experiential multidisciplinary co-op programs, entry-level internships, and apprenticeships.
- Provide youth opportunities for informal learning through meaningful volunteer activities.
- Expand career guidance in secondary schools to help students identify current and anticipated career opportunities, relevant training programs, and emerging skill demands.
- Increase awareness about the numerous opportunities that exist in today's labour market and reduce stigma associated with skilled trades.



3 EQUITY, DIVERSITY AND INCLUSION

Race, gender, ability, and age were commonly identified as barriers to accessing employment. Women from racialized backgrounds, members of the Indigenous community, and newcomers to Canada were specifically among those mentioned by attendees as facing compounding challenges within the labour market including higher rates of unemployment and earning lower rates of pay. Systemic racism, discriminatory hiring practices, and a lack of diversity across all employment sectors were important matters of concern.

Immigrants help to build a more dynamic economy, alleviate population decline, increase diversity, and ensure shared prosperity for all. However, many of the personal experiences shared by newcomers attending the summit revealed a long, frustrating, and costly path to obtaining employment within their fields of expertise. Commonly noted employment barriers for internationally-trained professionals included fees for credential assessment, certification, and examinations as well as tuition costs for additional training. Lack of “Canadian Work Experience” and skill recognition were also discussed as major challenges to employment.

Participants’ suggested ideas for improvement included:

- Encourage community agencies and institutions to conduct an Equity, Diversity and Inclusion (EDI) audit of their organization.
- Incorporate EDI education into post-secondary courses and professional training programs.
- Offer government or industry funded training and mentorship programs to support an aging workforce.
- Promote inclusion and accessibility by using the Dynamic Symbol of Action and provide accessible accommodation for employees with special needs.
- Encourage career opportunities that use an accessibility lens and provide incentives for employers to attract workers with accessibility needs.
- Increase awareness and support for English as Second Language (ESL) classes.
- Provide grants to assist internationally-trained professionals with re-certification.
- Advocate the Federal government to examine newcomer barriers to integration and support for increased recognition of international skills.
- Offer grants to assist with re-certification of international professionals.



5 LOCAL ECONOMY AND TRANSPORTATION INFRASTRUCTURE

Housing affordability, food security, cost of living, and the need for a living wage policy were top issues discussed among summit participants. Attendees expressed interest in learning more about Hamilton's diversified economy as well as both current and future living-wage job opportunities. They also voiced concern about the decline in local manufacturing, outsourcing of jobs, and heavy reliance on the residential tax base to fund municipal services. More support for self-employed entrepreneurs, innovative businesses, and the local arts community were common calls for action.

Given the important role of infrastructure in supporting a healthy economy, driving business, and connecting workers to their jobs, infrastructure related matters were an intertwined topic of conversation at the summit. Service reliability, accessibility challenges for people living with disabilities, and limited services in rural areas were key discussion points regarding public transit. Increased GO service to Toronto, advocacy for Hamilton's light rail transit plan, and the lack of parking around commercial properties were other matters of discussion.

Recommended ideas for action included:

- Increase awareness of Hamilton's Small Business Centre and available supports for entrepreneurs and small businesses.
- Attract skilled and talented workers by investing more in Hamilton's arts and culture sector.
- Strengthen marketing strategies to promote new businesses and attract outside investment.
- Intensify city-wide investment in public transit (HSR) including increased transit frequency and services to major employment areas.
- Expand the SOBI Bike Share Program and extend bike lanes and paths to include areas on the Hamilton mountain.
- Review opportunities for partnerships with ride share programs.
- Invest in sustainable transportation infrastructure in response to the climate change crisis.
- Explore the establishment of a living wage policy across community organizations.



HAMILTON, Canada



1st Largest Overnight Express Cargo Airports in Canada (Hamilton International Airport - 2018)

1st Fastest Growing Airports in North America (Hamilton International Airport - 2018)

Source: Airports Council International



1st Home to Canada's Most Research Intensive University (McMaster University)

1st Home to Canada's Most Research Intensive University (Mohawk College)

Source: Research Infosource Inc.



6th Top Cities for Youth to Work in Canada (2019)

Source: Youthful Cities



1st Fastest Growing Restaurant Cities in the US and Canada (Hamilton - 2018)

Source: Chef Hero



1st Busiest of all Canadian Great Lake Ports (Port of Hamilton - 2018)

Source: Hamilton Port Authority

LOCAL BUSINESS TRENDS SHAPING HAMILTON'S FUTURE (3:24 MIN)

Watch this short video on how local businesses are adapting to emerging business trends and learn they are preparing today for the jobs of tomorrow.

WE ARE HAMILTON (2:25 MIN)

We are Hamilton. We are Ready. The nation's most diversified economy, the fastest growing mid-sized city for tech talent and a fantastic community approach to supporting investment big and small.

2019 OUR FUTURE HAMILTON SUMMIT HIGHLIGHTS (3:42 MIN)

Relive the 2019 Our Future Hamilton Summit by watching our short summit highlights video.

KEYNOTE PRESENTATION: RBC FUTURE LAUNCH PROGRAM (20:09 MIN)**Carmela Trombetta, RBC**

We need youth to succeed. Future Launch is RBC's commitment to help young Canadians prepare for a drastically changing workforce. Learn more about RBC Future Launch, a program that supports youth in gaining new skills, growing their network, getting work experience, and accessing mental well-being resources. Empowering the youth of today, for the jobs of tomorrow.

KEYNOTE PRESENTATION: STRANGE IDEAS ABOUT THE FUTURE OF EMPLOYMENT (33:15 MIN)**Jessica Thornton and Heather Russek, BII+E, Ryerson University**

Hear key findings from their report "Turn and Face the Strange" and learn how we can leverage technology to transform the way we work. Their presentation also discusses how Canada can stay ahead of the curve by identifying key factors affecting the future of work.

SUMMIT KEYNOTE PRESENTATION: THE FUTURE OF EMPLOYMENT IN HAMILTON (14:09 MIN)**Jason Thorne, City of Hamilton**

Hamilton has the most diversified economy in the nation. Learn more about what that means and how Hamilton's innovative local businesses help contribute to our City's transformation story.

NEXT STEPS

This report on discussion findings from the 2019 summit will be used by the City of Hamilton's Planning and Economic Development team to inform the 2020-2025 Economic Development Strategy. Findings will also be shared with relevant community organizations, business establishments, Business Improvement Areas, and other stakeholders to inform various community economic development strategies.



SAVE THE DATE

**2020 Annual
Our Future Hamilton Summit
Tuesday, November 3, 2020**

Registration will open on
September 22, 2020.

Our Future Hamilton
mailing list subscribers
will receive advance notice.

Sign-up at
hamilton.ca/ourfuturehamilton

CONTACT INFORMATION

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2019 PRESENTING SPONSOR
RBC Royal Bank of Canada



**We see a
Future in
your Future**

The future of work may be changing, but we know you have the potential, the ambition and power to impact the world around you. That's why we created RBC Future Launch, a program that increases your access to skill development, networking, work experience, mental well-being supports and services. Empowering you for the jobs of tomorrow. rbc.com/futurelaunch

Skills Development

Networking

Work Experience

Mental Well-Being

RBC Future Launch

Empowering the youth of today for the jobs of tomorrow.

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