

# Moving Forward Hire One

Presentation to the Investment and  
Economic Prosperity Committee

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# Launch **Hire 1** initiative

- Encourage each local business to create enough new business and opportunity that they can **Hire 1** new employee
- Over 20 000 small businesses
- Challenge numbers to match size (1:25, 2:50, 3:100 , etc.),
- Measure impact



# HIRE ONE

- o **Hire One London is an innovative economic development strategy that serves as a catalyst to jump start Council's commitment to help people back to work**
- o **Hire One London is an employer-driven hiring initiative with the goal of putting Londoners and Area residents back to work**

# Why Hire One?

- o **Connects Three critical audiences:  
Employers Job Seekers, Interveners**
- o **A Value Added Investment**
- o **Connects & Leverages to Existing Training  
and Workforce Subsidies**
- o **Celebrates the Opportunities and  
Excellence in our community**
- o **Commitment to Good Corporate  
Citizenship**
- o **Stimulates the Local Economy and Spurs  
Economic Growth**

# The Basics

- o **Website Key Resource:** Provide information to employers linking to resource; Celebrate Success
- o **4 billboards** 2 times per year (CN overpasses?)
  - o Several media sponsors have expressed interest; **electronic mailing** campaigns to members of various member groups
- o Aggressive **social media** campaign
- o Budget: \$25000

# Hire One



# LONDON

[WWW.HIREONELONDON.CA](http://WWW.HIREONELONDON.CA)

# Measurable

- o Number of hires
- o Type of Hire (PT/ FT/ Seasonal)
- o Salary scale
- o Industry
- o Size of Company
- o Data used in aggregate for analysis

# Steps Forward

- o Key Partners: LEDC, Tech Alliance, Small Business Centre, HRPLD, ESCLM & Chamber of Commerce
- o Positive community feedback
- o Council Support on May 1, 2012
- o Develop plan and launch



# What Works to Work Forum

Convene Meeting of Senior HR managers, HRPLD, recruiters and Workforce Development specialists

- Examine barriers to re – employment and define solutions
- Identify best practises to close gap between vacancies and hires
- Develop a fast track guide to supports including government wages subsidies, financing etc.