

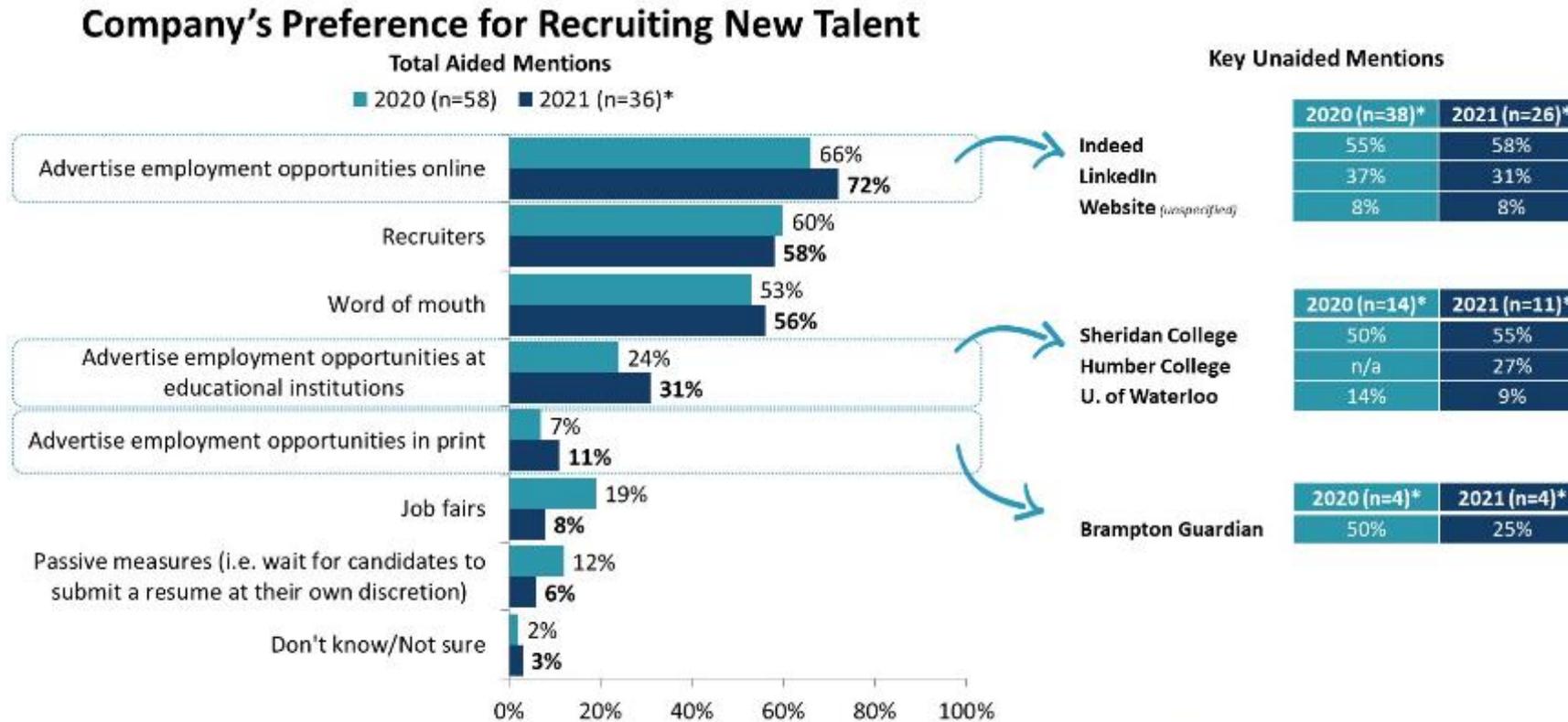
A row of wooden figures, with one red figure in the center. The word "Talent" is written in white text over the red figure.

Talent



Advertising employment opportunities online remains the preferred method of talent recruitment, followed by recruiters and word of mouth.

When asked about their recruitment methods, leaders primarily indicate a preference in talent recruitment through *advertising employment opportunities online*, (72%; up 6 points), mainly via Indeed, LinkedIn, or other unspecified social media or websites. The use of *recruiters* and *word of mouth* are again commonly mentioned preferences. Less often, business leaders recruit by *advertising employment opportunities at educational institutions*, such as Sheridan College, Humber College or University of Waterloo. *Job fairs*, *passive measures*, and *print advertisements* are less frequently used. (Table C11)



Q.C11: Thinking about recruiting new talent for your organization, what are your company's top three preferences in terms of acquiring new staff? *Caution: Small sample size.

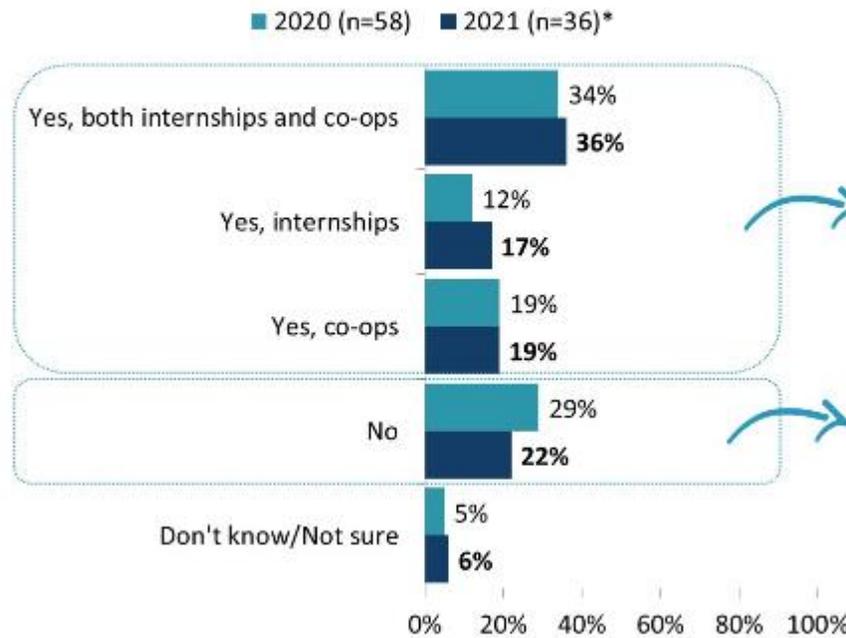


Internship and Co-op opportunities

Over three quarters of businesses offer internship or co-op placements, with many providing paid opportunities.

One-third of Brampton's organizations offer **both internships and co-ops** (36%; up 2 points), while close to two in ten offer **internships only** (17%; up 5 points) and two in ten offer **only co-op opportunities** (19%; no change). Most of these organizations (n=26) offer paid opportunities, Those who do not offer such opportunities (n=8) most commonly note that they do not have the capacity or resources to do so. (Tables C12 and C13).

Organization Offers Internship or Co-op Opportunities



Organization Pays Those Completing Internship or Co-op

Among Organizations Offering Internships or Co-op Opportunities

	2020 (n=38)*	2021 (n=26)*
Yes, for <u>both</u> interns and co-op students	45%	31%
Yes, for <u>interns</u> only	16%	27%
Yes, for <u>co-op students</u> only	18%	23%
No	16%	15%
Don't know/Not sure	5%	4%

Why Not?

Key Unaided Mentions

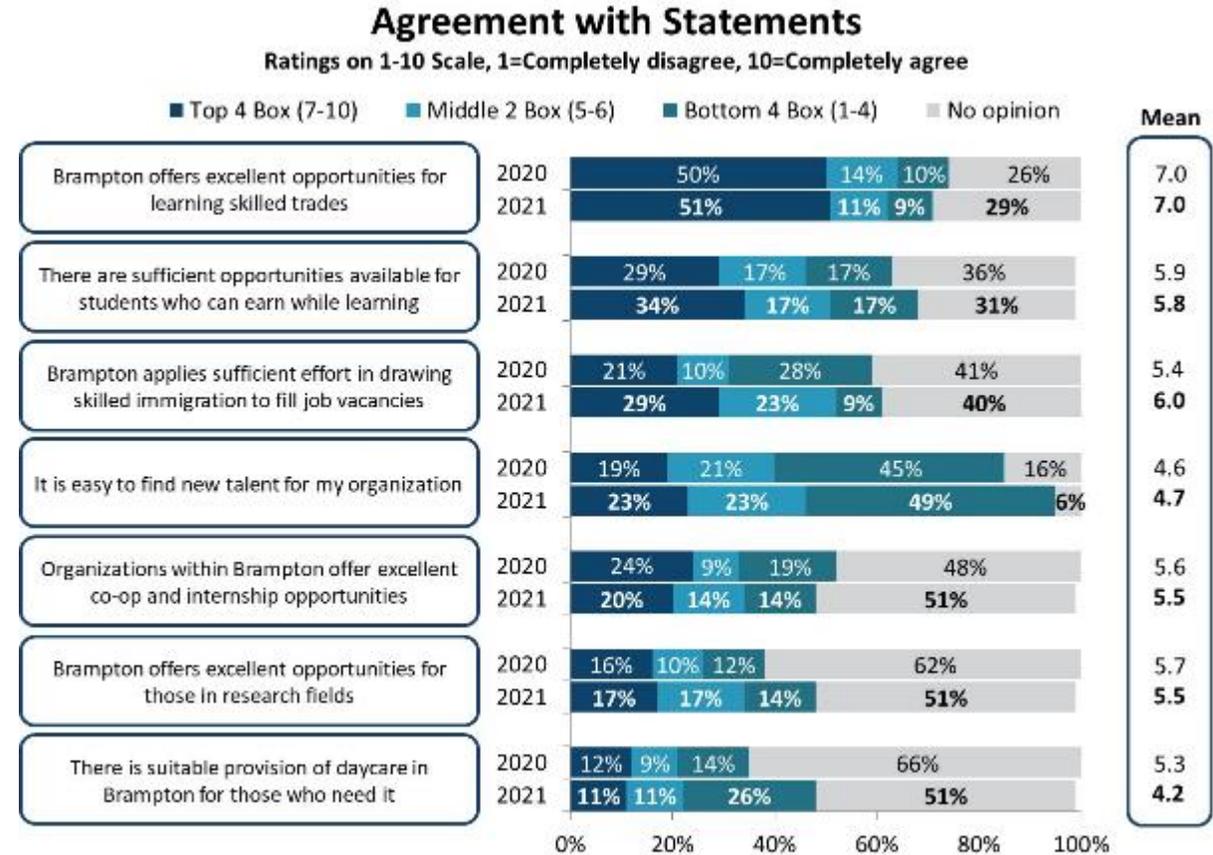
	2020 (n=17)*	2021 (n=8)*
Do not have the capacity/resources	18%	50%
Small business/Sole proprietorship	29%	13%
No need	24%	13%
Impacted by COVID-19	n/a	13%

Q.C12: Does your organization offer internship or co-op opportunities? | Q.C12a: [IF 'NO' IN Q.C12] Why not? | Q.C13: [IF 'YES' IN Q.C12] And does your organization pay those completing an internship or co-op placement? *Caution: Small sample size.



Opinions are mixed when considering various employment opportunities for Brampton businesses, though business leaders are most likely to agree that Brampton offers excellent opportunities for learning skilled trades. Meanwhile, half do not believe that it is easy to find new talent for their organizations.

When considering a number of statements related to opportunities within Brampton available to business leaders and their organizations, opinions are mixed. Business leaders are again most likely to agree that *Brampton offers excellent opportunities for learning skilled trades* (51%; up 1 point). Business leaders are comparatively less likely to believe there are *sufficient opportunities available for students who can earn while learning* (34%; up 5 points) or that *Brampton applies sufficient effort in drawing skilled immigration to fill job vacancies* (29%; up 8 points). While a quarter agree that *it is easy to find new talent for their organization* (23%; up 4 points), half disagree with this statement, again underscoring the need for assistance in their sphere. Two in ten agree *that organizations within Brampton offer excellent co-op and internship opportunities*, (20%; down 4 points) or that *Brampton offers excellent opportunities for those in research fields* (17%; up 1 point). Only one in ten believe *suitable provision of daycare in Brampton for those who need it*, (11%; down 1 point). (Table C14a-g)

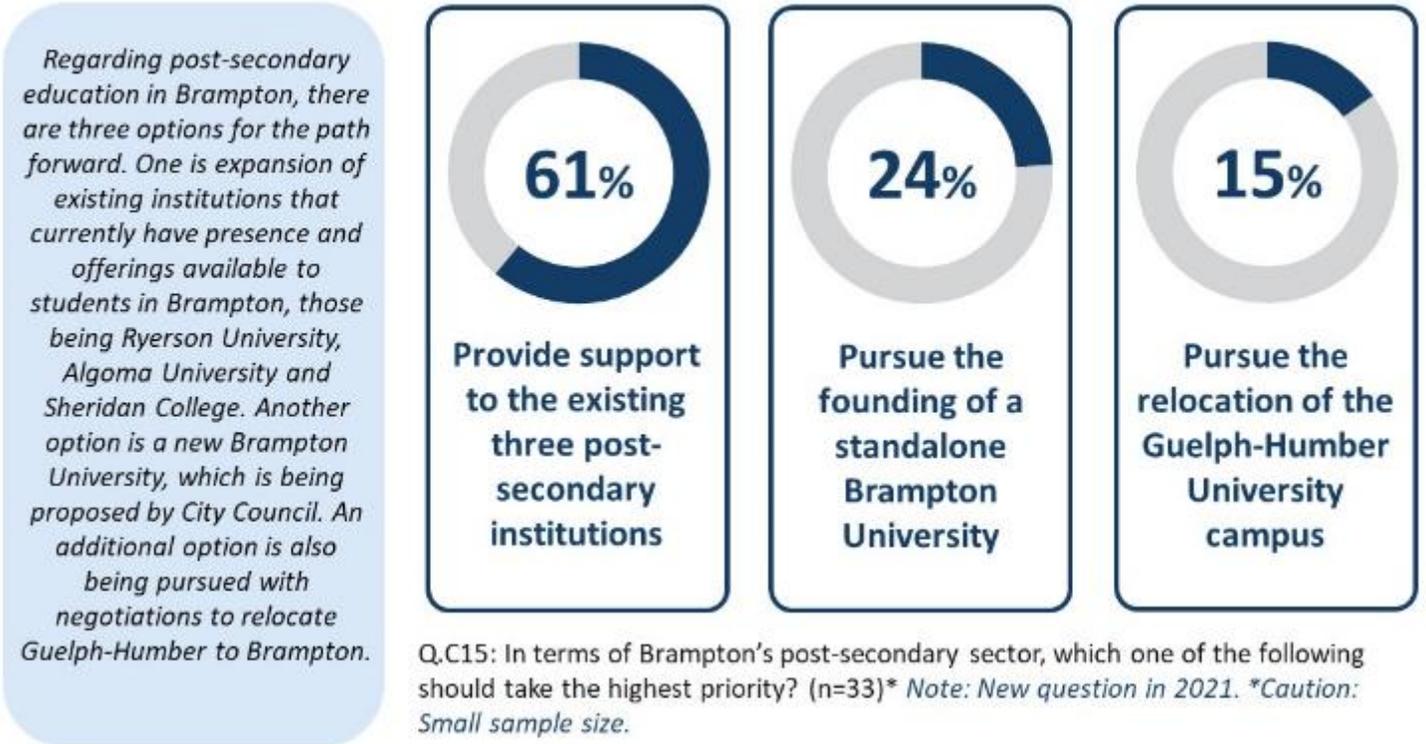


Q.C14a-g: To what extent do you agree with the following? (2020: n=58; 2021: n=35)* Note: Responses of 'No opinion' are excluded from the calculation of the mean. *Caution: Small sample size.

Business leaders are largely supportive of providing support to the existing three post-secondary institutions.

Business leaders were offered three alternatives for Brampton’s post-secondary sector. Overall, results show that priority should be placed on providing support to the existing three post-secondary institutions, while a quarter would like to see the pursuit of the founding of a standalone Brampton university, and fewer would like to relocated Guelph-Humber. (Table C15)

Highest Priority for Brampton’s Post-Secondary Sector





A variety of comments were offered on this topic.

“I believe adding a standalone university would cost too much. Adding on to other universities we may be able to provide support to students who want to further their education.”

“Brampton U is a bad idea ... we have 3 well-established institutions becoming increasingly rooted in Brampton ... a startup new one is pointless to me.”

“A new University with a Health care focus near Queen & Main is appealing but supporting existing institutions makes a lot of sense.”

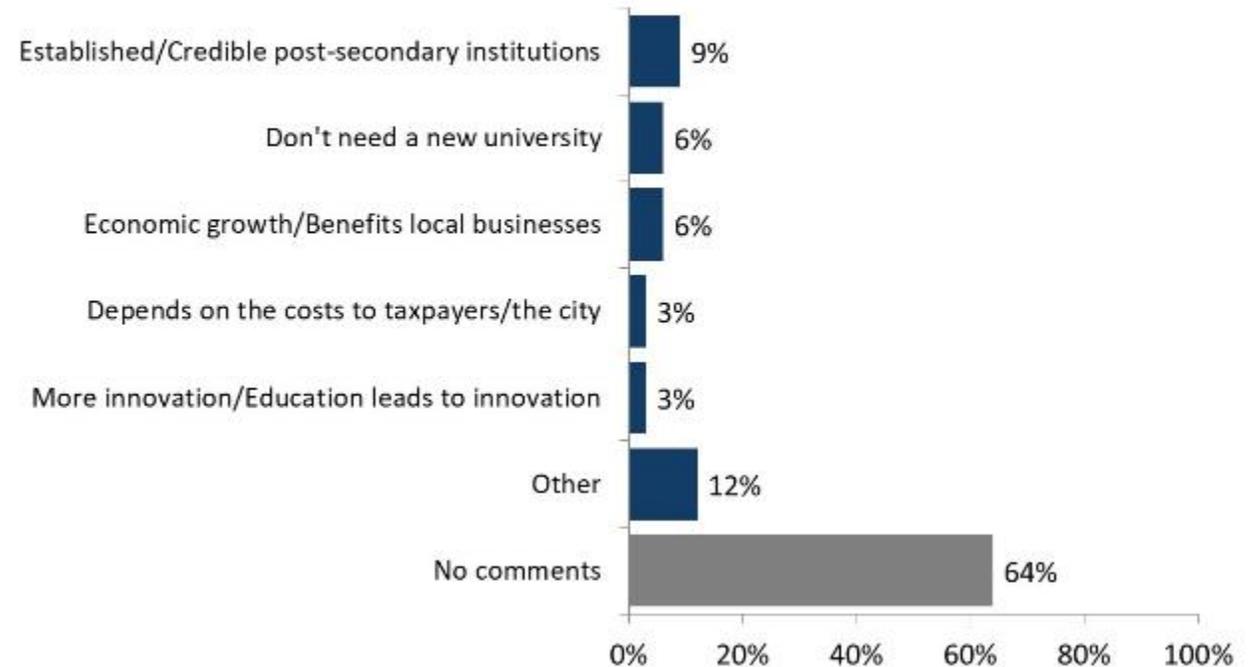
“Post-secondary education is changing rapidly. with three options within Brampton already there could be more two-way support businesses and Brampton supporting the schools as well as the schools supporting businesses.”

“Expand degree programs and facilities at Sheridan College to take advantage of existing infrastructure.”

“The City should provide more support to Ryerson, Sheridan and Algoma and encourage deeper partnerships and collaboration with businesses to ensure the talent supply. This is the fastest way to ensure that post-secondary programming meets the needs of the business community. To create a new university makes no sense whatsoever.”

Comments Regarding Post-Secondary Institutions in Brampton

Total Unaided Mentions



Q.C15a: Please share any other comments you have regarding post-secondary institutions in Brampton? (n=33)* Note: New question in 2021. *Caution: Small sample size.



Immigration is seen as the top way to help attract talent this year.

Unaided, Brampton business leaders identify *improving immigration/permanent residency* as a key suggestion to attract skilled talent (15%), followed by *promote the benefits of living or working in Brampton*, (9%; down 1 point) *improve or revitalize the city itself*, (9%; down 1 point). A few also note the need for *better wages* (6%; up 1 point). (Table C16)

“Better wages and working conditions and opportunities for growth, IT companies.”

*“Brampton needs to create a reputation as a vibrant destination. Currently viewed as a blue collar, logistics dominated, low income environment. I think the City needs to finance large cultural events around its incredible diversity of nationalities and make sure these are advertised in the GTA and around the world. Think of the popularity of Carribana etc in Toronto.
In terms of skilled labour, there is are no higher income housing areas where higher paid people would want to live.”*

“Promote Brampton as a good city to live and work in for new immigrants. Also, make it easier for existing foreign workers in Brampton to become permanent residents without leaving Brampton.....we have lost a number of good employees to other provinces because the jobs we offer do not match the requirements for PR status, although they are semi-skilled jobs that pay well and support the Ontario economy.”

Ways to Improve or Attract Skilled Talent to Fill Job Vacancies in Brampton

Total Unaided Mentions



Q.C16: What, if anything, could be done to improve or attract skilled talent to fill job vacancies in Brampton? *Caution: Small sample size.



Ways Organizations Will Improve or Attract Skilled Talent

Business leaders offer a wide variety of ideas for how to attract skilled talent.

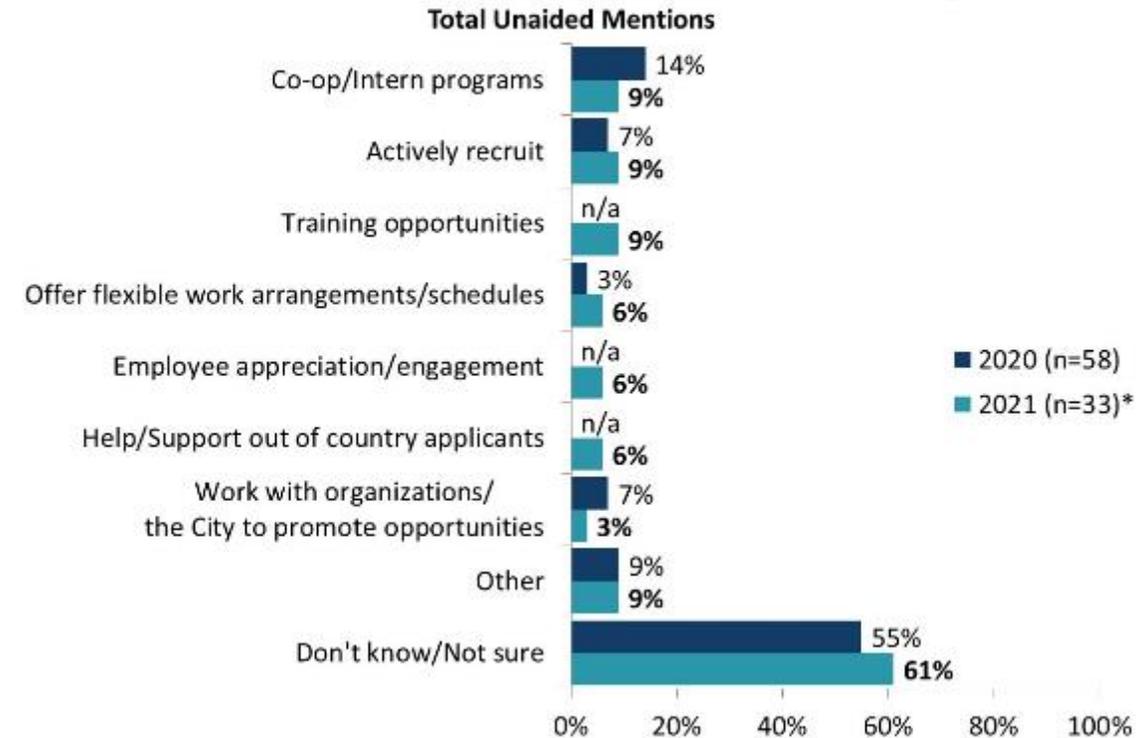
Four in ten businesses offered suggestions of how their organization is prepared to improve or attract skilled talent to fill job vacancies in Brampton. *Co-op or intern programs* is the top mentioned solution again this year (9%; down 5 points), followed by *active recruitment* (9%; up 2 points). *Training opportunities* was a new mention this year from one in ten (9%), along with *employee appreciation and engagement* (6%) and *help and support for out of country applicants* (6%). Business leaders are also offering *flexible work arrangements* (6%; up 3 points). (Table C17)

“Offer internships and coop positions, on-the-job training, assist with PR application process, opportunity to work with a progressive (Canada's Best Managed) company with profit sharing.”

“Continue to support education and training to ensure skilled talent is available for businesses.”

“Our reputation and quality of services is what attracts most new employees. We have many employee appreciation activities which make the workplace a fun place to be. We are flexible in accommodating all manner of personal, medical, family needs.”

Ways Organization is Prepared to Improve or Attract Skilled Talent to Fill Job Vacancies in Brampton



Q.C17: And finally, what, if anything, is your organization prepared to do to improve or attract skilled talent to fill job vacancies in Brampton? *Caution: Small sample size.