

MAKING AN IMPACT: *YOUTH JOBS STRATEGY*

PART OF ONTARIO'S PLAN FOR JOBS & GROWTH

A Presentation of The Government of Ontario

By Mike Marcolongo

Youth Development Business Lead



Ready.Set.Work.



- Creating a Youth Jobs Strategy- An Overview
- Youth Jobs Strategy Programming



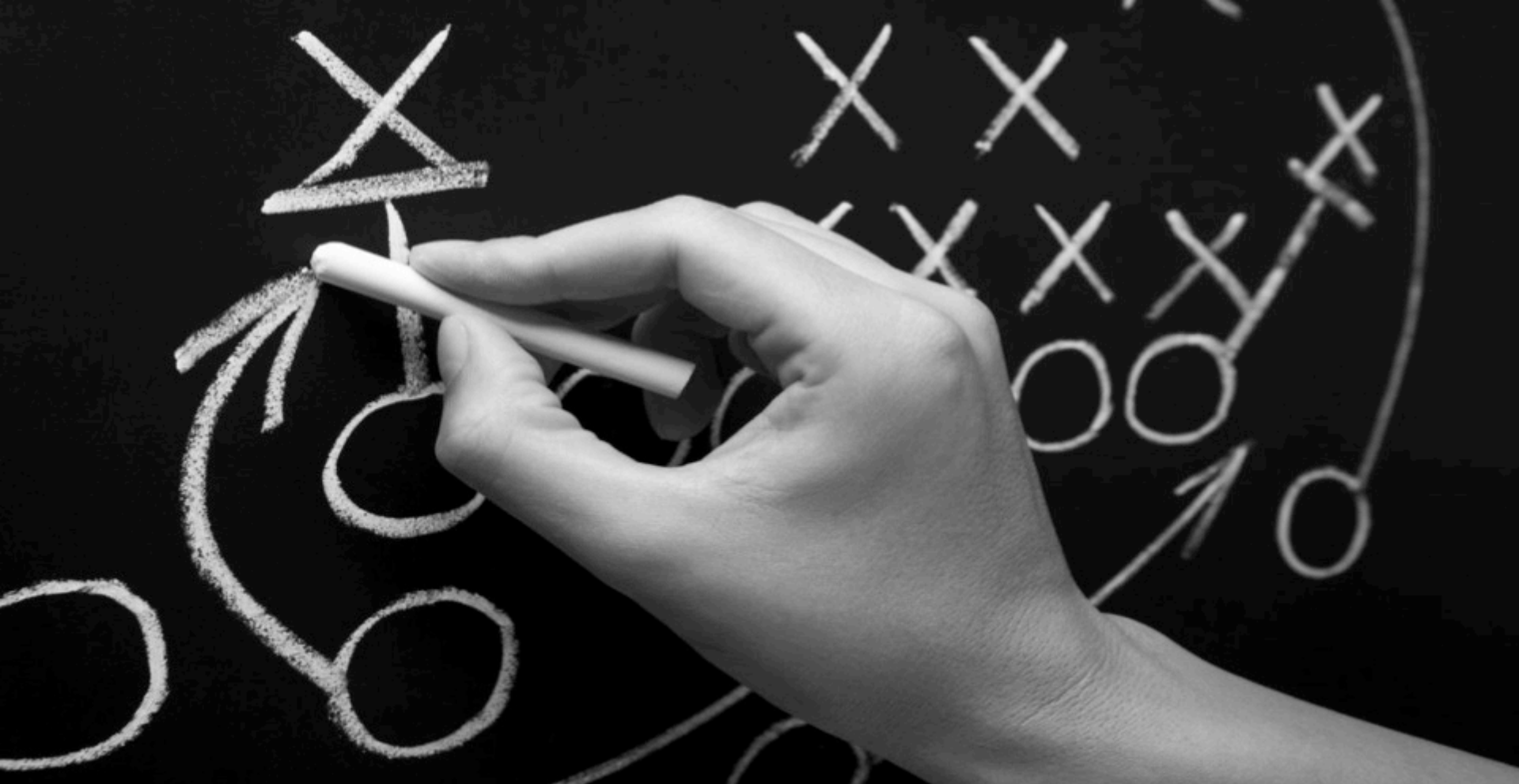
CURRENT ENVIRONMENT: What are The Current Facts?

- The average Ontario unemployment rate for youth aged 15-24 is between 15 and 16 percent which is close to double the average employment rate of Ontario workers 25 and older.
- Education is a critical element for labour market success.
- Youth facing multiple barriers to employment need more opportunities for training, work placements and mentorship.



PROVINCE-WIDE CONSULTATIONS

- On February 19, 2013, The Honourable David Onley delivered the government's Speech from the Throne which included a focus on employment opportunities for Ontario's youth, in partnership with education, labour and private sector partners.
- The Premier of Ontario announced the Youth Jobs Strategy on April 29, 2013.
- From May 10, 2013 to July 25, 2013, nineteen minister and MPP-led consultations were held across the province.
- Included over 200 participants including youth, employers, academia, industry, labour and not-for-profit organizations.
- Several key themes emerged for how the Youth Jobs Strategy can effectively serve the needs of young people and employers.



YOUTH JOBS STRATEGY: What Purpose , What Aims?

- Investment of \$295 million over two years.
- Create jobs for youth through employment or entrepreneurship.
- Tools and programs that provide work experience.
- Skills for the 21st century.
- Entrepreneurial support.
- Streamlined access to resources.



FOCUS ON VULNERABLE YOUTH

- The strategy includes a focus on helping youth facing multiple barriers to employment, youth living in high needs communities, and youth with disabilities.
- While all programs will engage in outreach, some programs have been specifically designed to provide employment and entrepreneurship opportunities to under-served populations.



THE OUTCOME - 30,000 YOUTH EMPLOYED

- Job opportunities for 30,000 youth in Ontario.
- Giving young people in Ontario the right skills, experiences and supports they need to succeed in today's global economy.



Outreach Efforts

- Announcement shared through Newsroom Ontario website
- Extensive e-blasts to promote call for proposals, followed by Information Sessions
- Separate information Sessions for front-line Ministry staff across Ontario.



Youth Jobs Strategy – Programming



Youth Jobs Strategy Programming: Available Funding

- 1. Ontario Youth Employment Fund (\$195M) funded by the Ministry of Training, Colleges and Universities**
 - Helps employers tap youth talent with incentives to hire and train young people.
- 2. Youth Skills Connections (\$25M) funded by the Ministry of Economic Development, Employment and Infrastructure**
 - Brings together business, labour, educators and communities to address skill gaps and training.
- 3. Ontario Youth Entrepreneurship Fund (\$45M) funded by the Ministry of Economic Development, Employment and Infrastructure and the Ministry of Research and Innovation**
 - Encourages next generation of entrepreneurs through training, mentorship, and capital.
- 4. Ontario Youth Innovation Fund (\$30M) funded by the Ministry of Research and Innovation**
 - Boosts youth-led industrial R&D and turns more students into entrepreneurs.

YOUTH JOBS STRATEGY PROGRAMS

Programs are administered by the Research, Commercialization and Entrepreneurship Division

Entrepreneurship & Innovation Engagement

High School Entrepreneurship Outreach

On-Campus Entrepreneurship Activities

TalentEdge

Summer Company

Strategic Community Entrepreneurship Partnerships

Business Development & Acceleration

Starter Company

Youth Business Acceleration Program

Campus-Linked Accelerators

Access to Capital

Smart Start Seed Fund

“Youth IAF”
Early Stage Investment Capital

Employment Skills Training

Ontario Youth Employment Fund (TCU)

Youth Skills Connections – Industry Stream

Youth Skills Connections – Community Stream

December 2013



Ontario Youth Employment Fund - \$195M



YOUTH EMPLOYMENT FUND - \$195 Million

- Job placements that provide an entry point to long-term employment and develop essential, transferable and occupational skills.
- Helps employers tap youth talent with incentives to hire and train young people.
- Individual participant supports up to a maximum \$1,000.
- Additional funding of \$6,800 that can be used for a combination of training costs and employer hiring incentives.
- Delivered by the Ministry of Training, Colleges and Universities.



Ontario Youth Skills Connections - \$25M



COMMUNITY STREAM

- Projects include partnerships between community organizations, educational institutions and local industry.
- Projects funded up to \$200,000 to serve youth facing multiple barriers to employment.
- Train youth to build their capability and capacity to find jobs.
- Goal to support youth employment readiness.



INDUSTRY STREAM

- Partnerships led by industry/sector associations with labour and educational institution input.
- Projects providing training to address skill gaps in sectors/regions/occupations.
- Funding is available up to \$1 million, with a target of 50% matching from partners.



Ontario Youth Entrepreneurship Fund - \$45M



HIGH SCHOOL ENTREPRENEURSHIP OUTREACH

- New models that spark an interest in entrepreneurship and its viability as a career choice for high school students.
- Target partners are not-for-profit organizations that have existing relationships in secondary schools, entrepreneurship expertise and a capacity to engage a high volume of students.
- Application period is now closed.



YOUNG ENTREPRENEURS, MAKE YOUR PITCH

- High school students are invited to submit a two minute video pitching their business idea.
- Finalists participate in the OCE Discovery conference.
- Includes networking with entrepreneurs and innovators.
- Finalists compete for a chance to implement their business.



SUMMER COMPANY

Provides students aged 15 to 29 with grants up to \$3,000 to start a summer business.

- Includes hands-on business training, mentoring and coaching.
- Participants receive up to \$1500 for start-up costs and a second \$1500 for successfully completing the program.
- Participants keep all profits.
- Delivered through Small Business Enterprise Centres (members of ONE) and select not-for-profit organizations.
- Students apply directly at www.ontario.ca/summercompany



Starter Company

- An entrepreneurship program for Ontario youth aged 18 to 29
- Get guidance, mentoring, business expertise and funding to start your own business
- Applicants must not be attending school full time
- To qualify for funding of up to \$5,000, you need to be able to contribute at least 25 per cent (in cash or in kind) of the grant amount



STRATEGIC COMMUNITY ENTREPRENEURSHIP PROJECTS (SCEP)

- Funding for not-for-profit organizations to deliver projects that will enable youth aged 15 and 29 and facing multiple barriers to employment to become self-employed or to start a small business.
- Funding up to \$200K per one-year project.
- All projects must provide structured training and may include:
 - mentorship
 - wrap around
 - micro start-up grants (up to \$3000).
- Multiple intake periods until funding has been committed.



YOUTH BUSINESS ACCELERATION PROGRAM

- Builds on the established Business Acceleration Program.
- Provides support in the tech sector or innovation space for youth aged 18 to 29.
- Includes advisory services, education, mentorship, and market intelligence support.
- Delivered by MaRS and managed locally by Regional Innovation Centres (members of ONE).



YOUTH INVESTMENT ACCELERATOR FUND

- Provides investment capital for youth-led (aged 18-29) companies.
- Companies must be beyond the seed capital stage.
- Focus is on business growth.
- Recipients must demonstrate a viable business model, market demand and likelihood of follow-on financing.



Ontario Youth Innovation Fund - \$30M



TALENTEEDGE PROGRAM

- Opportunity for graduate students and postdoctoral fellows to enhance their skills in industrial research, development and commercialization projects.
- Internships to enhance their technical problem solving skills through joint industry-academia collaborations.



CAMPUS-LINKED ACCELERATORS

- Establish world class hubs of innovation and entrepreneurial activity that link campus resources with those of entrepreneurial ecosystems.
- Provides investment to grow existing entrepreneurship capacity.
- Funding and support existing or new incubators / accelerators or other on-campus activities by offering workspace, advisory services, mentorship and investment attraction for promising young entrepreneurs.
- Serves to build the pipeline of youth-led start-ups.



Marketing Campaign Channels:

- Traditional Television Ads
- Pre-roll Digital Advertising
- Search Advertising and Social Media Awareness

"Ready.Set.Work" Youth Employment Portal: www.ontario.ca/readysetwork



Ideas Forums

- Delivery by Ministry partners: Small Business Enterprise Centres and Regional Innovation Centres.
- 18 Forums across Ontario.
- Promoting funding programs while strengthening regional ecosystems for vulnerable youth employment and entrepreneurship opportunities.
- Eliciting discussion, raising awareness about vulnerable youth priorities, and promoting new models for collaboration.



Key Themes

- Collaboration, collaboration, collaboration.
- Bring together economic development/entrepreneurship players with social service providers.
- New models for addressing youth unemployment need to be encouraged.
- Vulnerable youth populations are a key priority.
- Programs span the spectrum of job experience, employment skills and entrepreneurship opportunities.

About The Author

Mike Marcolongo is the Outreach Leader for the Youth Jobs Strategy at the Ministry of Economic Development, Employment and Infrastructure (MEDEI). At MEDEI, Mike is coordinating the various program calls for proposals, collaborating with partner Ministries for promoting the Youth Jobs Strategy and supporting the marketing and communications needs. He has worked for a number of Provincial ministries including the Ministry of Agriculture, Food and Rural Affairs where he recently led the Crown's duty to consult obligations in remote First Nations communities on a large broadband infrastructure project, and provided key advice on rural economic development policies. With a degree in International Development from the University of Toronto, Mike also worked internationally for a number of organizations including UNICEF in Romania and Moldova. For more details of Mike's work visit: www.ontario.ca/economy

Phone: 416-327-0528

Mike.marcolongo@ontario.ca

www.ontario.ca/readysetwork

Image Reference:

All images were sourced using Google images and are used under "fair dealing" principles for educational purposes. No commercial use is implied or intended.