Waterfront Toronto and its government partners are committed to creating a dynamic waterfront that puts people first and creates jobs and economic growth. As the largest urban renewal project in North America, the revitalization of Toronto’s waterfront is generating employment opportunities through the transformation of 800 hectares of underutilized land into sustainable, vibrant communities.

The Waterfront Toronto Employment Initiative (WTEI) provides recruitment and referral services for employers and connects unemployed and underemployed people to the employment and training opportunities being generated by waterfront projects.

WTEI is able to access skilled, professional candidates in a wide range of fields, through a network of agencies and partners, and through its growing database of qualified candidates.

This initiative is a collaborative partnership between Waterfront Toronto, the City of Toronto and local partner agencies such as George Brown College, Dixon Hall and YMCA of Greater Toronto. These partner agencies engage a wide network of other employment service and training providers to meet the needs of both employers and job seekers.

What is great about the Waterfront Toronto Employment Initiative is that there is essentially no risk to businesses that want to get involved. They can access a number of human resource services at no cost. They also benefit by engaging in projects that are truly building communities... and they benefit by making Toronto a better place to live.

- John Campbell, President & CEO Waterfront Toronto

**WTEI opportunities**
The WTEI can connect employers with qualified candidates in a range of fields including:

- Construction Trades and Labour
- Finance and Insurance
- Hospitality and Tourism
- Arts and Entertainment
- Health Care
- Business
- Retail and Customer Service
- Information and Communication Technologies
- Manufacturing
- Marketing and Communications

**Waterfront Toronto**
The Government of Canada, the Province of Ontario and the City of Toronto created Waterfront Toronto to oversee and lead the renewal of Toronto’s waterfront.
### How can WTEI help employers?

- Recruit from a diverse and growing pool of qualified candidates
- Conduct preliminary screening of candidates and match to employment opportunities related to each stage of development and construction
- Connect to networks within the employment and training services systems
- Develop, coordinate, and manage customized approaches to recruitment
- Organize job and career fairs

### How can WTEI help job seekers?

- Connect qualified job seekers to suitable employment opportunities
- Provide coaching and job preparation
- Provide access to learning opportunities
- Support job retention
- Help candidates access financial supports

### How does it work?

WTEI offers a service that can complement and support each employer’s internal recruitment process. WTEI can connect employers to qualified job seekers, but employers always have the ultimate discretion to hire their preferred candidates.

- **It starts with the employer:** Waterfront Toronto discusses the services offered by WTEI with partners, developers and sub-contractors. Waterfront Toronto provides an overview of how WTEI works and how it can meet employers’ needs. An initial discussion is then followed by a direct meeting between the employer, Waterfront Toronto, and a WTEI representative to discuss project opportunities and employer needs.

- **Charting immediate and long-term employer needs:** If an employer has an immediate hiring need, a job posting will be sent through the network to secure a strong list of candidate resumes for pre-screening. If the employer has long-term planning needs (which may include projected hiring and training), WTEI partners can also work with the employer to develop an employer-specific, comprehensive response strategy.

- **Action:** Short-listed candidate information will be provided to the employer. WTEI can also provide the employer with support during the interview process and beyond. WTEI is employer driven ensuring that the employer can access the services they want and select the candidate that is best for their team. For long-term planning, WTEI will present the employer with a range of options to meet their hiring and/or training needs so that a customized program can be created. The employer makes the final hiring decision and is not bound to hiring WTEI candidates.

- **Follow-through:** WTEI candidates will be supported through post-hiring supports. Employers will be encouraged to work with WTEI to support new hire success. Should an employer need additional hiring services outside of the waterfront geographic area, WTEI can also support recruitment efforts on other projects across the city and beyond.

- **On-going tracking:** WTEI maintains all progress and outcome records including the number of postings, interviews conducted and hires; which sectors utilize WTEI; reports from employers; etc.

### How to get involved?

#### Employers
If you are a waterfront employer and would like to take part in the Waterfront Toronto Employment Initiative, please contact Renée Gomes at 416-214-1344 x296 or rgomes@waterfronttoronto.ca.

#### Service Providers
The Waterfront Toronto Employment Initiative (WTEI) is aimed at building on the strengths of existing service providers. If you are a non-profit or government-funded service provider and would like to be a part of WTEI, please contact James Lapierre at jlapier@toronto.ca.

#### Job Seekers
If you are unemployed or underemployed and feel you would benefit from the support and training offered through the Waterfront Toronto Employment Initiative please visit: www.waterfronttoronto.ca/wtei

www.waterfronttoronto.ca