



Chamber Partnership Initiative

Supporting Chambers and Their Members

OCTOBER 2020





AGENDA

1. Introductions
2. Addressing Economic Challenges
3. Financial Supports
4. Technology Supports
5. Chamber Support Network
6. Next Steps



A Partnership to Address Economic Challenges

- The Federal Government has a roster of programs to support economic recovery across Canada, in partnership with SMEs, post-secondary institutions and communities from coast to coast
- Through curated content connecting SMEs to a network of resources and supports available
- Through supports for employers who hire a postsecondary student into a meaningful Work-Integrated Learning opportunity
- Work-Integrated Learning programs are a way to support the workforce to apply newly acquired skills in real work environments, and for employers to meet skills demands that are changing at a rapid pace
- We are looking to partner with local Chambers of Commerce to roll-out this federally funded inclusive economic growth and recovery effort



Financial Supports

The program has \$4.9M available to support local Chambers with incremental overhead ultimately increasing the impact achieved through broader reach.

Chambers Member Support

- The Student Work Placement Program (SWPP) provides supports for employers who hire a Post-Secondary Student into a meaningful Work-Integrated Learning opportunity, through wage subsidies up to 75% of total wages up to **\$7,500 per placement**

Chamber Support

- Receive up to **\$24,500** in administrative support to help connect their chamber members to over **\$400K** in wage subsidies

IN ADDITION TO FREE ACCESS TO THE MAGNET PLATFORM, POWERING YOUR CHAMBER'S PORTAL, CHAMBERS WILL RECEIVE COMPREHENSIVE TRAINING SUPPORT AND A DEDICATED CONTACT DURING THE ONBOARDING PROCESS.

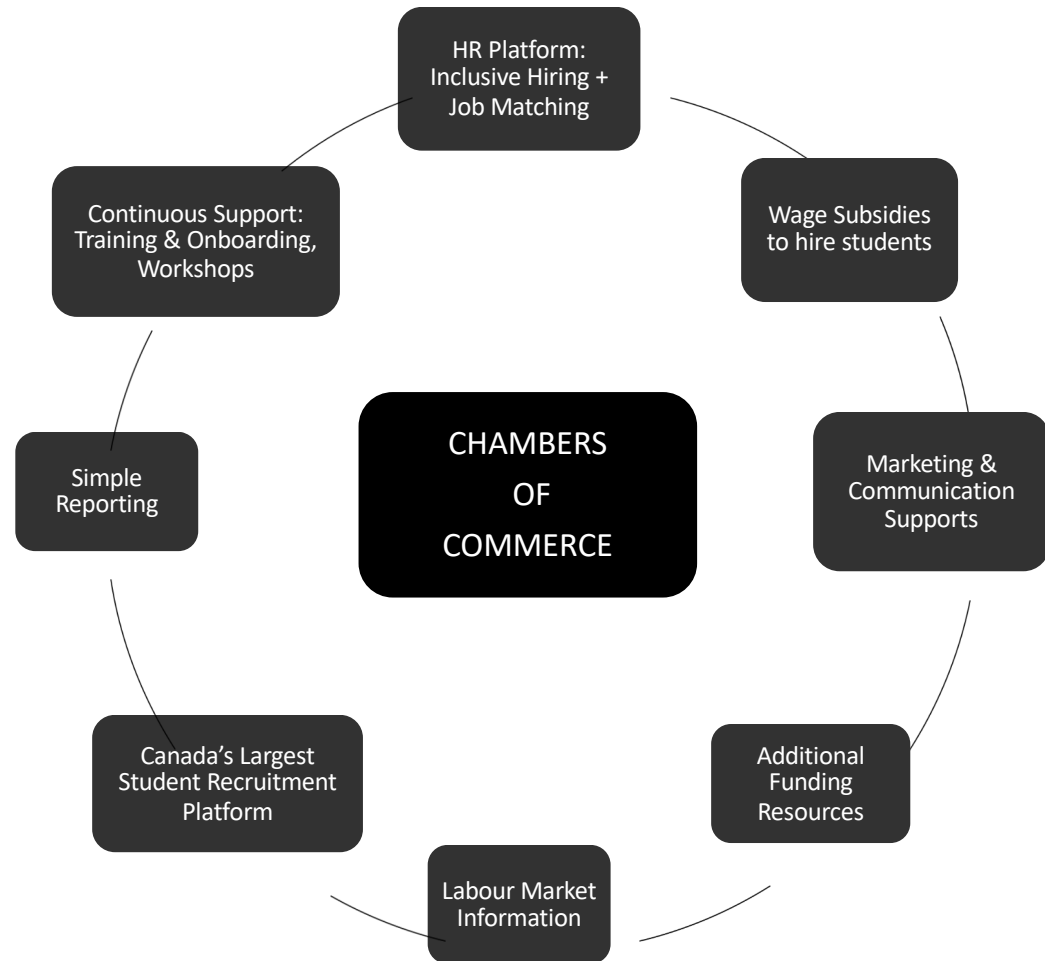


Technology Supports

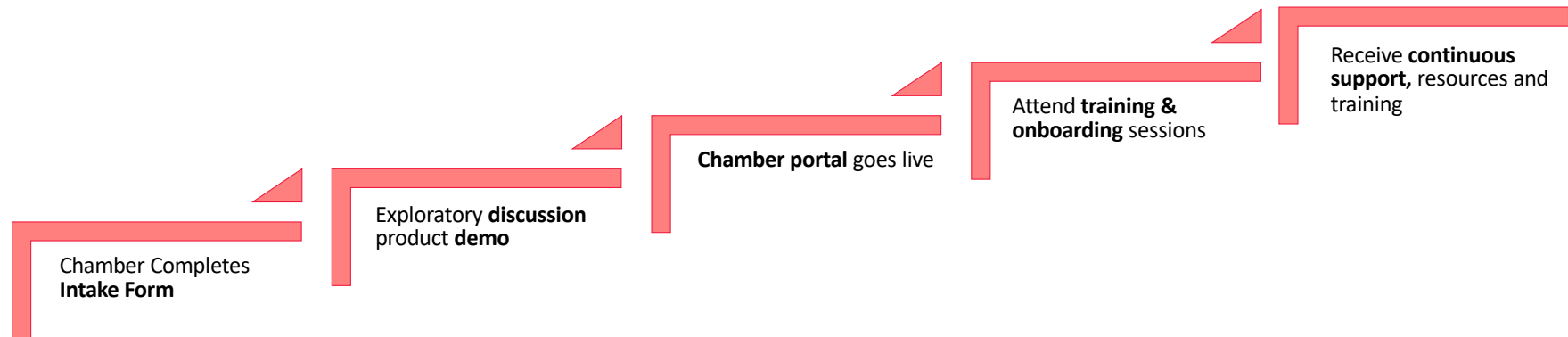
SAVE TIME	Recruitment: <ul style="list-style-type: none"> Help businesses address key challenges around talent and recruitment with technology, toolkits and workshops 	Simple Reporting & Analytics: <ul style="list-style-type: none"> Track your chamber's progress in onboarding members to your portal with automated reports See how your businesses are engaging with Magnet HR tools and content 	Curated Information: <ul style="list-style-type: none"> Members receive news updates through their customized dashboard <ul style="list-style-type: none"> Content providers include government, industry organizations and key partners
RESOURCES	Wage Subsidies: <ul style="list-style-type: none"> Up to \$7,500 per student to support businesses hiring post-secondary students Up to \$24,500 in administrative supports for Chambers 	Marketing & Communications: <ul style="list-style-type: none"> Toolkits to support talent / recruitment Social media kits and content to drive marketing efforts and chamber success 	Labour Market Information: <ul style="list-style-type: none"> Insights on the job market by position, location and compensation: i.e. Shipping and Receiving Specialist in Ottawa, ON - \$17/hr
OPPORTUNITY	Chamber Branded Portal: <ul style="list-style-type: none"> Cultivate your network online Send targeted communications and events to your members Leverage Magnet's value to attract and retain memberships 	Business Growth & Export: <p>Connect members to the right trade missions, funding programs, events and content</p>	Collaboration Opportunities: <ul style="list-style-type: none"> Partner with Magnet and plug into the community of local and regional chambers to promote inter-provincial trade and synergize on talent acquisition and best practices

Chamber Support Network

- Digital resource to grow and support your network
- Online platform for engagement and communications



Chamber Next Steps



Simple process beginning with engagement and amplified through continuous support.





Appendix

- Chamber Toolkit List
 - Student Work Placement Program (SWPP) Eligibility
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Financial Support Potential

CHAMBERS WILL RECEIVE:

A one-time payment of \$2,500 (**fixed**)

+ Administration and partnership funding

Total Potential : \$24,500

Total: 57 placements

IN RETURN, CHAMBERS WILL:

1. Source a **minimum of 2** SWPP placements
2. Commit to integrating a Magnet / Outcome Campus Connect landing page into their existing web-presence
3. Dedicate time to train staff on the platform
4. Host 1 event (in-person or online) to engage employers and local post-secondary institutions
5. Engage local media through an approved press release
6. Post a minimum of 10 postings on Chamber social media channels
7. Work with Magnet to report on SWPP eligible Work-Integrated Learning

Chamber Toolkit & Support

1 Employer Facing One-Pager

- Announce your Chamber's partnership with Magnet and OCC
- Showcase partnership value to your employers: i.e. \$7,500 in wage subsidies per placement

2 Student Work Placement Program – (SWPP) Employer Guide

- Employer-facing guide to accessing wage subsidies for student hires
- Resources for accessing and hiring student talent

3 E-Blasts, Blog Posts & E-Flyers

- Templates to be distributed through your Chamber marketing and communication channels

4 Social Media Copy

- 10 curated messages that can be used on social media platforms such as Twitter, Facebook, and LinkedIn

5 Chamber Strategy Sessions

- Ongoing webinars to support your Chamber operations and objectives
- Content on funding programs, talent and recruitment initiatives and more

6 Press Release

- Approved press release to engage local media on the Chamber Partnership Initiative

7 Ongoing Training & Account Management

- Training and onboarding support on Magnet technology, funding programs, economic growth and labour market initiatives



SWPP Program Eligibility: Employers

- Registered Canadian businesses, not-for-profits, hospitals, long-term care facilities and post-secondary institutions (universities, colleges, and polytechnics).
- Federal, Provincial, Territorial and Municipal Government does **not** qualify.
- Are committed to paying the student for the role and providing a quality learning experience.
- Has the financial capacity to pay the student for the duration of the placement in full
 - The wage subsidy will be administered after receiving the final pay stub at the end of the placement
- The Government of Canada has also introduced the following changes to the program in response to COVID-19:
 - Employers will have the flexibility to postpone placement start dates to avoid rescinding placements
 - Employers will be able to apply for funding before they finalize their selection of students to hire
 - Students will be able to work from home
 - Post-secondary institutions (universities, colleges and polytechnics) will be able to be the employer of record to offer meaningful placements to students.
 - Hospitals and long-term care facilities are also eligible employers of record (1500 placements have been reserved)



SWPP Program Eligibility: Students

- Registered as a domestic student in a recognized Canadian post-secondary institution.
- Canadian citizens, permanent residents, or persons to whom refugee protection has been conferred under the Immigration and Refugee Protection Act. ***International students with a work permit are not eligible.***
- Have a [Work-Integrated Learning component](#) (e.g. co-op, internship, etc.) in their program of study or course during the semester of the application, which their post-secondary institution recognizes as being fulfilled with the placement at your organization.
- Can be in a full or part-time program and from any program of study (i.e. STEM, business, arts, etc).



SWPP Program Eligibility: Placements

- Full-time or part-time positions.
- Stacking with provincial tax credits is allowed, but it's the employer's responsibility to follow their provincial tax credit guidelines and consult a tax professional. Please note, wage subsidy funds cannot be counted toward any tax credits, only actual paid wages.
- Partial government funds from provincial/territorial/municipal sources are permitted but only funds from non-governmental sources can be subsidized under this program (for example, a position paid with 60% provincial grant funding is only eligible for a subsidy on the 40% of the non-governmental funds from the employer).
- A placement cannot be funded by this program and another source of federal funding, such as Canada Summer Jobs, Canada Emergency Wage Subsidy (CEWS), or any other delivery partner of the Student Work Placement Program (full list available [here](#)).
- **Funding is limited and administered on a first-come, first-served basis wherein completed applications are prioritized in the order they are received.**





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