



# **Landscape Ontario**

**HORTICULTURAL TRADES ASSOCIATION**

In April 2003, Landscape Ontario attended the first ICE Youth Employment forum. As a result of the roundtable a partnership was created between landscaping and the youth employment sectors to help create more job opportunities for youth. This initiative effectively supports the hiring needs of employers.

### **How We Work Together:**

- The partnership formed between Landscape Ontario and the Youth Employment Job Development network (YEJD) improves communications and support for all stakeholders.
- Industry information sessions are arranged for Toronto youth by YEJD and facilitated by Landscape Ontario.
- Job fairs are coordinated jointly. Landscape Ontario arranges employer participation and YEJD arranges youth participation.
- The youth employment sector works closely with employers to ensure they are aware of the range of services available such as on-the-job training subsidies.

### **The Benefits of a Partnership Model:**

- Partnership provides a solid foundation for improved communication among all stakeholders (youth, employers, youth employment counsellors) and access to support services for employers.
- Events such as job fairs are arranged free of cost for employers/associations.
- The model improves access for youth to jobs; and employer access to a large pool of motivated youth in search of employment.
- Industry experts provide interested youth with industry information and career opportunities.

### **Responsibilities:**

- The youth employment sector (through YEJD) ensures the attendance of interested youth at all events
- YEJD provides a venue and support staff for partnership events, such as job fairs.
- Landscape Ontario provides speaker and industry information
- Landscape Ontario contacts its members and arranges for attendance by employers at the event.
- Landscape Ontario provides follow up with employers, as required
- The youth employment sector works in close contact with interested employers to advise them and give counsel, as necessary.

### **Activities To-Date:**

Even though May was late in the hiring season for the landscape industry to hold a job fair, Landscape Ontario wanted to test the partnership model. The process proved to be a great success. Landscape Ontario has tested the model twice now, and both experiences have produced good results. A major job fair is planned for March 2004, where the goal is to bring 100 unemployed youth in touch with 25-30 hiring landscaping employers.

### **Why It Is Important To Partner:**

While partnering benefits all stakeholders, more importantly, our partnership created real job opportunities for youth. We invested fruitfully in the future of both our youth and our community.