

Toronto City Summit Alliance

Proceedings Document

ROUNDTABLE ON INCOME SECURITY

JUNE 30, 2010

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1. PURPOSE

The Income Security Roundtable constituted an integral part of the process informing the upcoming Toronto Summit of regional leaders, being held in February 2011. The purpose of the Roundtable was to consider and encourage new thinking on issues related to Income Security and how we, as a region, can best respond to and capitalize on current changes in the economy, demographics and the nature of work. The Roundtable aimed to build on and move beyond previous thinking on this pervasive issue and propose new approaches that would effectively engage both policy makers and civil society in addressing income polarization and regional inequalities. The ideas and opinions put forward at the Roundtable will inform future considerations by the Working Group in preparation for the Summit.

2. ACKNOWLEDGEMENTS

The Toronto City Summit Alliance acknowledges with deep thanks the many people and organizations that contributed to the success of the Roundtable on Income Security, including:

2.1 Working Group Members

Andrea Baldwin, Canadian Business for Social Responsibility, Working Group Chair
Pedro Barata, Atkinson Foundation
Grant Bishop, TD Economics
Rick Blickstead, Wellesley Institute
John Brodhead, Metrolinx
Sherry Campbell, Frontier College
Pat Capponi, Voices from the Street
John Cartwright, Toronto & York Region Labour Council
Katherine Chan, Institute for Competitiveness & Prosperity
Anette Chawla, North York Harvest Food Bank
Greig Clark, Toronto Christian Resource Centre
Blake Connoy, Canadian Business for Social Responsibility
Rick Eagan, St. Chris House
Joey Edwardh, Community Development Halton

Dr Usha George, Ryerson
Dr James Gray-Donald, Sears Canada Inc.
Morley Katz, North York Harvest Food Bank
Deena Ladd, Workers Action Centre
Gillian Manning, TD Wealth Management
James Milway, Institute for Competitiveness & Prosperity
Tonika Morgan, TCHC
Colette Murphy, Metcalf Foundation
Gail Nyberg, Daily Bread Food Bank
Michael Oliphant, Daily Bread Food Bank
Ratna Omidvar, Maytree Foundation
Adaoma Patterson, Region of Peel, Poverty Reduction Strategy
Barney Savage, CAMH
Michael Shapcott, Wellesley Institute
John Stapleton, Open Policy
Bill Young, Social Capital Partners

2.2 Observers

Josh Hjartarson, Mowat Centre
Emilee Irwin, Ministry of Children's & Youth Services

Joe Manion, Employment & Social Services, City of Toronto
Shaun Young, Mowat Centre

2.3 Toronto City Summit Alliance Members

Julia Deans, CEO
John Tory, Chair
Michelynn Lafleche, Project Director,
Toronto Summit 2011

Naki Osutei, Vice President, Strategy
Tiffany Blair, Policy Intern
Joanna Flatt, Policy Intern

2.4 Speakers

The Hon. Laurel Broten, Minister of Children & Youth Services; Minister Responsible for Women's Issues; Chair of the Poverty Reduction Strategy Results Table

Don Drummond, Economics Advisor, TD Bank Financial Group

Michael Oliphant, Director, Research and Communications, Daily Bread Food Bank

Pat Capponi, Facilitator, Voices from the Street

Tom Zizys, Labour Market Analyst, Metcalf Fellow

Andrea Baldwin, Director, Advisory Services, Canadian Business for Social Responsibility Chair, TCSA Working Group on Income Security

Jeannette Hanna, Vice President, Strategy, Trajectory

2.5 Facilitators

Tamara Balan, Toronto City Summit Alliance
Andrea Baldwin, Canadian Business for Social Responsibility

Pedro Barata, Atkinson Foundation

Rick Eagan, St. Christopher House

Joe Manion, Employment and Social Services, City of Toronto

Colette Murphy, Metcalf Foundation
Michael Oliphant, Daily Bread Food Bank
Naki Osutei, Toronto City Summit Alliance
Adaomoa Patterson, Region of Peel, Poverty Reduction Strategy

Barney Savage, CAMH

Michael Shapcott, Wellesley Institute

2.6 Note-takers

Anette Chawla, North York Harvest Food Bank
Greig Clark, Christian Resource Centre
Joey Edwardh, Community Development Halton
Joanna Flatt, Toronto City Summit Alliance
Margaret Hancock, Toronto Family Services
Rob Howarth, Toronto Neighbourhood Centre

Deena Ladd, Workers' Action Centre
Julia Lo, Toronto City Summit Alliance
Sandra Lopes, Maytree Foundation
Mladen Svigir, Toronto City Summit Alliance
Tiffany Vong, Toronto City Summit Alliance

2.7 Volunteers

Grant Bishop, TD Economics
John Stapleton, Open Policy
Ellen Zarchin

With additional thanks to the Rotman School of Management for donating the venue for this event.

3. ROUNDTABLE PARTICIPANTS

There were 113 participants from the following organizations who took part in the Roundtable on June 30th, 2010.

- ACORN
- Advancement of Women Halton
- Atkinson Charitable Foundation
- Brampton Neighbourhood Resource Centre
- Caledon Institute for Social Policy
- Canadian Business for Social Responsibility
- Canadian Labour Congress
- Canadian Auto Workers Union
- Centre for Addiction & Mental Health
- Christian Resource Centre
- City of Toronto- Employment & Social Services
- City of Toronto- Affordable Housing Office
- City of Toronto- Social Policy, Analysis and Research
- Colour of Poverty - Colour of Change
- Community Development Halton
- CST Consultants Inc.
- Daily Bread Food Bank
- Deloitte
- Edgestone Capital Partners
- ERA Architects
- Fair Share Task Force
- Fairlawn United Church
- Family Service Toronto
- Halton Multicultural Council
- Home Suite Hope Shared Living Corp
- Income Security Advocacy Centre
- Institute for Competitiveness & Prosperity
- J.E. Black & Company Ltd.
- JVS Toronto
- Labour Community Services
- Laidlaw Foundation
- MASS LBP
- McMaster University-Department of Political Science
- MCSS
- Mowat Centre for Policy Innovation
- New Mennonite Life Centre
- North York Harvest Food Bank
- Omega Foundation
- Ontario Federation of Labour
- Ontario Ministry of Children and Youth Services
- Ontario Ministry of Community and Social Services
- Ontario Ministry of Municipal Affairs and Housing
- Ontario Municipal Social Services Association
- Open Policy
- Peel Poverty Action Group
- PMP Workers Centre
- Poverty Free Halton
- Primanagement Inc
- Region of Halton
- Region of Peel- Poverty Reduction Strategy
- Region of Peel- Human Services
- Royal Bank of Canada
- SEDI
- Social Planning Toronto
- St. Christopher House
- TD Asset Management
- TD Bank Financial Group
- The Atkinson Charitable Foundation
- The Deacon Group
- The George Cedric Metcalf Charitable Foundation
- The Maytree Foundation
- The Stop Community Centre
- The Wellesley Institute
- Thorncliffe Park
- Toronto City Summit Alliance
- Toronto Family Services
- Toronto Lands Corporation
- Toronto Neighbourhoods Centre
- Toronto Public Health
- Toronto Workforce Innovation Group
- Trajectory
- United Way Toronto
- Voices from the Street
- Wilfrid Laurier University-Social Work
- WNED-TV Buffalo Toronto
- WoodGreen Community Services
- Workers Action Centre
- York Region Alliance to End Homelessness
- YWCA

4. AGENDA

8:00 Registration

8:30 **Welcome** James Milway, Executive Director, Institute for Competitiveness & Prosperity and Julia Deans, CEO, Toronto City Summit Alliance

8:35 **Opening remarks** Laurel Broten, Minister of Children & Youth Services, Minister Responsible for Women's Issues and Chair of the Poverty Reduction Strategy Results Table

- 8:45 **Session 1**
- Don Drummond, Economics Advisor, TD Bank Financial Group
 - The economic case for sound social policies and lessons from the past
 - Michael Oliphant, Director, Research and Communications, Daily Bread Food Bank
 - Promoting a bold vision for income security reform
 - Pat Capponi, Facilitator, Voices from the Street
 - Breaking through: learning from lived experience
 - Tom Zizys, Labour Market Analyst, Metcalf Fellow
 - The changing labour market

Questions and Answers with Speakers & Participants

- Andrea Baldwin, Director, Advisory Services, Canadian Business for Social Responsibility & Chair, TCSA Working Group on Income Security
 - Setting the GTA context in preparation for Session 2 (below)

Moderator: Naki Osutei, Vice President, Strategy, Toronto City Summit Alliance

10:40 **Coffee Break**

- 11:00 **Session 2**
- Small discussion/ working groups using an alternative environments exercise to generate ideas and recommendations for policy change and actions/initiatives that might be led by a range of social actors and various/multi-sectors to ensure a robust income security framework.

- 12:45 **Session 3**
- Jeannette Hanna, Vice President, Strategy, Trajectory
 - Simple rules for complex stories

Networking Lunch

Moderator: Michelynn Laflèche, Toronto Summit 2011 Project Director, Toronto City Summit Alliance

5. OPENING REMARKS

The Honorable Laurel Broten

MINISTER OF CHILDREN & YOUTH SERVICES

MINISTER RESPONSIBLE FOR WOMEN'S ISSUES

CHAIR OF THE POVERTY REDUCTION STRATEGY RESULTS TABLE

SUMMARY OF REMARKS:

Minister Broten acknowledged that far too many people in Ontario live in poverty. Poverty is a very complex and multifaceted issue that no one individual, organization or government can tackle alone. There is a role for all members of society in addressing this problem and the Toronto City Summit Alliance has been and continues to be well placed to bring people together to address this issue. It is a problem that reaches into our communities and so too must the solutions to tackle it. In support of this statement, Minister Broten suggested we need to listen to the experiences of those who have lived with poverty because they are the ones with not only real insight about the pathway into poverty, but most importantly, the way out.

The Provincial government developed its Poverty Reduction Strategy to begin addressing some of these issues. The strategy was created because the government believes that children should have every possibility to succeed in life, families and individuals facing challenging times should be supported, and people living in poverty should be given a pathway to meaningful employment and a way out of poverty. The elements of this strategy include:

- A goal of reducing the number of children living in poverty by 25 percent by 5 years (90,000 children). The Poverty Reduction Act enshrined this government's (and future governments) commitment to poverty reduction.
- Various indicators (other than income) to measure the goal of reducing poverty. These indicators include:
 - A made-in Ontario standard of living indicator called the Ontario Deprivation Index.
 - Birth weight
 - School readiness
 - High school graduation rates
 - Educational progress
 - Depth of poverty
 - Ontario housing measure, and
 - Statistic Canada's low-income measure
- An Ontario Child Benefit (OCB) that separates child benefits from social assistance and is distributed to families based on need. Ultimately this will enable not only families on social assistance, but also families working low-wage jobs, to access child benefits.
- The implementation of full-day kindergarten for four and five year old children.
- An investment in child care that will enable working-parents to go to work or to school. The recent government budget invested \$63.5 million per year in child care to fill a funding gap by the federal government.
- An increasing number of employment standards officers, increasing the minimum wage, and ensuring tax fairness for lower-income families.

The introduction of the OCB and the increase in minimum wage will ensure that a child living in a working, single-parent household earning minimum wage will no longer live below certain poverty indicators.

ABOUT MINISTER BROTEN:

First elected to the Legislative Assembly of Ontario in 2003 and re-elected in 2007, Laurel Broten was appointed Minister of Children and Youth Services and Minister Responsible for Women's Issues and the Poverty Reduction Strategy in October 2009.

A tireless advocate for women and children, Laurel conducted province-wide consultations that led to the government's Domestic Violence Action Plan and introduced legislation that requires all Ontarians to report images of child abuse. This bill became law under the Child Pornography Reporting Act. Laurel again took bold and progressive steps when she authored a report detailing a five-point action plan to create more opportunities and reduce barriers for internationally trained doctors in Ontario. Her report formed the basis for legislation introduced in 2008 that helps to improve access to health care for Ontario families.

As Minister of the Environment, Laurel developed policies under one of Canada's most comprehensive climate change plans that supports business, creates jobs and sets aggressive targets to reduce greenhouse gas emissions. She also introduced the Clean Water Act designed to better safeguard Ontario's drinking water, ban diversions from the Great Lakes and, for the first time, charge commercial and industrial users for the water they take and use.

Laurel's work in the area of corporate social responsibility and the better protection of investors led to a review of Ontario's current reporting standards after receiving unanimous support by the Legislature. Laurel has been an active member of her community for a decade. Prior to running for office, she built a successful career practicing equity, commercial and human rights law. She earned her law degree from the University of Western Ontario with distinction, and articulated at the Supreme Court of Canada for one of Canada's most preeminent jurists.

6. SESSION 1: SUMMARIES OF THE PRESENTATIONS

Don Drummond

ECONOMICS ADVISOR, TD BANK FINANCIAL GROUP

THE ECONOMIC CASE FOR SOUND SOCIAL POLICIES AND LESSONS FROM THE PAST:

Drummond's presentation outlined five lessons to ensure successful policy changes. These five lessons are:

- **Set the appropriate context and set it within a framework:** Drummond stated that when dealing with a complex issue such as income security, policy makers often adopt too narrow an approach when the scope of the problem is in fact much broader. Drummond suggested more holistic policies could be created by tackling problems from their root causes. This means that issues must be contextualized. Income security must be understood within the context of the changing labour market and the present day fiscal reality. Drummond outlined the three goals of social policy being social investments, social insurance, and social inclusion. While these elements are often distinct, it is important to put them into practice by acquiring human capital, mitigating income inequality, and addressing economic and social exclusion.
- **Distinguish between expenditure and investment:** Drummond noted that the biggest obstacle to positive change in social policy is the distinction between expenditure and investment. There is a continuing notion that income security is simply a handout. This view must change. In order to change this mindset, Drummond suggested looking at lessons from

other policy areas. Drummond explained that income security should not be perceived as an expenditure, but rather as an investment that will reap economic returns over time.

- **Be evidence based and be specific:** Drummond recommended that proposals to government be specific about all expected-costs. The proposals must also incorporate theoretical and empirical analysis. Drummond used the example of the Working Income Tax Benefit as a proposal which became successful because of its specificity. In contrast, the proposal to raise the limits on asset tests for welfare in Ontario proved less successful because there were not sufficiently specific.
- **Strength in numbers and diversity:** Drummond stressed the importance of broad-based, diverse support. Proposals are stronger if they are supported by a broad consortium as politicians take comfort in knowing proposals have public acceptance. He cautioned that a weakness in the Income Security Roundtable was underrepresentation from the business community. The business community needs to be engaged in order to make the recommendations from the Income Security Roundtable viable, especially if recommendations may generate fiscal costs or raise premiums.
- **Stretch but don't break government:** Drummond advised that government needs to be treated as an ally and should not be bullied or pressured. While he acknowledged that the government is open to collaboration, he also noted that government is becoming less proactive and more reactive. As a result, he cautioned that it may be challenging to convince the government to adopt recommendations from the Income Security Working Group.

ABOUT DON DRUMMOND:

Don Drummond was born and raised in Victoria, British Columbia, where he graduated from the University of Victoria. He subsequently received his M.A. in Economics from Queen's University.

Mr. Drummond joined the federal Department of Finance upon completing his studies at Queen's. During almost 23 years at Finance, Mr. Drummond held a series of progressively more senior positions in the areas of economic analysis and forecasting, fiscal policy and tax policy. His last three positions were respectively, Assistant Deputy Minister of Fiscal Policy & Economic Analysis, Assistant Deputy Minister of Tax Policy & Legislation and most recently, Associate Deputy Minister. In this latter position Mr. Drummond was responsible for economic analysis, fiscal policy, tax policy, social policy and federal-provincial relations. In particular, Mr. Drummond coordinated the planning of the annual federal budgets.

Mr. Drummond joined the TD Bank in June 2000 as Senior Vice President and Chief Economist. Mr. Drummond led TD Economics' work in analyzing and forecasting economic performance in Canada and abroad. For Canada, this work is conducted at the city, provincial, industrial and national levels. TD Economics also analyzes the key policies which influence economic performance, including monetary and fiscal policies. Mr. Drummond retired from his role as Senior Vice President and Chief Economist on June 5th and is now Economics Advisor to TD Bank.

Mr. Drummond travels widely across Canada and abroad, speaking to various groups about the Canadian economy and its prospects and he is frequently quoted by the media on economic and policy issues. He is also the Donald Matthews Fellow and Distinguished Visiting Scholar at the School of Public Policy at Queen's University.

Michael Oliphant

DIRECTOR, RESEARCH AND COMMUNICATIONS, DAILY BREAD FOOD BANK

PROMOTING A BOLD VISION FOR INCOME SECURITY REFORM:

Michael Oliphant presented an overview of the recommendations for the scope and terms of reference of an impending Ontario Income Security Review. These recommendations were submitted by the Social Assistance Review Advisory Council (“SARAC”) to the provincial government in June 2010.

Prior to discussing the six directions for the future review of the Ontario Income Security system, Oliphant made the case for an Ontario income security review. Created in the 1960s, in a different economy than the present, the income security system is very outdated. There is no satisfaction with the current system from the public, community groups, the business community, or those individuals accessing the system. Moreover, there is an urgency to transform income security because of the current recession. The new vision of income security in Ontario needs to ensure opportunities that provide jobs out of poverty, workforce development, livable incomes and community support.

The six directions for a future review are:

- Building on the approach of the Ontario Child Benefit, develop an expanded range of income and services to be available to all low-income Ontarians.
- Strengthen initiatives such as minimum wage increases, enhanced employment standards, fair employment initiatives and the federal Working Income Tax Benefit to ensure the labour market offers effective pathways out of poverty.
- Replace short term coverage in Ontario Works with more appropriate financial support outside of the social assistance system for those who are temporarily unemployed.
- Re-engineer long-term coverage in Ontario Works as an opportunity planning program to support achieving full labour market potential through skills building, education, training, employment and related support.
- Develop standards for a liveable income and a process to use those standards to assess the adequacy of Ontarians’ incomes.
- Improve income and social supports for those whose reasonable prospects of earning liveable incomes from employment are limited by disability or other circumstances, including a possible new vision for the Ontario Disability Support Program and exploring options for alternative models of financial assistance.

In conclusion, Oliphant noted the five components of the consultation process:

- Panel of individuals with lived experience
- Public consultations from across the province
- Separate First Nations consultations
- Expert Panel, and
- Written input via the internet and regular mail.

This review process should last between 12-18 months to ensure the process is done properly and thoroughly.

[See Appendix 1](#) for slides accompanying Michael Oliphant’s presentation.

ABOUT MICHAEL OLIPHANT:

For the past seven years, Michael Oliphant has been the Director of Research and Communications at the Daily Bread Food Bank. During those seven years, he has done much to push forward public policy initiatives around issues of hunger and poverty in Ontario. Michael was integral to the research team that developed the Ontario Deprivation Index, Canada's first community-based measure of poverty. Currently, he is working with Voices from the Street to create a community-based social assistance review. He is committed to innovative research that ensures low-income Ontarians are actively involved in public policy development.

Born and raised in London, Ontario, Michael was the first in his family to graduate from university, having taken political science at Wilfrid Laurier University and York University. He has been an active advocate for poverty issues, routinely acting as a spokesperson for Daily Bread Food Bank in the media. He was also involved in the St. Christopher House/Toronto Summit Alliance Modernizing Income Security for Working Age Adults Project.

His work around Ontario's poverty reduction strategy included bringing an international policy expert to meet with the Ontario government, policy experts and community activists. He has co-authored a number of reports on poverty, including the Daily Bread Food Bank's annual *Who's Hungry: Profile of Hunger in the GTA*. In addition to being a part of the team that successfully lobbied the Ontario government to implement the Ontario Child Benefit, he also co-authored a paper advocating for the benefit in 2005.

Pat Capponi

FACILITATOR, VOICES FROM THE STREET

BREAKING THROUGH: LEARNING FROM LIVED EXPERIENCE:

Pat Capponi shared the experiences of the People's Blueprint Panel (PBP), a group of twenty people "dependent" on some form of social assistance. Each of these individuals was selected from over 700 applications and represents the voices of their communities in preparing a blueprint for social assistance reform. This approach enables people with lived experience to talk together, thereby capturing real stories and real information that is useful in preparing the blueprint.

Capponi explained that people in poverty can easily lose their spirits and their ability to motivate themselves when constantly experiencing judgment from workers and perpetual line-ups for everything, from a place to sleep to a place to hang out during the day. The strong emphasis on credentialism in our society creates barriers for many people to get out of poverty. Capponi articulated that people on social assistance want an increase in opportunity – whether it is to apply for jobs or to go back to school – and not simply an increase in welfare. Simply stated, people really do want to work. In regards to what individuals with lived experience need, Capponi stated that those working in the system need to realize that the best help that can be given to people is to make way for their voices and their experience. We need to work intensely to get people back on their feet with true partnerships, and that means working side by side to better lives.

In conclusion, Capponi stated the next step is to transform not only social assistance, but also social agencies by getting them to work for people. The urgency should be the fact that people's lives are at stake and people have a right to self-actualize and not be treated as fraudulent individuals. There is a greater need for authentic dialogue with people if we are to find long lasting solutions to poverty.

ABOUT PAT CAPPONI:

Pat Capponi has carved out a career as an author, public speaker and group facilitator. As detailed in *Upstairs in the Crazy House*, *Dispatches from the Poverty Line* and *The War at Home* (Penguin Can.), Pat used her own experiences of early abuse and extreme poverty to fuel her efforts to win substantive change in how those labeled mentally ill are treated, in hospitals and in the community. She has also been a vocal force in bringing to light the disempowering effects of dependence on social agencies and the ways in which those effects can be mitigated and reduced.

Pat Capponi was a founding member of the Supportive Housing Coalition in Toronto, and the Gerstein Crisis Center, as well as serving on the inaugural board of CAMH. She was appointed to the short lived Ontario Advocacy Commission, as well as being a member of the Graham Committee, a provincial government initiative to reform mental health delivery in Ontario. Currently, Pat is a member of the Social Assistance Review Advisory Council appointed by the Minister of Community and Social Services, as well as being a part of the steering committee of 25 in 5, and she works as the primary facilitator with Voices from the Street.

She has written articles for Now Magazine, book reviews for the Globe, and op-eds for the Toronto Star. She has created a mystery series set in the Parkdale community that she knows best. Pat Capponi is a member of the Order of Ontario, a recipient of the C.M. Hincks award from CMHA, and the Queen's Jubilee medal.

Tom Zizys

LABOUR MARKET ANALYST, METCALF FELLOW

THE CHANGING LABOUR MARKET

Tom Zizys' presentation examined changes to the labour market and how these changes have impacted the kinds of jobs people can obtain and the level of incomes they can earn.

In his research, Zizys looked at the 520 jobs in the National Occupation Code and divided them into three categories: knowledge work, middle jobs, and entry level jobs. Knowledge work jobs are those requiring a degree. Middle jobs are those jobs in which no university degree is required, but skills are required through trades' certificate or on the job training. Finally, entry-level jobs are typically a person's first job and they usually require only a high school diploma. Increasingly, however, there are fewer opportunities for career advancement from these jobs.

Zizys then compared the data from 1991 and 2006 in these three job categories. In 1991, the distribution of jobs was roughly even across all three categories. In 2006, however, an increase in entry level jobs and knowledge jobs resulted in the formation of an hourglass distribution. As a result in 2006, there was a polarization of occupations, and thus a polarization of incomes. In Toronto the hour glass is top heavy, meaning there is a greater number of knowledge sector jobs, whereas in the rest of Ontario it is bottom heavy, with larger proportions of people occupying entry level positions. Knowledge work jobs increased in Toronto between 2001 and 2006 while middle jobs and entry level jobs decreased. As a result, there is an increasing likelihood that middle and entry-level workers resident in the City of Toronto will have to commute for work in their occupations to the rest of the GTA.

In comparison to other countries in the Organization for Economic Cooperation and Development (OECD), Canada has the highest rank of university graduates in the workforce, but also the highest rate of university graduates earning less than the average median income. Zizys highlighted that people with university degrees are struggling to find knowledge jobs. Between 1996 and 2001, 80 percent of people entering the workforce obtained knowledge based jobs. Between 2001 and 2006 the percentage of new university graduates entering the workforce took knowledge based jobs dropped to 60 percent.

Zizys suggested that our employment services need to be more focused on the demand side, meaning a greater focus on the needs of employers as opposed to only addressing the barriers experienced by unemployed individuals.

[See Appendix 2](#) for slides accompanying Tom Zizys' presentation.

ABOUT TOM ZIZYS

Tom Zizys has worked as a consultant in the community sector for over 18 years. He has extensive experience as a policy researcher and project consultant in the community sector, focusing on labour market analysis and designing employment programs. Other fields of work have included community economic development and addressing homelessness. He specializes in research studies, evaluations, project development and funding proposals.

Tom previously held a number of senior positions in the Government of Ontario, including Director of Policy, Premier's Office (1985-86), Executive Coordinator, Cabinet Committee on Justice Policy (1987), and Chairman, Housing Advocacy Task Force (1988-89). He has taught several courses at the university level at York University and Ryerson University, including program evaluation, public policy and public law. He has also been involved in numerous international development projects, funded by the World Bank, the United Nations Development Programme, the Canadian International Development Agency, the British Department for International Development and the United States Agency for International Development. As a result, he has significant international expertise in project design (including the design of evaluation frameworks and identification of indicators), project implementation and project evaluation.

Tom holds degrees in political science (BA – McGill), law (LLB – York University) and public administration (MPA – Harvard).

Andrea Baldwin

**DIRECTOR, ADVISORY SERVICES, CANADIAN BUSINESS FOR SOCIAL RESPONSIBILITY
CHAIR, TCSA WORKING GROUP ON INCOME SECURITY**

SETTING THE GTA CONTEXT IN PREPARATION FOR SESSION 2:

Andrea Baldwin helped frame and contextualize the income security issue with some Greater Toronto Area (GTA) specific data. For example, of the 4.1 million people living in the GTA there are 560,000 living in poverty. This means that 13.6 percent of the GTA population live in poverty; a much greater percentage than in the rest of Ontario where poverty rate is 8 percent. This kind of specific data helped isolate the issue and provided participants with a framework for their Session 2 discussions.

Baldwin encouraged the participants to examine which individuals are falling through the cracks and think about what measures Ontario can take to create an income security system that meets the needs of everyone. Likewise, Baldwin told people to think broadly about the kinds of actions that ensure that Ontarians have the income security they desire later. Baldwin reminded participants that the ideas generated at the roundtable will be used to convey the need for income security reform.

ABOUT ANDREA BALDWIN:

Andrea is the Director of Advisory Services at Canadian Business for Social Responsibility (CBSR). She is based in CBSR's Toronto office. Andrea's areas of expertise include strategy development, multi-stakeholder facilitation, project management and government relations.

Andrea is on the Interim Executive Committee of the Federal Government's CSR Centre for Excellence and speaks regularly at conferences. She is the author of several papers on social entrepreneurship and is the chair of a Toronto City Summit Alliance working group on poverty and income security.

Prior to joining CBSR, Andrea worked as a senior Project Leader for Boston Consulting Group where she focused on strategy development and business analytics for profit and non-profit clients. She also worked as the Charge d'affaires for the Canadian Embassy in Panama City during which time she promoted \$1B in Canadian mining investment.

Andrea is fluent in both French and Spanish and holds a Bachelor of Commerce degree from the University of Ottawa.

7. SESSION 2:

Summary of the Discussion

Following the panel presentations, the Roundtable participants engaged in an "*Alternative Future Environments*" breakout exercise. The goal of this exercise was to encourage people to begin thinking creatively about income security issues and test the flexibility and robustness of proposed regulations, policies, practices and other actions under the three different economic environments. In small roundtables of eight to ten people, participants were asked to develop a list of key actions necessary to improve income security to be undertaken by three primary actors: government, private sector and community organizations/civil society. Participants were encouraged to distance themselves from their traditional lenses/political perspectives in an effort to generate as broad a range and scope of ideas as possible.

The major overarching theme which emerged from this session was the need to change the public perception of income security. Participants highlighted the importance of building a societal consensus that *everyone matters*. It became apparent throughout the discussions that language around income security must change from expenditure/costs to investments in people and the future.

ACTIONS FOR GOVERNMENT

Social Assistance: Participants expressed great dissatisfaction with the current state of the income security system and suggested a variety of measures both the provincial and federal governments could take to improve this situation. Social assistance reform was a recurring theme at many tables. Participants suggested that the government raise the asset limit for Ontario Works (OW) and Ontario Disability Support Program (ODSP) recipients. Others suggested the creation of a housing benefit and the expansion of drug and dental benefits, which would be made available to all working poor, outside of the social assistance system. Many would like to see the ODSP program remodeled on existing programs for seniors such as the Guaranteed Income Supplement or the Canada Pension Plan Disability benefit.

Tax Reform: Many tables discussed an array of tax reforms. Several participants suggested expanding the Working Income Tax Benefit (WITB). Some suggested that the government investigate new forms of taxation on financial transactions, for example, and increase certain existing lev, inheritance taxes and/or corporate taxes. Participants also discussed the creation of various kinds of tax incentives for things such as the green jobs, social enterprises, social hiring, and alternative investments.

EI Reform: At the federal level, there were repeated calls for Employment Insurance (EI) reform. Many participants would like to see the government reduce the numbers of hours required to be eligible for EI

and ensure that independent contract workers, the self employed and caregivers are able to access benefits. There were also suggestions that the government improve training programs and create more mentorship opportunities to provide additional transitional support into and out of the labour market. The government was also encouraged to shift training towards relevant jobs such as trades and to unconventional employment such as social enterprises.

Labour Standards: Many participants expressed concern that many existing labour standards are outdated and no longer reflect the employment diversity of the labour market. The government was called on to develop more robust employment equity laws which account for varied labour arrangements and better enforce existing labour standards. There was concern, however, that these regulations would need to be crafted in a manner which did not inhibit economic growth in the region. Participants also wanted to ensure that service sector jobs could be good jobs with all employees able to access to benefits. They further suggested the government raise minimum wage or introduce a Guaranteed Annual Income as a part of a poverty reduction strategy.

Immigration Policy Reform: Participants also discussed potential changes in the area of immigration. Many participants suggested the reform or discontinuation of the Temporary Foreign Workers' Program. Others emphasized the need for better matching the skills of immigrants with those demanded in the labour market. Participants also discussed the need for more recognition of foreign credentials and the enhancement of settlement services, including language and employment training for recent immigrants.

Overall, participants recommended better coordination within government and better analysis of interrelated policy recommendations. It was also recommended that the government conduct further social research and disaggregate data to ensure holistic evidence-based policy making. Once research is conducted, participants would like to see the improvements in the way government research is disseminated to the community and community organizations.

ACTIONS FOR THE PRIVATE SECTOR

Leadership: At the broadest level, the private sector could undertake a leadership role in the development of a prosperity agenda which portrays income security as a vital economic investment. The private sector has an important role to play with regards to income security as both an investor and employer. Participants suggested the private sector could be encouraged to make investments to expand new sectors such as small businesses, social enterprises and the green economy, as a potential means of creating new jobs for the region. The private sector could additionally engage in non-traditional financing mechanisms, such as micro-finance, to support up and coming businesses and social enterprises.

Employee Investment: Participants also discussed how the private sector could make further investments in employees. The private sector has a responsibility to ensure its employment practices align with labour standards. The private sector, particularly in the Toronto region where there is a critical mass of businesses, has the opportunity to exhibit strong leadership in the development and execution of innovative employment practices. The sector could also collaborate to develop and test new employment practice models that invest in the current labour force through the provision of training and benefits as well as find ways for employers to provide real opportunities to people from vulnerable and excluded groups. In an effort to remove the barriers to employment, the private sector could adopt social hiring practices which take into account leadership and volunteerism, rather than credentials alone.

Community Investment: There are additionally a lot of opportunities for the private sector to invest in priority neighbourhoods in the Toronto and the wider Greater Toronto Area, both in terms of physical

infrastructure and the building of social housing, as well as through the development of human capital. Participants suggested professionals from the private sector could commit to pro-bono consulting for community organizations, or develop apprenticeship programs or mentorship for youth at risk.

ACTIONS FOR COMMUNITY ORGANIZATIONS/CIVIL SOCIETY

Convening: Community organizations were viewed by many participants as conveners. Participants suggested that these organizations could create positive change by creating space for dialogue on these key issues such as poverty and racism and serving as advisors, bringing local knowledge and voices to government policy making tables. Participants highlighted that community organizations are good at acquiring qualitative data. It was recommended that community groups actively pursue more consultations with the community to hear new voices, gather and share stories about different people's experiences.

8. SESSION 3:

Jeannette Hanna

VICE PRESIDENT, STRATEGY, TRAJECTORY

SIMPLE RULES FOR COMPLEX STORIES:

Jeannette Hanna outlined how to effectively communicate complex issues in an accessible manner. When addressing a complicated problem such as income security, Hanna suggested the message be simple (not simplistic!) and creative. It is important to create a message that addresses the basic question for the audiences: Why should they care? Drawing on visual examples, she stressed the power of metaphors and mnemonics. She encouraged the group to find a signature idea, person, or situation that crystallizes what's at stake. Hanna concluded that a simple yet well articulated message will be the key to captivating attention and enabling both community and individual action.

[See Appendix 3](#) for slides accompanying Jeannette Hanna's presentation.

ABOUT JEANNETTE HANNA:

Perhaps it's her journalism training that drives Jeannette's obsession with distilling and clarifying the stories of organizations and places. It's a theme that's been honed over her long tenure as the brand strategy lead for Spencer Francey Peters and then as a founder of Trajectory.

Her international client roster reflects Jeannette's range – from billion dollar enterprises to innovative start-ups – across a broad spectrum of sectors: finance, technology, healthcare, tourism, education, economic development, culture and social enterprise. Some of her most notable clients include Four Seasons Hotels and Resorts; Destination DC; Scotiabank; Canada Post; Toronto City Summit Alliance; the Royal Ontario Museum and the University of Guelph. New additions to the Trajectory client roster include the Toronto 2015 Pan Am Games, Toronto Public Library and Mount Allison University.

A regular lecturer at business schools, you'll also find her byline in a variety of publications – *Design Management Journal*, *Municipal World*, *Canadian Business* among others – sharing insights on the new realities of brand and business strategy. As co-author of *Ikonica, A Field Guide to Canada's Brandscape*, she explored the emerging interdependencies of commerce, culture and community. Jeannette's also a contributing author to the recently published book, *Rediscovering the Wealth of Places*. She serves on the Board of the Design Management Institute based in Boston, the Canadian Marketing Association's Brand Council as well the Innovation Centre of the cancer support group, Wellspring.

APPENDIX 1

Promoting a Bold Vision for Income Security Reform

Report of the Social Assistance Review Advisory Council

June 2010

Overview

This presentation provides an overview of the recommendations for the scope and terms of reference for an Ontario Income Security Review.

The Social Assistance Review Advisory Council was given two mandates:

1. Submit recommendations to the Minister of Community and Social Services regarding the scope and terms of reference for a review of Ontario's social assistance system
2. Advise the Minister of MCSS regarding possible short-term changes to social assistance rules that would improve the program for beneficiaries without adding substantial costs.

The case for an Ontario Income Security Review

There is broad consensus for reform

- There is deep dissatisfaction with the existing approach to social assistance from all quarters: community groups, business, labour, policy makers, the people who run the system and those who receive its benefits.

The current system is deeply flawed

- Ontario's core social assistance programs – Ontario Works and the Ontario Disability Support Program – together with other programs that make up Ontario's income security system continue to fall short in providing an economic safety net for individuals and families as well as promote opportunity.
- Over \$25 billion spent on pre-retirement income security programs in Ontario. We need to better align our program investments with a clear vision of a system that Ontarians want and need.

Support Economic Transition & Build for the Future

- The income security system in Ontario must be transformed not despite Ontario's fiscal situation but because of it. The province needs a plan for the income security system it wants to build as part of its economic recovery.
- The current income security system was built in the 1960's and has not kept up with the changing nature of work and Ontario's economic reality.

Address real needs and aspirations of Ontarians

- "People want real opportunities and in the long run educating them helps everybody...Many people are hungry for more and are frustrated that they cannot grow and become what they have to offer" Ontario Disability Support Program recipient Toronto (People's Review panel member)

3

Elements of a new vision of income security in Ontario

A transformed income security system in Ontario should aim to:

- Contribute to labour market opportunities to ensure jobs provide real pathways out of poverty;
- Provide workforce development and related services to help all Ontarians do better, including support for out-of-work and underemployed Ontarians to transition into sustainable employment;
- Support Ontarians in good and bad times through liveable incomes and community supports.

4

A review should go beyond social assistance and look at all income security programs

- Review of Social Assistance in isolation of other income security programs for working age adults too narrow and would not address pressing needs of Ontarians.
- Social assistance represents only 23% of total funds invested in income security programs in Ontario or \$5,942 billion of over \$25.8 billion.
- Only 37.9% of unemployed workers in Ontario receive regular Employment Insurance Benefits. Many unemployed workers must turn to SA for assistance with its maze of rules including stripping of assets.
- Many working-age persons with disabilities have no other means of obtaining needed income and services, or access to programs such as Workplace Safety and Insurance Board or the Canada Pension Plan Disability Benefits – other than Ontario Disability Support Program.

5

Scope of the Ontario Income Security Review

Recommend a comprehensive Ontario Income Security review. The goal of such a review should be to develop a detailed road map with key milestones that lays out the core steps required to achieve a modernized income security system. This should entail:

- Undertaking a comprehensive assessment of income security, employment and social supports for working age adults;
- Examining federal programs such as Employment Insurance, provincial programs such as Ontario Works and Ontario Disability Support Program, as well as local and community roles;
- Planning to deal with financial and other mechanisms required to navigate through a changed income security system.

6

Six strategic directions that should underpin the review's consultation with Ontarians

- 1) Building on the approach of the Ontario Child Benefit, develop an expanded range of income and services to be available to all low-income Ontarians. This should include:
 - Rather than social assistance, whenever possible, programs paying financial benefits should be available to all low-income households through the tax system
 - Examining the development of a Housing Benefit paid outside of social assistance
 - De-linking health, social services and other services such as drug and dental benefits from social assistance and made available based on income or needs tests.

7

Six strategic directions that should underpin the review's consultation with Ontarians

- 2) Strengthen initiatives such as minimum wage increases, enhanced employment standards, fair employment initiatives and the federal Working Income Tax Benefit to ensure the labour market offers effective pathways out of poverty. This should include:
 - Making continuous improvements in the standards of employment and their enforcement, especially for those most vulnerable to exploitive work relations.

8

Six strategic directions that should underpin the review's consultation with Ontarians

- 3) Replace short term coverage in Ontario Works with more appropriate financial support outside of the social assistance system for those who are temporarily unemployed.
- The review should consider whether an income-tested, non-contributory unemployment assistance plan is needed in addition to an improved Employment Insurance plan.

9

Six strategic directions that should underpin the review's consultation with Ontarians

- 4) Re-engineer long-term coverage in Ontario Works as an opportunity planning program to support achieving full labour market potential through skills building, education, training, employment and related support. This should include:
- Examining how a transformed Ontario Works can provide access to critical services and supports to unemployed and underemployed
 - Studying how local service delivery can provide a means of quickly adapting to changing labour markets and supporting workforce development initiatives
 - Ensuring that the guiding principle of a re-designed program should be 'least intervention' requiring the least intrusion in recipient's lives

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Six strategic directions that should underpin the review's consultation with Ontarians

5) Develop standards for a liveable income and a process to use those standards to assess the adequacy of Ontarians' incomes. This should include:

- Identifying how to resolve negative interactions between income programs and benefits
- Considering immediate implementation of measures to increase incomes of unattached individuals and couples without children receiving Ontario Works. Ontario's options include expanded refundable tax credits, raising basic rates, or introducing new core benefits for all low-income Ontarians.

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Six strategic directions that should underpin the review's consultation with Ontarians

6) Improve income and social supports for those whose reasonable prospects of earning liveable incomes from employment are limited by disability or other circumstances, including a possible new vision for the Ontario Disability Support Program and exploring options for alternative models of financial assistance. This should include:

- Considering strategies to improve financial and social supports to those outside the labour market, including improvements to ODSP. ODSP should be re-envisioned to improve the application process, minimize intrusion into peoples' lives and to support the aspirations of people with disabilities through the provision of better training and employment supports.

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These seven outcomes to form a basis for measuring a newly reformed system

- Social and economic inclusion
- Autonomy, responsibility and dignity for recipients
- Income for all Ontarians that at least meets a liveable income standard
- Human capacity development and its optimal employment to contribute to the economic prosperity of Ontarians
- Public and fiscal sustainability
- Fairness, equity and transparency
- Empowerment of recipients to improve their economic circumstance

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The review structure

Two commissioners: lead the review reporting to an inter-ministerial committee. They are responsible for delivering a plan with recommendations for transformation of Ontario's income security, employment and related supports based on the Terms of Reference outlined in SARAC's report

Advisory Council: advise and validate critical aspects of the review; convened by the commissioners. Council members drawn from diverse geographic, sectoral and social perspectives from across Ontario, including representatives with lived experience drawn from groups at heightened risk of poverty

Secretariat: administration and coordination role providing research, outreach, consultation and communications support reporting to the commissioners

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The public consultation should be shaped by four goals

- Engage in a dialogue with a representative group of Ontarians with lived experience of social assistance
- Draw in the expertise of people receiving income security benefits, system stakeholders, key informants, policy experts and researchers
- Implement mechanisms to ensure all Ontarians have an opportunity to provide suggestions, advice and opinions
- Engage members of Provincial Parliament and other political leaders in the review

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Five components of the consultation process

- **Panel of experience** - modeled on, or continuing the Peoples' Review
- **Public Consultations** - across the province including in remote, rural and isolated delivery sites. Commissioners should work with local partners to ensure comprehensive dialogues across all sectors, and ensuring specific groups and populations reached
- **First Nations** – separate and substantive discussions with First Nations to ensure reforms reflect their needs and priorities
- **Expert Panel** – Roundtables of experts and key stakeholders in various aspects pertaining to the review
- **Written Input** – via the web and regular mail

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Timelines

Timelines: 12-18 months

Establish linkages to other processes underway – Long Term Affordable Housing Strategy, Human Services Implementation Steering Committee, Poverty Reduction Strategy, etc.

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How you can support the Ontario Income Security Review

- Write a letter to the Minister of Community and Social Services and the Premier of Ontario expressing your support for the Social Assistance Review Advisory Council's recommendations
- Request a detailed briefing of the Social Assistance Review Advisory Council's report by contacting Michael Oliphant at:

michael@dailybread.ca

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APPENDIX 2

THE CHANGING LABOUR MARKET

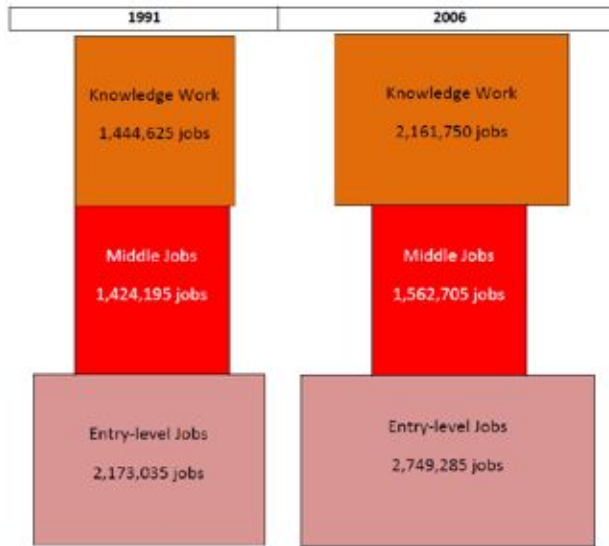
Presentation to the
Summit 2011 Preparatory Roundtable on Income Security Issues

Tom Zizys
June 30, 2010

KNOWLEDGE WORK	<p>QUALIFICATION:</p> <p>University degree, or Three-year college diploma, or A highly specialized skill</p> <p>Senior managers; doctors; engineers; accountants; registered nurses, legal secretaries</p>
MIDDLE JOBS	<p>QUALIFICATION:</p> <p>Do not require a university degree, maybe two-year college or trade certificate; Or requires the accumulation of experience and skills acquired in the workplace</p> <p>Supervisors; food or retail managers; payroll clerks; secretaries; dental assistants; chefs; tradespeople</p>
ENTRY-LEVEL JOBS	<p>QUALIFICATION:</p> <p>At most a high school diploma and some on-the-job orientation</p> <p>General office clerks; cooks; retail salespersons; cashiers; cleaners; labourers</p>

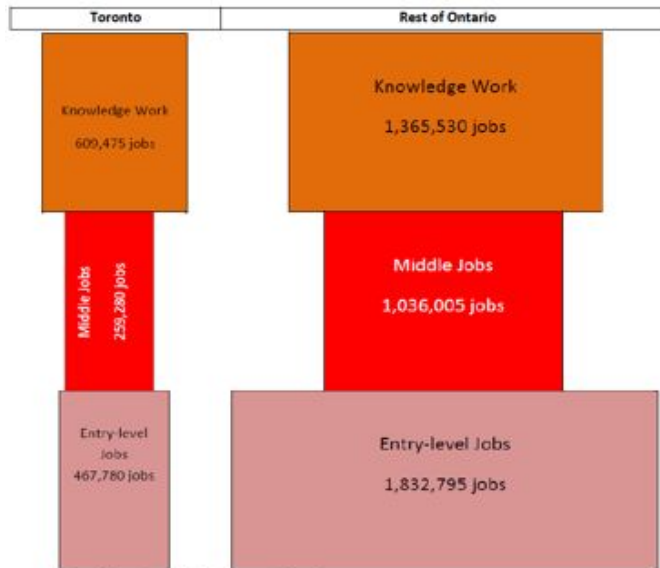
From study for Toronto Workforce Innovation Group: *An Economy Out of Shape: Changing the Hourglass*

Comparison of distribution of jobs by skill categories, Ontario, 1991-2006



Size of boxes is to scale, for comparison's sake.

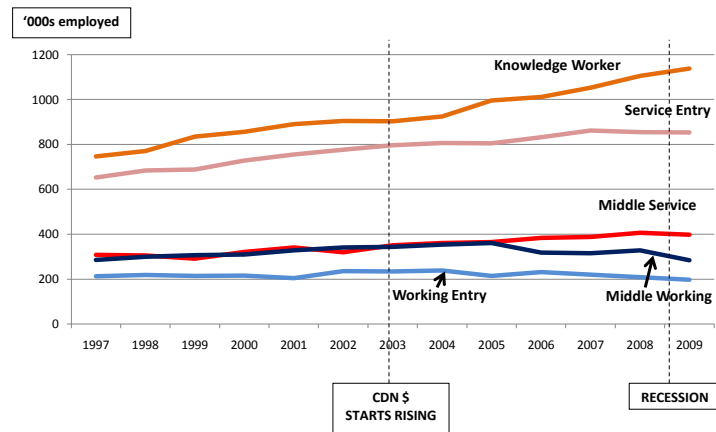
Comparison of distribution of jobs by skill categories, Toronto and the rest of Ontario, 2006



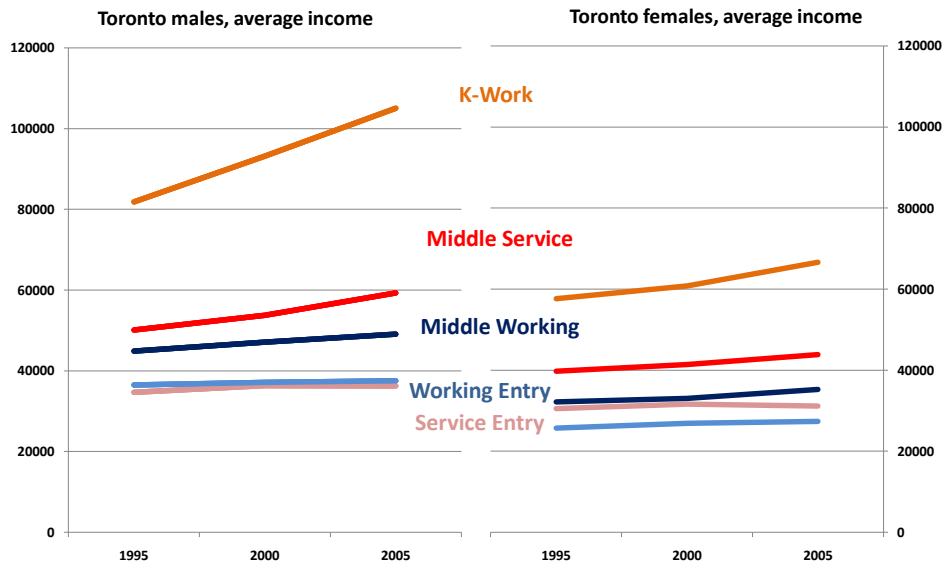
Size of boxes is to scale, for comparison's sake.

KNOWLEDGE WORK	K-WORK	
MIDDLE JOBS	MIDDLE SERVICE	
	MIDDLE WORKING	
	MIDDLE PRIMARY	
ENTRY-LEVEL JOBS	SERVICE ENTRY	
	WORKING ENTRY	
	PRIMARY ENTRY	

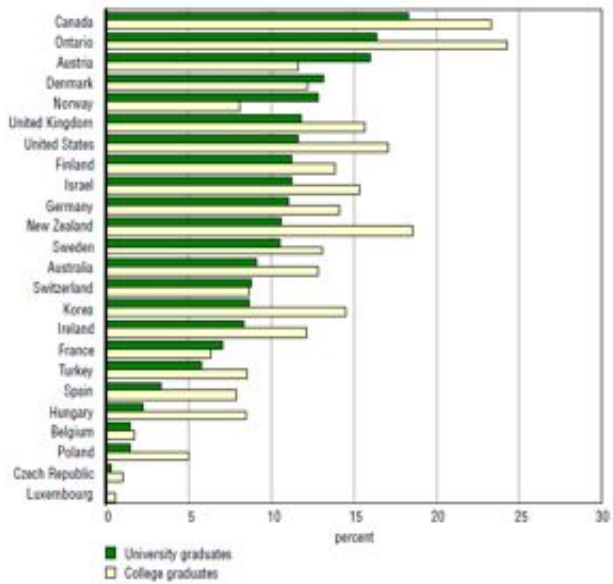
Employment trends by broad sector and skill categories, Toronto Census Metropolitan Area, 1997-2009



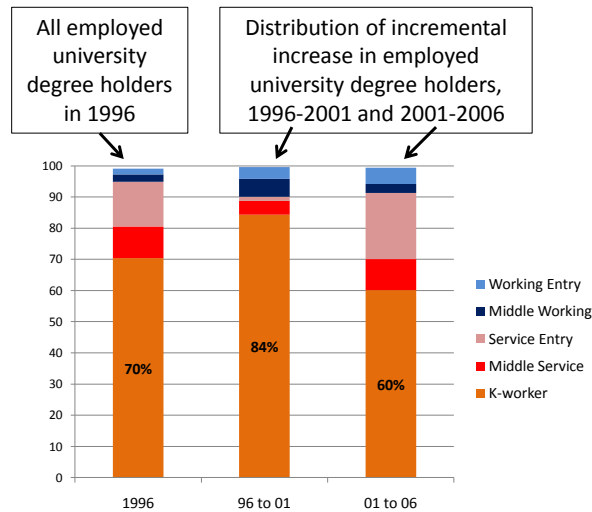
Average incomes, full-time/full-year workers, males and females, Toronto, 1995-2005 (2005 dollars)



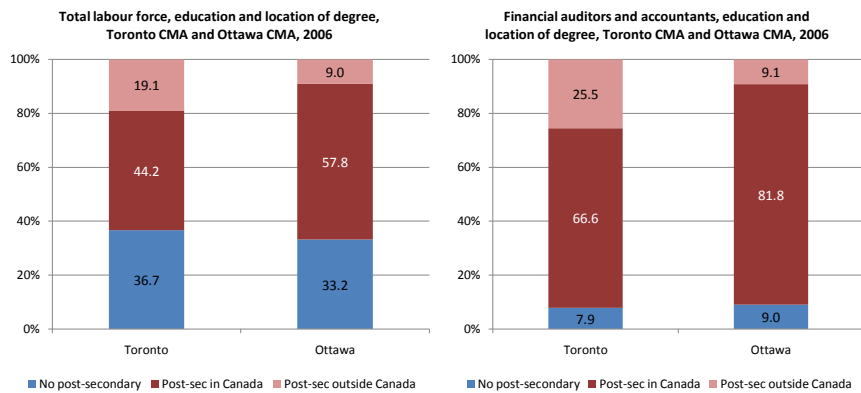
Percentage of university and college graduates, aged 25 to 64, with earnings at or below less than half of the national median employment income, Ontario, Canada and OECD countries, (2006 or latest available year)



Distribution of employed residents with university degrees by occupation categories, Ontario



Education and location of degrees, select occupations, Toronto CMA and Ottawa CMA, 2006 (I)

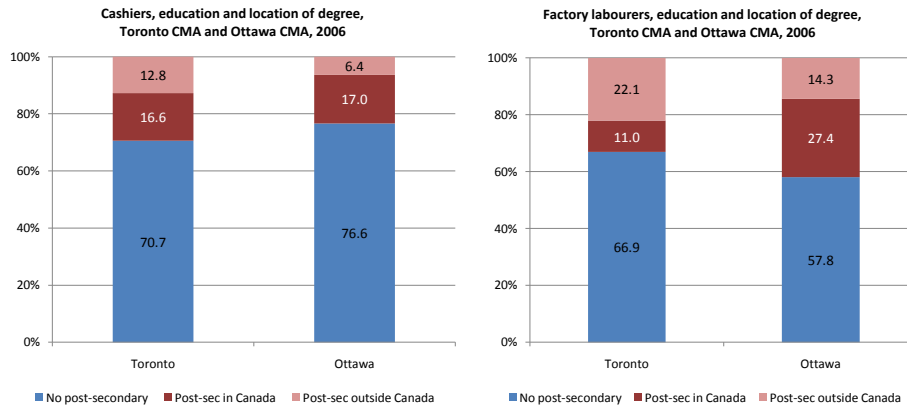


Ratio of "in Canada" degrees to "outside Canada" degrees:

Toronto:	2.3
Ottawa:	6.4

Toronto:	2.6
Ottawa:	9.0

Education and location of degrees, select occupations, Toronto CMA and Ottawa CMA, 2006 (II)



Ratio of "in Canada" degrees to "outside Canada" degrees:

Toronto:	1.3	2.3	Toronto:	0.5
Ottawa:	2.7	6.4	Ottawa:	1.9

ALL

Current employment services

- Counselling about job options
- Job search skills
- Leads about employers
- Interview skills
- Resume writing
- Information about the labour market
- Pre-employment workshops
- Some short-term skills training

**OUR EMPLOYMENT SERVICES ESSENTIALLY HELP
LOW-SKILLED PEOPLE COMPETE FOR LOW-PAYING JOBS**

Can we imagine something better?

- Addressing employers' concerns about skills shortages
- Raising employee skills to boost productivity
- Enhancing the competitiveness of local firms
- Putting people on career paths, not simply placing them into jobs
- Linking the education and training systems with the employment services system
- Advancing social inclusion through employment strategies that lead to good jobs

Workforce development

- Career development, not job placement
- Focus on what employers need
- Focus on what labour demand could be if the training, the supports and the systems were in place
- Link workforce development with economic development
- Will require strategies customized to different industries
- Will require a body capable of integrating all these perspectives and priorities: governments, employers, workers, the unemployed, service providers, educators and trainers

THIS IS WHAT IS DONE IN OTHER COUNTRIES –
CAN WE NOT DO THE SAME IN TORONTO?

APPENDIX 3

Income Security Roundtable

Toronto City Summit Alliance
June 30, 2010

trajectory

Simple Rules for Complex Messages



Beyond the Burning Platform...

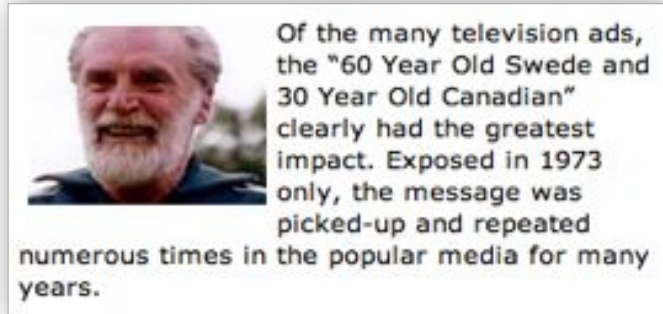
"If you need quick and specific action, then negative emotions might help. But most of the time when change is needed... these situations require creativity, flexibility and ingenuity. And, unfortunately, a burning platform won't get you that." – Chip Heath, Dan Heath in Switch



1. Identity matters.



1. Identity matters.



2. Use the power of one.



3. Get physical.



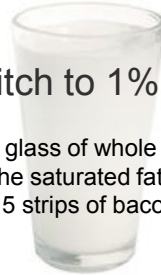


4. Simple is smart.



Switch to 1% milk

One glass of whole milk =
the saturated fat of
5 strips of bacon



5. Enable We.



6. Tell great stories.

