

# Contact Centre Sector Profile



Hamilton, Ontario, Canada



The following sections describe the advantages of locating a Contact Centre in Hamilton. The sections are as follows:

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- ▶ Section Two: **Incentives & Support**
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**Hamilton**



# Why Hamilton?

**Hamilton offers a multitude of qualities and benefits for contact centre expansion and location. Hamilton offers you:**

- A trained and ready workforce with a strong work ethic
- Access to a labour force of over 750,000 people who live within a commutable distance of Hamilton
- Committed employment, education and training partners including Service Canada, Ontario Works, Mohawk College, and the Call Centre Training Program
- Excellent building lease rates and land prices
- A state-of-the-art, fully digital network
- Exceptional quality of life including an inventory of affordable accommodation for your employees.

Hamilton's workforce is multi-cultural, with the right skills and characteristics for your contact centre. Our work ethic and current turnover rates are something that we are proud of.

In Hamilton, Atria Networks, Bell Canada, AT&T and other telecommunications providers have the most advanced fibre optic networking and switching platforms available today with services expanding daily throughout the entire community.

Hamilton offers excellent opportunities for contact centres. We are located in the heart of the 905 and 416 area codes, offering ready access to potential clients.

Regarding available properties, a good supply of Class A and B space exists within the city core. Many buildings located in the downtown core have excellent transportation and parking availability, 24 hour monitored security systems and HVAC.

We invite your Contact Centre Team to visit Hamilton to experience everything we have to offer.



# Incentives & Support

The City of Hamilton has a number of community agencies to assist your company in accessing available hiring and training incentives.

Hamilton has many co-ordinated hiring services that will provide employers with a range of services free of charge. These include the sourcing of candidates based on specific requirements stipulated by the potential employer. These services occur in co-operation with agencies such as McMaster University, Mohawk College, Service Canada, Ministry of Community and Social Services and the Call Centre Training Program.

The City of Hamilton's goal is to provide you with as much non-taxable savings and services-in-kind as possible. The following programs will make it happen!

## **Ontario Works Employment Placement Services**

As a municipality, there are many services we can offer from a labour market/human resource perspective. Our Ontario Works Employment Placement staff will meet with you to get to know your company's specific job requirements such as skills, abilities and training needs. Then Employment Placement Staff go to work to find the right people to match your needs. Their primary goal is to match people who are capable and motivated to the right jobs.

Staff will assist you with the following:

- Promoting and hosting a recruitment/job fair event
- Complementary use of our Career Development Centre including interview rooms
- Hiring assistance, pre-screening, assessment and matching of candidates
- Follow-up support, and help with training plans
- Financial incentives to offset costs of in-house/formal training for new employees
- WSIB and accident insurance coverage for the first six months of employment

### **Contact:**

Career Development Centre, Employment Placement Services

Tel: 905-546-2424, ext. 2695

[www.hamilton.ca/owjobs](http://www.hamilton.ca/owjobs)



# Incentives & Support

## **Co-operative Education Tax Credit**

The Co-operative Education Tax Credit is a refundable tax credit available to employers operating unincorporated businesses who hire students enrolled in a recognized Ontario university or college co-op program.

[www.rev.gov.on.ca/english/credit/cetc](http://www.rev.gov.on.ca/english/credit/cetc)

In Hamilton, delivered by: Mohawk College

Tel: 905-575-2167

## **Work Experience for Students**

Ministry of Education and Ministry of Training, Colleges & Universities.

[www.edu.gov.on.ca/eng/general/accessibility/tcu/0405/](http://www.edu.gov.on.ca/eng/general/accessibility/tcu/0405/)

In Hamilton, delivered by: YMCA Career Development and Learning Centre

Tel: 905-317-4934

## **ACFO-Hamilton**

ACFO-Hamilton (French Canadian Association of Ontario) in partnership with Service Canada offers an employment assistance program for Francophones within the Hamilton and Halton Regions. As an employer of this Region, ACFO would be happy to assist you in filling your bilingual staff needs and this at no cost to you.

The Francophone Resource Centre has a diverse group of clients looking for Employment and a large number of multilingual people. Please feel free to call Louise Picard, Employment Co-ordinator for more information.

## **L'Association Canadienne-Francaise de l'Ontario:**

627 rue Main est, bureau 200

Hamilton, Ontario L8M 1J5

Tel: (905) 540-1300 Fax: (905) 540-1303

Louise Picard, extension 25

email: [lpicard@acfo-hamilton.on.ca](mailto:lpicard@acfo-hamilton.on.ca)

[www.acfo-hamilton.on.ca](http://www.acfo-hamilton.on.ca)



# Incentives & Support

## **Job Matching, Placement and Incentives**

Employers can expect support in matching of position and workplace requirements to participant skills, capabilities, interests and experience. Support will be provided to assist with the development of training plans and monitoring of placements to support success. Employers may also receive financial incentives to provide on-the-job training, including apprenticeship training and work experience opportunities. This is an Employment Ontario funded service for unemployed individuals in the Hamilton community.

In Hamilton contact:

Mohawk College, Community Employment Services Tel: 905-575-2177

YMCA of Hamilton Burlington Tel: 905-540-9679, Waterdown Tel: 905-690-9927

Employment Hamilton Tel: 905-522-4902

Goodwill, The Amity Group Tel: 905-526-8482, ext. 307

Wesley Urban Ministries Tel: 905-528-5629

Vpi Tel: 905-387-2220

SISO (Settlement and Integration Services Organization) Tel: 905-667-7476

## **Ontario Disability Support Program**

Income support program for the disabled and, employment support program to help disabled to achieve their employment goals.

[www.mcsc.gov.on.ca/mcsc/english/pillars/social/programs/odsp.htm](http://www.mcsc.gov.on.ca/mcsc/english/pillars/social/programs/odsp.htm)

Contact: Ministry of Community and Social Services, Ontario Disability Support Program

Tel: 905-521-7280



# Incentives & Support

## **Apprenticeship Training Tax Credit**

Offered by the provincial government to encourage employers to hire and train apprentices in certain trades. The three new contact centre apprenticeable occupations are Customer Care Agent, Inside Sales Agent and Technical Support Agent. Businesses are eligible to a maximum tax credit per apprentice of \$10,000/year over the first 48 months of the apprenticeship.

For more information, see the Apprenticeship Tax Credit Bulletin on the Ministry of Finance website at [www.trd.fin.gov.on.ca](http://www.trd.fin.gov.on.ca) or contact Ministry of Finance, Corporations Tax Branch, Specialty Assessment Unit at (905) 433-5450

For information on the apprenticeship program, including apprenticeship trades, trade codes, and how to register, please contact Ministry of Training, Colleges and Universities Hamilton Apprenticeship Office at (905) 521-7764

## **Call Centre Apprentice, Employer Signing Bonus**

A new \$2,000 Employer Signing Bonus initiative to encourage contact centre employers to register new contact centre apprentices. This initiative will assist employers to hire and register youth under 25 years of age who have left school and require upgrading to meet the registration standards for contact centre apprenticeship training.

[www.edu.gov.on.ca/eng/tcu/employers/emp\\_bonus.html](http://www.edu.gov.on.ca/eng/tcu/employers/emp_bonus.html)

Contact: Ministry of Training, Colleges and Universities Hamilton Apprenticeship Office at (905) 521-7764

## **For more information on these and other programs, see sites below:**

[www1.servicecanada.gc.ca/en/epb/yi/yep/newprog/yesprograms.shtml](http://www1.servicecanada.gc.ca/en/epb/yi/yep/newprog/yesprograms.shtml)

for Programs and Services for Youth

[www1.servicecanada.gc.ca/en/epb/sid/cia/grants/of/desc\\_of.shtml](http://www1.servicecanada.gc.ca/en/epb/sid/cia/grants/of/desc_of.shtml)

for Persons with Disabilities resources

[www.ontario.ca/employmentontario](http://www.ontario.ca/employmentontario) or call 1-800-387-5656

for Ontario's employment and training network



# Demographics



## **Location**

Just 45 minutes from Toronto, Hamilton is located in southern Ontario at the western corner of Lake Ontario, within a 500-mile radius of over 120 million people. Hamilton is strategically located between Toronto, Ontario and Buffalo, New York, on the Queen Elizabeth Way (QEW).

## **Population**

Hamilton has a population of 504,000, which is spread throughout the City's six communities: Stoney Creek, Hamilton, Glanbrook, Ancaster, Dundas and Flamborough. Hamilton's youth population (males and females ages 15-24) is 92,000 (2006). The highest concentrations of our youth population can be found within Hamilton's downtown neighbourhoods.

## **Culture and Languages**

Hamilton offers a cross section of languages that meet and exceed contact centre multi-lingual needs, and has a growing population of Asian, African, Mexican and South American immigrants along with a strong French speaking population.

## **Unemployment Rates**

The unemployment rate for Hamilton (CMA) is 7.7% (September 2010).



# Demographics

## Labour and Employment Characteristics

The Hamilton CMA labour force (including Burlington and Grimsby) is 400,400 (2008), the City of Hamilton's portion of this is 246,345.

Currently, Hamilton contact centres and companies with tertiary contact centre jobs represents an employment of close to 3000 call centre service representatives and related support staff in full and part time positions. Only one of the larger call centres (Revenue Canada) is unionized.

The following charts show Hamilton's top Contact Centres, along with the typical contact centre wage ranges.

### Top Customer Service/Contact Centre Employers

Company	Location (Community)	Primary Business	Employees
Protocol / INCO	77 James Street North	Outbound Telesales	465
Minacs	120 King Street West, 3rd Floor	3rd Party Contact Centre	400
SP Data LLC	110 King Street West, Suite 500	3rd Party Contact Centre	700
Pizza Pizza *	1296 King Street East	Inbound Orders	275
Canada Customs & Revenue Agency	120 King Street West, 8th floor	Government Tax Services	350
American Express *	100 King Street West,	Corporate Travel	125
CAA *	163 Centennial Parkway North	Emergency/Travel	81
Central Ambulance Communication Centre *	282 Fennell Avenue West, Suite 101	Health Care	65

2011 Employment Survey, City of Hamilton Downtown Renewal Division - \* need to be verified

### Typical, High and Low salaries for the following job titles (starting positions)

Job Title	Average	High	Low
Customer Service Representative	10.50	16.00	10.25
Retail Salesperson	10.50	12.00	10.25
Human Resources Manager	21.87	25.90	18.31
Information Systems and Data Processing Managers	21.58	24.97	17.24
Retail Trade Manager	14.76	16.91	12.00
Computer Technologist	18.04	24.78	16.54
Telecommunications Installation and Repair Worker	12.66	15.87	11.50
Computer Systems Analyst	24.61	32.10	17.93

Source: Drake International, Oct. 2010



# Demographics

## Education

Hamilton's education system is one of the finest in Canada with leaders such as Mohawk College of Applied Arts and Technology, McMaster University, Redeemer University College and College Boreal, providing a well-educated and skilled work force for local businesses.

**Mohawk College** offers over 100 full-time post-secondary and apprenticeship programs and more than 1000 continuing education courses and community training programs. Campuses and offices are located in Hamilton and surrounding communities. Mohawk College is currently launching a call centre training program that qualifies for Apprenticeship program under Ontario Ministry of Training, Colleges & Universities

**McMaster University** is the First University in Canada to offer a Computer Software Engineering Degree. In 1999, Nortel Networks created Nortel Networks Undergraduate Scholarships in Science and Technology at McMaster University. The scholarships are established for students in electrical engineering, computer engineering, computer science, software engineering and engineering physics. This scholarship program and other McMaster University initiatives will help our future labour force to compete in telecommunications and network based sectors.

**Redeemer University College** offers a university-level liberal arts and science education which is Scripturally-directed and explores the relation of faith, learning, and living from a Reformed Christian perspective and supports research and creative endeavor in this context.

**College Boreal** is a francophone community college offering continuing education, contract training, e-learning, short programs.

For more information, go to <http://www.borealc.on.ca/>



# Demographics

## **Call Centre Training Program**

The Hamilton-Wentworth District School Board Call Centre Training Program offers a 16-week call centre training program including a 4-week co-operative placement. The program was in response to the growing need for well-trained, knowledgeable “agents” able to work in a fast-paced, telecommunications environment. Specific training and recruitment packages can be created for your call centre.

Training Program staff has been tracking graduates during and after completion of the course and have found that 99% of graduates found employment and 90% of those people are still employed with the same employer.



## **Private Education Institutes**

Hamilton is served by a number of private career colleges including: CDI College, Pathway Training Centre, Business Skills College, Canadian Institute for Dental Hygiene and Metropolitan College of Travel.



# Demographics

## Housing

Regarding availability of housing, Hamilton’s downtown has a wide variety of accommodations available. For example, the renovated (historic) Piggot and Sunlife condominium apartments priced from \$100,000 per unit and up. These well-appointed condominiums are located at Main and James Streets. Other condominiums offer alternate pricing.

Single family houses ranging from \$150,000 upwards to \$500,000+ offer an excellent range of choices depending upon the purchaser’s needs. For example, a 3 bedroom detached single family house located south or Southwest of the downtown core would be priced at approximately \$200,000.

City of Hamilton apartment rental costs start at \$650 /month for a one-bedroom and \$800 /month for a two-bedroom.

City of Hamilton Average Apartment Rents, 2009

<b>Bachelor</b>	\$517
<b>One-Bedroom</b>	\$679
<b>Two-Bedroom</b>	\$831
<b>Three-Bedroom</b>	\$1022

Average vacancy rate 4.0%  
Source: CMHC Rental Market Survey, Oct. 2009

City of Hamilton Average Townhouse Rents, 2009

<b>Two-Bedroom</b>	\$837
<b>Three-Bedroom</b>	\$1015

Average vacancy rate 4.0%  
Source: CMHC Rental Market Survey, Oct. 2009

## Public Transit

There are 32 bus routes running 7 days/week, 5:30 a.m. to 1:00 a.m.

For information outlining key bus lines, go to the web location:

<http://www.hamilton.ca/CityServices/transit>

**For additional facts about Hamilton, go to:**

<http://www.investinhamilton.ca/why-hamilton/quick-facts.html>



# Quality of Life

Since the incorporation of the City of Hamilton in 1846, the downtown has and will always be the focal point and centre of activity within the Hamilton area. The central core is a centre of commerce, recreation and entertainment and is currently experiencing a cultural and artistic renaissance along James Street North.

## Attractions

- Bayfront Park: A unique 50+-acre waterfront park and entertainment venue.
- Hess Village: A village atmosphere including galleries, restaurants, boutiques/pubs.
- Summer Festivals/Fall Fairs: Festival of Friends, the Makers' Market, Film Festivals, Rockton Worlds Fair and so much more: [www.tourismhamilton.com](http://www.tourismhamilton.com)
- Trail Systems and Natural Areas: Bruce Trail, Niagara Escarpment Trail, Rails to Trails, Cootes Paradise.

## Complementing Museums and Attractions

Each attraction is virtually a five-minute walk or five-minute drive from the city's downtown core and the proposed sites.

- Art Gallery of Hamilton - A permanent collection of over 7,000 works of art, with special interests in international and North American exhibits.
- Canadian Football Hall of Fame - Exciting exhibits profile the history and future of Canadian football. Annual attendance of 30,000 people.
- Dundurn Castle - The former residence of one of Canada's earliest Prime Ministers, Sir Allan MacNab, and this mid-nineteenth century castle illustrates life at the end of the 18th century.
- Royal Botanical Gardens - One of only 9 such gardens in the world, the RBG encompasses over 2,700 acres of floral and horticultural excellence.
- Gage Park - The Chrysanthemum Show is an amazing floral display created by some of Hamilton's finest Horticulture Staff. With displays of 100 varieties of Chrysanthemums



# Quality of Life

## Performing Arts in the Downtown

- HECFI (Hamilton Entertainment & Convention Facilities Inc.): The Ronald V. Joyce Centre for the Performing Arts at Hamilton Place, Copps Coliseum and Studio Theatre are hosts to the biggest names in sports, theatre and entertainment.
- Theatre Aquarius: Hamilton's premiere professional theatre company.
- Opera Hamilton: Opera Hamilton presents fine ensembles, casting and music.
- Symphony Hamilton: A 70-piece symphony orchestra devoted to performing orchestral classics.
- The New Hamilton Orchestra: A professional orchestra performs live on stage at Hamilton Place.



## Sports

The City of Hamilton has a rich tradition of sports & athletics including:

- Hamilton Tiger-Cats: Canadian Football League, winner of 9 Grey Cup titles
- Hamilton Bulldogs: American Hockey League, affiliate of NHL's Montreal Canadiens
- Around the Bay Road Race: the longest continuously held long distance foot race in North America, since 1894 (3-years before the Boston Marathon).
- Spectator Indoor Games: amateur sports games



# Local Commitment

The Hamilton Team is committed to the attraction and service of call centres to the City and to Ontario. We will, therefore, appoint a Project Co-ordinator to work with you every step of the way to ensure a smooth transition into your new or expanded location.

For more information and to use our 'property search' tool, visit the Invest in Hamilton web site: [www.investinhamilton.ca](http://www.investinhamilton.ca) or contact:



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