



Mississauga Matters

PROVINCIAL ELECTION 2022

SUPPORTING OUR LOCAL ECONOMY MATTERS

A STRONG RECOVERY REQUIRES A ROBUST ECONOMY

Mississauga has a strong local economy, with a highly diverse business community that spans a variety of sectors. Home to over 94,000 businesses, with a GDP of \$60 billion, the City is a major contributor to the Greater Toronto Area economy. We must respond to the needs of the business community as recovery takes hold.

The provincial and federal governments must continue to support our business community, especially those hardest hit. We need committed provincial and federal partners to work with us and our local businesses to build back better and adopt an inclusive, whole community approach that leaves no one behind.

THE PROBLEM

Support for Local Business Innovation and Competitiveness

Local businesses have identified the high cost to adopt sustainable, advanced technologies as a barrier. This, combined with uncertainty about which technologies to adopt has led to slower than expected uptake. This contributes to relatively weak growth in productivity and economic output across Canada.

THE SOLUTION

Support for local business innovation and competitiveness will help incentivize businesses and reduce the risk to small and medium-sized enterprises (SMEs) of adopting sustainable, advanced technologies, specifically:

- Extend the funding for the Digital Main Street program recipients (up to three years) to support service continuity and retain skilled business advisors
- Expand existing provincial and federal programs to support SMEs in assessing and adopting technologies; and
- Enhance business opportunities for innovators to provide solutions to public and private sector challenges and procurement and supply chain needs.

THE PROBLEM

Talent Development and Access

Matching employers with talent is a challenge as businesses continue to recover from the effects of the COVID-19 pandemic. Changes in how and where work gets done have impacted the ability of employers to recruit and retain talent and the potential for job seekers to get hired.



THE SOLUTION

While recent provincial and federal policy shifts toward support for flexible, lifelong learning and supports for work-integrated learning opportunities, including internships, are welcome, more is needed.

We need a provincial partner who will work with the City to:

- Match workforce development programs and services with the needs of employers
- Fund programs that foster collaboration between education and training institutions and industry stakeholders to develop flexible, demand-driven education and training programs for SMEs
- Provide the funds needed to address the gaps experienced by SMEs in accessing workforce development supports and resources
- Expand workforce development supports to achieve full and equitable labour market participation; and
- Build upon existing provincial and federal incentives for businesses to provide work opportunities for persons facing challenges to employment, including new graduates, long-term unemployed, newcomers and persons with disabilities.

HOW CAN YOU HELP?

Get engaged and informed and vote on **June 2, 2022**. Vote for a candidate who will work with us to support and invest in our local economy.



You can also join the conversation online by tweeting or mentioning your local candidate using **#MississaugaMatters** or visiting **MississaugaMatters.ca**