

## HELPING 40,000 YOUNG PEOPLE IN CANADA GAIN SKILLS AND FIND JOBS

In Canada, more than 840,000 young people are unemployed, or not receiving the education and training they need to build a future for themselves.

By working closely with Canadian businesses, the Government of Canada is making sure that more young Canadians – of all backgrounds and abilities – have the skills and work experience they need to find and maintain good jobs. The Prime Minister, Justin Trudeau, today met with young people at the first hiring event organized by Opportunity For All Youth, a coalition of major Canadian businesses. The coalition is supported by MaRS Discovery District and empowers young people to find good jobs and training opportunities.

The Government of Canada is supporting Opportunity For All Youth's project, which aims to provide meaningful employment for 40,000 vulnerable NEET (Not in Education, Employment, or Training) young Canadians.

The coalition of Canadian businesses will work closely together, along with governments, community organizations, and employment services agencies, to develop youth-focused hiring and retention strategies, and connect more young people with good jobs, and education and training opportunities.

"Too many young Canadians are ready to work but have a hard time getting their foot in the door. We are working with major Canadian busi-

nesses and key partners to break down the barriers facing many young people, so they can jumpstart their careers, and find jobs that make the best use of their skills and talents."

-The Rt. Hon. Justin Trudeau, Prime Minister of Canada and Minister of Youth

### Quick Facts

The Opportunity For All Youth coalition includes Starbucks, Walmart, HMSHost, Tridel Corporation, The Source, Coast Capital Savings, TELUS and Teleperformance, and is supported by MaRS Discovery District. The Government of Canada contributed \$100,000 toward the coalition's project.

Organizers of the project will also

host hiring events in Vancouver, Calgary, Ottawa, and Montréal later this year. Hiring events in other cities will follow.

Each year, the Government of Canada invests on average \$330 million in the Youth Employment Strategy to help young people gain the skills and work experience they need to find and maintain good employment.

Budget 2018 invested an additional \$448.5 million over five years to support the continued doubling of the number of job placements under the Canada Summer Jobs program and to modernize the Youth Employment Strategy. Last summer, nearly 70,000 students received hands-on work experience through summer employment, generating

income for their post-secondary education.

This builds on significant investments through Budgets 2017 and 2016 in the Youth Employment Strategy to help more than 33,000 vulnerable youth develop the skills they need to find work or go back to school, create 15,000 new green jobs for young Canadians, and provide over 1,600 new employment opportunities for youth in the heritage sector.

In addition, Budget 2017 introduced the CanCode program, which provides coding and digital skills education to young Canadians – from kindergarten to grade 12 – and gives them the head start they need to find and keep good, well-paying, in-demand jobs.

The Government of Canada has also created more opportunities for co-op and work-integrated learning experiences for students in science, technology, engineering, and mathematics and business programs.

In January 2018, the Government of Canada launched the design phase of Canada Service Corps, Canada's new national youth service initiative. Canada Service Corps will encourage young Canadians to get involved in meaningful service opportunities in communities across Canada and gain valuable skills and experience that will benefit them in every aspect of life. It will also provide young Canadians with service opportunities that currently do not exist.

## BBB SERVING CENTRAL ONTARIO ISSUES WARNING TO BUSINESS OWNERS ABOUT YOUR LOCAL 411

Kitchener/Toronto, ON – BBB serving Central Ontario is warning local businesses to exercise caution if you receive unsolicited sales calls

from Your Local 411. In June 2018, BBB investigated Your Local 411's business practices after receiving a large volume

of complaints and inquiries. Complainants – many of whom operate businesses in the Central Ontario area – have advised that

suspicious calls from the company have resulted in unauthorized verbal agreements in which Your Local 411 expects payment.

Your Local 411 is advertised as an online directory service. They call local businesses asking employees to confirm the contact information for the business and acknowledge they are authorized to approve the listing. Your Local 411 will then invoice the business for \$499 + tax, citing a verbal "agreement" made on behalf of the employee who confirmed their contact information. In most reported cases, the employee "approving" the listing is a team member who is not authorized to make purchasing decisions. Many have reported that it was not explained to them that they would be billed.

Companies requesting proof of the "agreement" between their employee and Your Local 411 are sent a taped recording of the conversation. Business owners and employees have alleged that the recordings sound as if they were edited, including additional information and terms or conditions that were not initially disclosed on the call.

After obtaining copies of Your Local 411's registration with the Ministry of Government Services, BBB has found the company's listed Director, Amparo Araneta, is also the Director of 1889523 Ontario Inc

o/a Specialized Web Media (SMW) and Online Services. This company has a history of consumer complaints with BBB as well. Although Araneta is Your Local 411's reported director, BBB representatives have only spoken directly with Jason Rowe, Customer Service Manager.

BBB has also discovered that Your Local 411's listed address is a Canada Post location. As of June 14, 2018, we were unable to confirm where the business was physically located.

BBB has approached Your Local 411 regarding the volume and nature of customer complaints, requesting they work towards correcting the underlying reason for these disputes. We are currently waiting for a response.

Business owners are advised to exercise extreme caution in the event that you are approached by anybody claiming to represent Your Local 411.

### What Should You Do if You Receive Unsolicited Sales Calls?

Exercise Caution! You do not know who is calling, where they are from, or if the information they share with you is the truth.

Do Not Commit Right Away. Most reputable companies will not pressure you to enter into an agreement during your first conversation. You should be able to ask for time

to think things over before you purchase any products or services. Never jump into a contract with a stranger who calls you out of the blue.

Research the Company. Is the business reputable? Are you able to find them online? Do they have a marketplace history? Do they have a physical location you can visit? Make sure you check bbb.org for their contact information, complaint history, and customer reviews.

Train Employees to Ask Questions. Most business owners trust employees to handle telephone inquiries. Take the initiative to coach your staff, so they're prepared to deal with suspicious callers. Always encourage your team to ask questions and keep personal information private until the legitimacy of a caller can be verified. Immediately end the call if danger is perceived or if any threats have been made.

Terms and Conditions Unclear? Ask! Again, reputable companies should be able to answer any questions you have, verify their terms and conditions, and be clear about any agreements you're (potentially) making. It should never feel like you don't know or understand the full story.



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