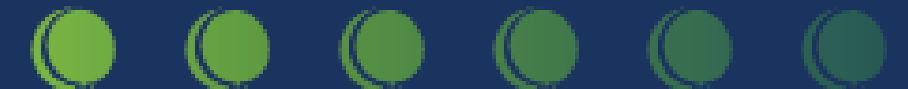




Think Design:

Toronto's Design Sector



Design
TO Festival

January 25, 2023

Canada

EMPLOYMENT
ONTARIO

Ontario

Land Acknowledgement

As a Toronto based organization, we acknowledge the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

We are all Treaty people. Many of us have come here as settlers, immigrants, and newcomers in this generation or generations past. We'd like to also acknowledge and honour those who came here involuntarily, particularly those who are descended from those brought here through enslavement

John MacLaughlin

Toronto Workforce Innovation Group

Author and Presenter



Kevin Stolarick
Toronto Workforce Innovation Group

Panelists



Kaylyn Belcourt

Copernicus
Educational Products



Stefanie Siu Chong

BDP Quadrangle



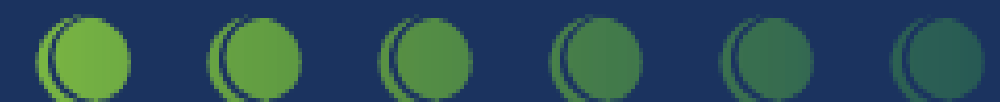
Ana Rita Morais

George Brown College



Think Design:

Toronto's Design Sector



Project Overview

- TWIG annual “industry study” mandate
- In 2004, 26,500 Designers in Toronto
- Design Industry Advisory Council (DIAC) and City of Toronto
- Good Numbers and Good Stories
 - StatsCan – Census, Canadian Business Counts
 - Burning Glass – job postings
 - 13 Key Informants 1+ hour interviews
 - 691 pages of transcripts (180,000 words)



Design Sector and Importance

- Design “Sector”
 - Design Industry/Companies – where you work
 - Designers (occupations) – what you do
 - **Excludes** Tech and Engineering (adjacent)
- In the report (2016): 61,831 people
- Same size: Real Estate, Information, and Public Administration
- Larger than: Education and Arts/Entertainment

Punches way above its weight

Design enables growth and success in all the other industries

Design Sector and Importance

(please ignore this slide, but you wouldn't believe me otherwise...)

Industries/Firms

- Architectural services
- Landscape architectural services
- Interior design services
- Industrial design services
- Graphic design services

Occupations

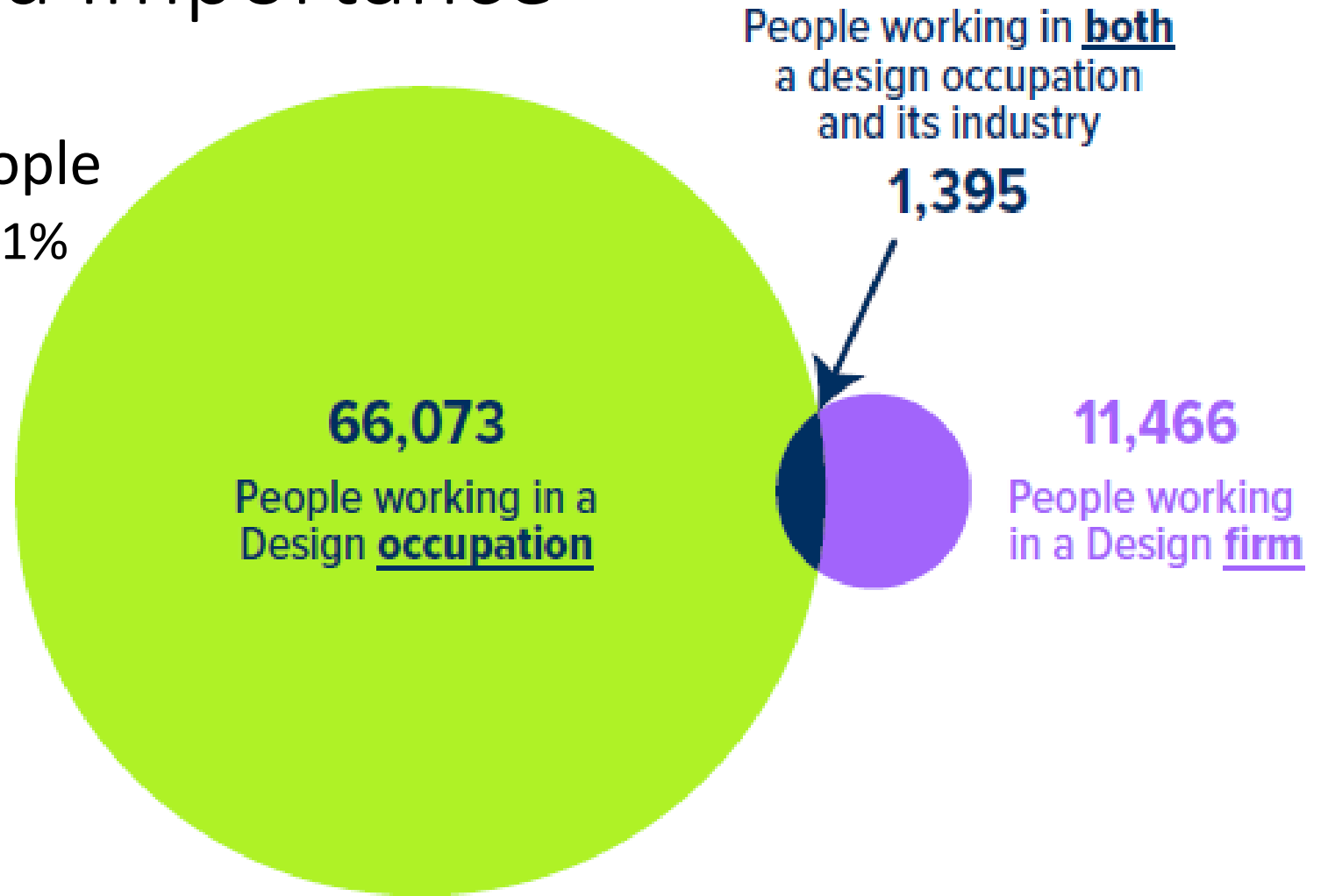
- Architecture and science managers
- Architects
- Landscape architects
- Urban land use planners
- Land surveyors
- Landscape and horticulture technicians and specialists
- Architectural technologists and technicians
- Industrial designers

Occupations

- Drafting technologists and technicians
- Land survey technologists and technicians
- Graphic arts technicians
- Graphic designers and illustrators
- Interior designers and interior decorators
- Theatre, fashion, exhibit and other creative designers
- Patternmakers — textile, leather and fur products
- Supervisors, textile, fabric, fur and leather products processing and manufacturing

Design Sector and Importance

- 2021 Census: 76,144 people
 - Increase of 14,313 or 23.1%



Question to the Panel

Why isn't the importance of Design to Toronto more recognized?

(Ana, Stefanie, Kaylyn)

Toronto as a Hub

■ *“We have an Australian project run out of the Toronto office with a British designer.”*

- Not just acquiring talent with acquisition
- Toronto offices are global offices
- Infrastructure investment is important but not the only thing
- Large/global firms have resources to reply to RFP and partner with smaller/local firms to do the work
- Toronto’s diversity and multiculturalism automatically creates diverse teams
- Inclusion generates innovation. Diversity lends perspectives. Inclusion generates inclusion.

Toronto as a Hub

Table 5. Design Occupations (2021)

Location	Total Workers	Average Income
Canada	305,895	66,572
Ontario	115,684	72,011
Toronto	66,073	74,211
Toronto % of Canada	21.6%	106.1%

Toronto as a Hub

- Canadian hub of Design
- 2016-2020
- Firm growth



**Total growth from 2016–2020
across Canada was 4,751 people.**

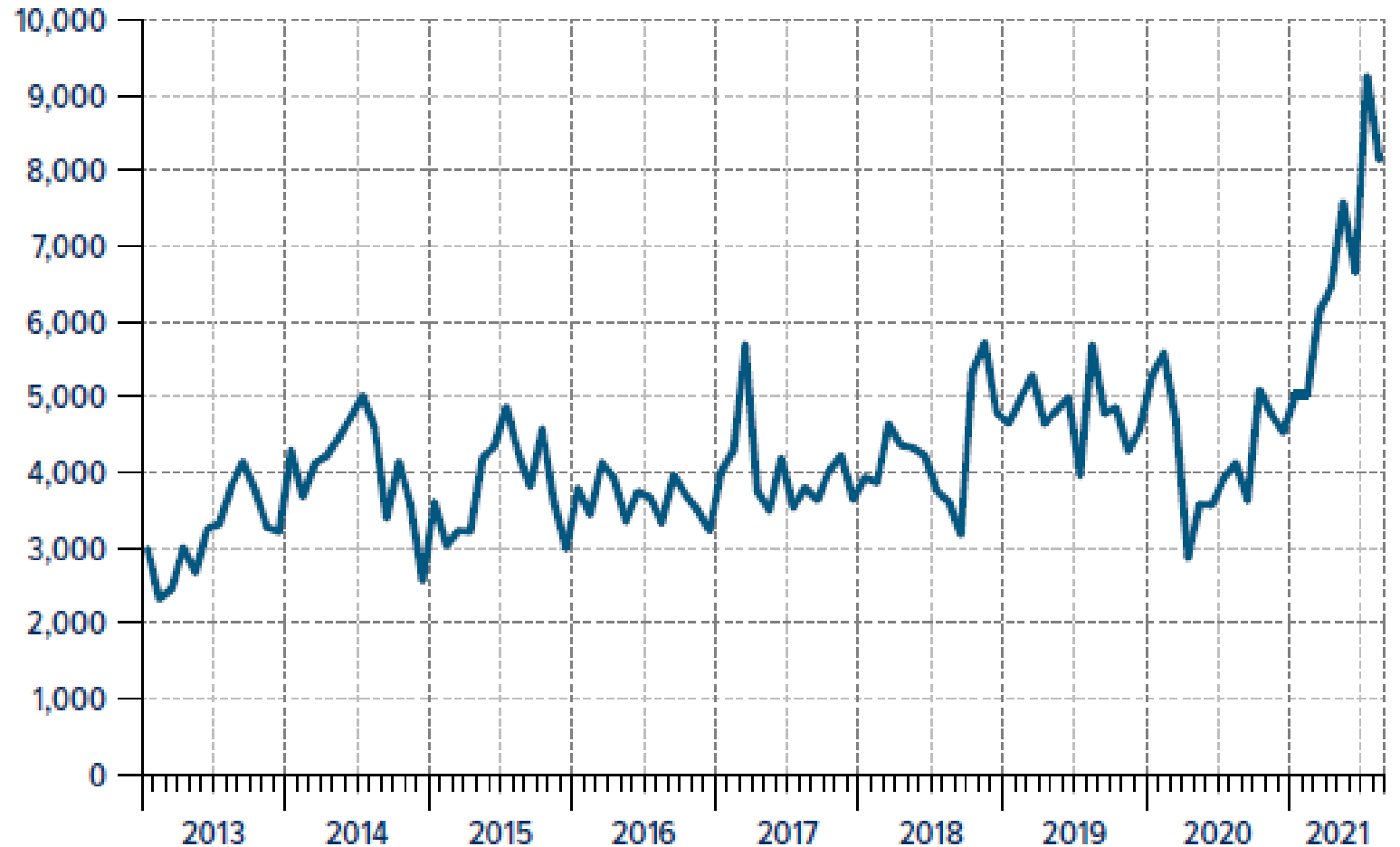
Question to the Panel

*How does Design in Toronto synergize
with Design around the world?*

(Stefanie, Kaylyn, Ana)

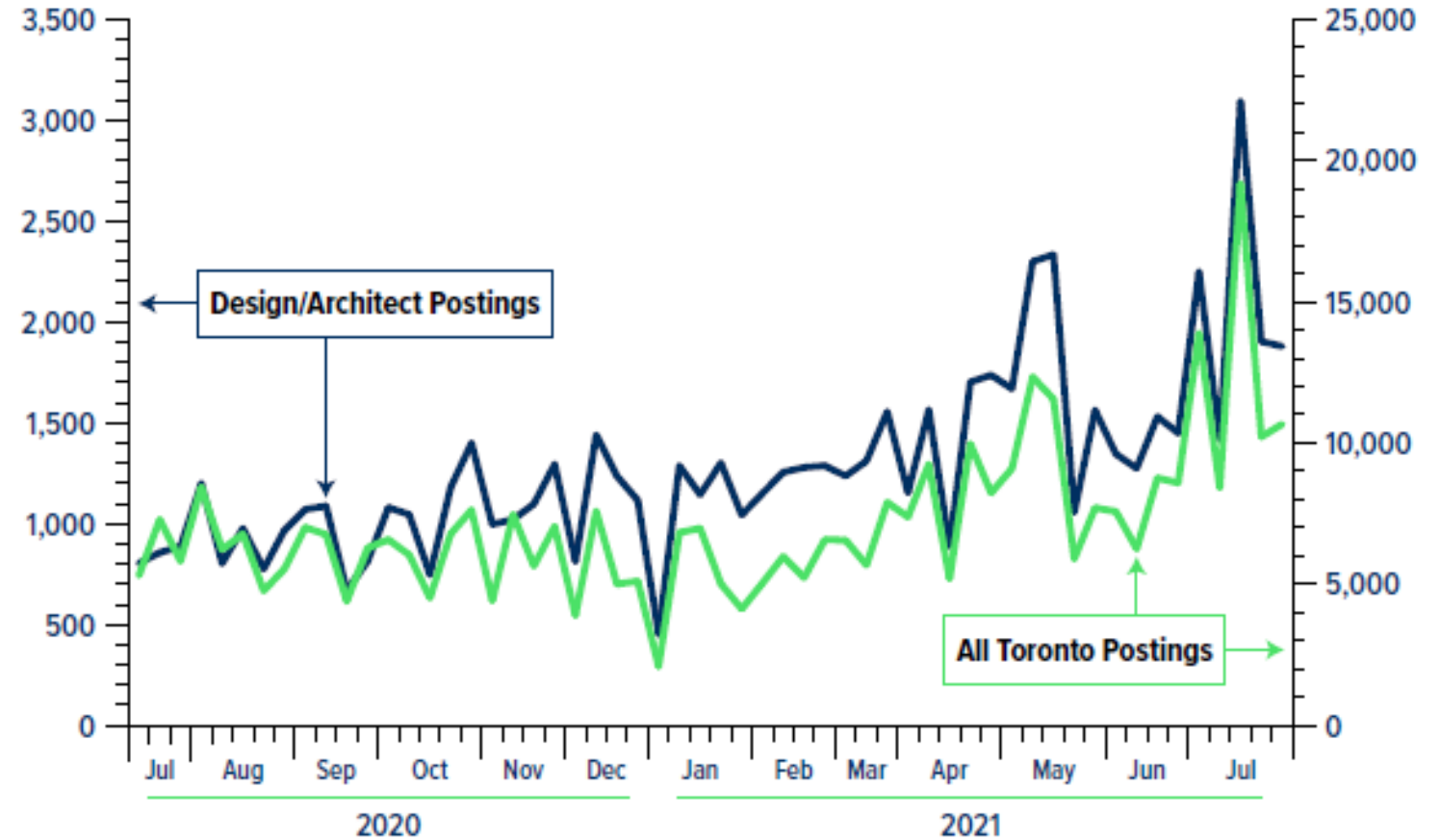
Career Pathways

- “Design” or “Architect” job postings
- Finance & Insurance (36%)
- Professional Services (29%)
- Information (14%)
- Manufacturing (11%)
- Retail (10%)



Career Pathways

- vs. all Toronto postings



Career Pathways

- Can't find people / Can't find jobs
- Freelance out of necessity / Engaging fewer freelancers
- High growth \leftrightarrow High competition for talent
- “Right kind” of talent/skills
- Opportunities but must carefully understand them
 - Individuals
 - Firms / Industry
 - Educators

Question to the Panel

*How do you find new Design talent?
What do you do to “grow your own”?*

(Kaylyn, Ana, Stefanie)

Q & A

(room & online)

Thank You

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