



## Case Study:

### DISCOVER ABILITY NETWORK

**The challenge:** "When the Accessibility for Ontarians with Disabilities Act (AODA) came into force we were getting a lot of questions from businesses that were interested in complying with the legislation but wanted some help and support on how to do that," says Louie Di Palma, Vice President, SME Programs at the Ontario Chamber of Commerce. "We worked with the province...[and] brought together half a dozen business associations, plus Magnet, and created the Discover Ability Network, which was created to provide businesses with the information they need to post jobs for, recruit, train, and retain persons with disabilities."

### BY THE NUMBERS



#### Program Highlights

**8**

Regional hubs

**52**

Landing Pages

**3,780+**

Affiliated job seekers

**1,580+**

Affiliated employers



#### Partner Snapshot

**157**

Chambers of Commerce and Boards of Trade

**60,000**

Member Businesses Served

## Magnet solution: Connecting job seekers with disabilities to inclusive employers

Discover Ability Network (DAN) is powered by Magnet's job-matching technology, which connects employers to a candidate pool of qualified job seekers with disabilities.

"We're not just asking you to hire anybody," says Lisa Kelly, Programs Manager, Ontario Chamber of Commerce. "The tool matches job seekers to roles based on desire, location, skills, and qualifications."

The job matching tool also protects the confidentiality and privacy needs of users. Job seekers who are matched to an opportunity are invited to apply to the role; employers won't otherwise see a job seeker's application or information.

### The Results:

Since its launch in 2017, DAN has grown to include eight regional hubs and 52 landing pages. The platform boasts over 1,580 affiliated employers and 3,780 affiliated job seekers.



*Our goal is to create awareness of the benefits to business of hiring this untapped talent pool, people with disabilities. It's our belief that once people become aware of it they understand, and see the value of hiring. Part of that is breaking down the myths, and part of that is sharing the business case.*

**Lisa Kelly, Program Manager**

Ontario Chamber of Commerce

Today, DAN offers a wide range of events, resources, and curated tools to help SMEs and large employers in Ontario better understand how to hire and retain people with disabilities. "We want to really share best practices through tools and storytelling and training on inclusivity," Kelly says.

The unique platform connects job seekers with disabilities to opportunities, but also offers free access to a variety of resources designed to help them gain and keep meaningful employment. DAN offers over 200 training sessions a year; the majority are designed for employers, job seekers, and community partners.



*The tool is longitudinal. You can be on DAN for years and look for your next job on there, you're creating a profile that will evolve with you over time. And as your skills and talents develop, you might find another job opportunity that's better suited to you.*

**Lisa Kelly, Program Manager**

Ontario Chamber of Commerce

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*Using the Discover Ability platform is highly intuitive and responsive to my diverse experience. I found it easy and relatively quick to build my profile, which helped me establish a wide variety of potential industries of interest. Within a few weeks of creating my profile, I was matched with a diverse number of jobs that were interesting to me. Applying to the jobs I was matched with was straightforward and made even more accessible due to my time building my Discover Ability profile. In less than a month, I was matched with over 30 jobs, applied for five, and received two interview offers.*

**Taylor Burns**

Job Seeker



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*We have organizations reaching out at both the small business and the large enterprise level, and it's pretty amazing that they trust us to help them connect with the right candidates, and continue to work with us. We see that continuity, and we see the platform growing.*

**Lisa Kelly, Program Manager**

Ontario Chamber of Commerce

## Ontario Chamber of Commerce

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The Ontario Chamber of Commerce (OCC), representing 157 member chambers of commerce and boards of trade and a diverse network of 60,000 members, is the indispensable partner of business. For more than a century, the OCC has undertaken important research on Ontario's most pressing policy issues, advocating for solutions that will foster the growth of Ontario businesses and lead to the creation of jobs in the province. Its mission is to convene, align and advance the interests of its members through principled policy work, value-added business services, and broad engagement to build prosperity for all Ontarians.