



Application Guidelines

**Request for Proposals (RFP)
For Independent Contractors Opportunity for:**

**Professional Services: Workshop Facilitator – Entrepreneurship
Connections**

**Term:
May 13, 2019 to March 31, 2020**

Project Based Contract

Issued: April 18, 2019

Application Deadline: Monday, April 29, 2019, 5:00 pm

PART 1 – PURPOSE:

ACCES Employment is currently seeking qualified culturally competent workshop facilitators to design and deliver the “**Building a One-Year Marketing Strategy and Plan**” workshop (5 hours) to newcomer clients enrolled in the Entrepreneurship Connections®, the four-week, IRCC-funded program in Toronto. Working closely with program staff, facilitators leverage their professional experience as subject matter experts to equip newcomers with the skills, knowledge, and support they need to start a successful business in Canada.

Candidates applying must be available to facilitate workshops between 9:00 a.m. and 4:00 p.m, Monday to Friday according to program schedules. Each workshop will be delivered six times over the course of the 2019-2020 fiscal year (i.e., approximately every two months).

Interested parties are asked to read this RFP carefully and are invited to submit a proposal in accordance with **PART 4 – HOW TO APPLY**.

For information on ACCES Employment, please refer to **Appendix A – About ACCES Employment**.

PART 2 – SCOPE OF SERVICES / DELIVERABLES:

1. Design and deliver interactive, practical, and engaging workshops on the topic of **Building a One-Year Marketing Strategy and Plan** to newcomer entrepreneur clients at ACCES Employment Toronto.
2. Introduce up-to-date marketing trends and technology.
3. Cover the following topics but not limited to:
 - SWOT Analysis
 - Explore the concept of branding
 - 5 P's of marketing
 - Marketing strategies
 - How to identify ideal target markets and set marketing objectives
 - Understanding of customer experience
 - How to build brand recognition, generate sales, gain a competitive advantage
 - Identify and develop an ideal marketing tool kit which clients can use on an annual basis for strategically planning to grow the business
 - How to develop a realistic marketing budget
 - Relationship building and networking strategies for small business
4. Provide advice/guidance on building the marketing component of the business plan to workshop participants.
5. Provide current, relevant and practical handouts to workshop participants.
6. Provide each participant practical exercises to help them identify the marketing strategies that are relevant to their own business

7. Work closely with ACCES staff to ensure a high degree of client satisfaction.

PART 3 – QUALIFICATIONS:

Qualifications / Experience:

- 3+ years of training/facilitation experience
- 3+ years of experience working with newcomers
- Proven track record of success in key business areas
- Extensive knowledge of the Greater Toronto Area (GTA) and Canadian small business industries and communities
- Extensive experience in business branding
- Strong knowledge of up-to-date marketing trends and technology including SWOT Analysis, Branding, Integrated Marketing Communications & Inbound Marketing and Networking
- Ability to refer participants to appropriate business resources in the local community
- Understanding of adult education principles
- Active involvement in the local small business networks and the local small business community

PART 4 – HOW TO APPLY:

All applications must:

- Enclose a Curriculum Vitae (CV)
- Enclose a cover letter outlining your relevant qualifications, professional experiences, and workshops of interest
- Enclose detailed workshop outline, workshop lesson plan, and all participant materials
- Provide a rate/fee schedule, including HST number
- Include a minimum of two (2) professional references from employers/clients attesting to your work as a trainer/facilitator

Submit applications by **Monday, April 29, 2019 at 5pm** via email, fax or mail to

**Selection Committee
ACCES Employment
Re.: Workshop Facilitator – Entrepreneurship Connections
489 College Street, Suite 100
Toronto, ON M6G 1A5
Fax: 416-664-6364
E-mail: hr@acesemployment.ca**

Please Note:

- In order to be fair to all proponents, late submissions and phone calls or e-mails to discuss the applications status will not be accepted. Only shortlisted applicants (individuals/organizations) will be contacted.
 - All applicants will be notified of the status of their application.
- **The inclusion of HST number is mandatory.**
- **As a Broader Public Sector (BPS) agency, ACCES Employment is unable to reimburse any hospitality, incidental, food, travel and other expenses.**

PART 5 - EVALUATION OF PROPOSALS:

5.1 Stages and Evaluation Point Allocation:

5.2 Stage I - Review of Mandatory Requirements (Pass/Fail):

Any Proposal that is not considered by ACCES Employment to meet all mandatory requirements will be disqualified and not evaluated further.

A Proposal must include the following **Mandatory Requirements:**

1. Complete and submit **Appendix B - Conflict of Interest Statement.**
2. Complete and submit **Appendix C – References**, including 2 (two) references from comparable clients served within the past 3 years (of similar size and scope, if possible).

If proponent does not meet these mandatory requirements, the proponent's submission will be deemed to be non-eligible and will be eliminated from further consideration.

5.3 Stage II – Rated Requirements (15 Points):

During Stage II, Proposals will be evaluated and scored on the basis of the rated requirements. The maximum points allocated for Stage II is 15 points. Any Proposal that **does not** include satisfactory responses to applicable rated requirements as described in **Part 2 and Part 3** of this document will **fail** and not proceed further. Only the top scoring proponents will be invited to deliver in person, or by conference call, presentations to the ACCES Employment Selection Committee. Each Proposal will be awarded points based on the Proponent's response to the information listed below:

Rated requirements	Maximum Points
Enclosed CV and Cover Letter	1
Quote based on an hourly rate	2
Three Professional References	2
Background / Professional Capacity / Qualifications	
Qualifications and Experience	10
Total Score for Rated Requirements	15

PART 6 – KEY DATES:

Issue date	Thursday, April 18, 2019
Addenda, if any	Not Applicable
Proposals submission deadline	April 29, 2019
Review/Selection Period	April 30 – May 1, 2019
ACCES Employment Selection Committee to conduct in person interviews with the top proponents	May 2 - May 8, 2019
Appointment of Vendor / Signing of Contract	May 9, 2019
Notification to Proponent's Proposal Status	May 9, 2019

PART 7 – ADDITIONAL INFORMATION:

7.1 ACCES Employment is not Committed to Proponent's Expenses:

The application process will not necessarily result in a commitment to sign a contract with the Proponent. ACCES Employment shall not be liable for any expenses incurred by any Proponent, including the expenses associated with the cost of preparing the Application.

7.2 Distribution of the Request for Proposals (RFP):

This RFP has been released by notice to a minimum of 3 (three) potential applicants as identified by ACCES Employment.

Please be advised that successful Proponents will be required to:

- a) provide the services for a defined period of time;
- b) provide invoices to ACCES Employment on account of their services, accordingly;
- c) provide ACCES Employment with an HST number for their business; and
- d) report their income and directly remit the payment of all taxes or payments assessed or levied against or in respect of their business, including income tax, Canada Pension Plan, and all other premiums or levies required by law to the appropriate Government Agency
- e) Provide proof of Liability Insurance and/or WSIB upon the request of ACCES Employment

7.3 Distribution of the Request for Proposals (RFP):

This RFP has been released:

- by notice to a broad spectrum potential applicants as identified by ACCES
- by publication on ACCES's website
- by publication on Settlementatwork.org's website

7.4 External Factors:

ACCES Employment reserves the right to withdraw this RFP or terminate the resulting contract within the terms of the contract without penalty. ACCES Employment programs and services receive funding from various sources and therefore all contracted services are subject to budget constraints.

Appendix A – About ACCES Employment

ACCES Guiding Principles

Our Vision

A fully inclusive labour force that reflects the diversity, skills and experience of Canada's population.

Our Mission

ACCES assists job seekers from diverse backgrounds who are facing barriers to employment, to integrate into the Canadian job market. We achieve this by providing employment services, linking employers to skilled people and building strong networks in collaboration with community partners.

Our Values

We value and respect the uniqueness of each individual, including our clients, our employers, our community partners and ourselves. We strive to provide every person with Customer Service Excellence and an exceptional customer experience.

Inclusive - We are committed to respecting individual differences and being accessible to all those we serve. ACCES staff reflects the diversity of our community.

Accountable - We provide transparent, high quality services, and achieve results that are measurable and fiscally responsible.

Client Focused - Our services are customized to meet the needs of our clients, communities and employers.

Collaborative - We work together to achieve our goals and respect the contributions of others, both within ACCES and with our stakeholders.

Learning - We listen and stay connected to our communities, clients, employers and other partners, to continuously improve.

Entrepreneurial - We seek new, innovative and creative opportunities to be a leading-edge organization.

Responsive - We are flexible and embrace change, continuously adapting to emerging needs and opportunities within a dynamic environment.

Results-Oriented - We focus on action, outcomes, and setting new standards of excellence.

Background

For more than 30 years, ACCES Employment has connected diverse job seekers with employers across the Greater Toronto Area. In 2017-2018, we served over 34,000 job seekers by providing them with high quality employment services both in-person and online. To facilitate strong employed outcomes for our clients we have well established connections with over 2,000 employers across the country. As a non-profit, charitable organization, ACCES Employment receives funding from all three levels of government, corporate sponsors, donors and United Way Greater Toronto.

ACCES has a diverse staff team of almost 200 employees who speak over 40 languages. We have six locations across the GTA, in Toronto, Brampton, Mississauga, North York Scarborough and Markham (opening soon).

ACCES Employment supports the success of women in the workplace through all of our programs. We recognize both the unique strengths that they offer and the barriers that they face to finding employment. We have developed two programs that assist women with achieving career success in Canada. The START Customer Care program is designed to support immigrant women with pursuing careers in the customer care sector in Canada. Empowering Women is an intensive program supporting newcomer women with successfully securing professional positions in their field. Through customized workshops, coaching, and mentorship, Empowering Women provide newcomer women with the skills and confidence to become a leader in their sector.

Our Employment Connections for Newcomer Youth helps refugees between the ages of 16 and 29 to find work in their field. We also have a program for newcomers and refugees with a background in trades called the Construction Trades Program.

We currently offer an online pre-arrival program Canadian Employment Connections designed to support those who are approved for permanent residency in Canada. Job seekers access a range of workshops, events and resources entirely online with virtual support from a team in Canada. We also offer a regular calendar of online events as well as an online resource hub – e-ACCES – that features articles, quick resources and online tools to help jobseekers.

We are constantly striving to improve our flexible and seamless services so that we can meet the needs of our participants. Staff is informed, highly skilled, creative, adaptable, and strongly committed to service excellence.

For additional information about our services, please visit our website at www.accesemployment.ca.

Appendix B – Conflict of Interest Statement

In addition to the other information and representations made by each Proponent in the RFP, each Proponent must declare whether it has an actual or potential Conflict of Interest. If, at the sole and absolute discretion of ACCES Employment, the Proponent is found to be in a Conflict of Interest, ACCES Employment may, in addition to any other remedies available at law or in equity, disqualify the Proposal submitted by the Proponent.

The Proponent, by submitting the Proposal, warrants that to its best knowledge and belief no actual or potential Conflict of Interest exists with respect to the submission of the Proposal or performance of the contemplated Agreement other than those disclosed in the Form of Offer. Where ACCES Employment discovers a Proponent’s failure to disclose all actual or potential Conflicts of Interest, ACCES Employment may disqualify the Proponent or terminate any Agreement awarded to that Proponent pursuant to this Proposal process.

Conflict of Interest	Response
Is there an actual Conflict of Interest, relating to the preparation of its Proposal, or if the Proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP?	<input type="checkbox"/> Yes <input type="checkbox"/> No [If yes, please enter details here.]

The Proponent agrees to provide any additional information, which may be requested by ACCES Employment.

Appendix C – References

Reference Number 1:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	

Reference Number 2:

Company Name:	
Contact Name:	

Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	

Reference Number 3:

Company Name:	
Contact Name:	
Company Address:	
Company Telephone Number:	
Contact Email Address:	
Date Work Undertaken:	From: To:
Nature of Services:	