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Community-Based Education Program



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Promotional Copy

#4204 – Supporting Rural Small Business: Assessing the need for a temporary help agency

Organization Information

The Township of Minden Hills is municipal government.

Project Information

The purpose of the project is to determine if there is sufficient interest in and demand among the community for a temporary help agency in Haliburton County. The student(s) will need to engage employers in Haliburton County to find out if they think there is a need for a temporary help agency in the County. Employers (many of whom can be identified through the Chamber of Commerce) from all sectors should be included in the survey (tourism, forestry, healthcare, recreation, food service, retail, etc.).

The questions to be answered include:

- Do you ever need additional help for a day or a week but don't want to add permanent staff?
- Would you use a temporary help service that could supply your needs on short notice?
- How often would you imagine needing temporary help? Once a year, 2x/year, once a month, more often?
- How much would you expect to pay per hour for temporary help?

The key project deliverables are:

- What percent of employers surveyed have a need for temporary help
- Identify total annual demand - i.e. number of days per employer per year
- Identify revenue potential – i.e. annual demand x per hour rate

Benefit to the Host Organization and Community

A favourable response to the survey indicates a business development opportunity for someone in the community.

What students might learn

Students would learn how to conduct a short survey, tabulate results and draw conclusions about the potential for a new business.

Screening or Training Requirements

N/A

Skills or Experience Needed

N/A

Resources Required for Project Provided by Host

Host: The students could be provided with the names and contact information of employers in Haliburton County or they can assemble this list if that is considered to be important to the project. I think the survey can be largely done over the telephone perhaps using Skype to minimize long-distance costs.

U-Links: The cost of a rental vehicle **OR** reimbursement for fuel (student owned vehicle) to travel to and from Haliburton County for up to **four (4)** visits.

All costs for transportation beyond the four visits, including rental and fuel costs, as well as fuel costs for project related travel within the county are the responsibility of the host organization.