





WHAT TORONTO NEEDS NOW

"We understand employment — and we know that in a city that never stops evolving, we can't either."

Building a better Toronto – it's at the core of everything we do at George Brown College, from the programs we offer and the partnerships we develop, to our in-depth involvement in the city's diverse communities.

Sometimes the building we do is quite literal. This year, we opened a state-of-the-art Waterfront Campus, bringing new life to a previously vacant stretch of the city. We're also a partner in the large-scale redevelopment of Toronto's West Don Lands, the future home of our first student residence. Reclaiming and repurposing these underutilized waterfront areas is a crucial step forward for Toronto – necessary for the city's social and environmental sustainability – and we're proud to play our part.

But the most important building project we're engaged in doesn't require a hard hat. Every day, in the classroom and in the field, we're building bridges between students and employment – something our city desperately needs right now.

With scores of health care workers, engineers and tradespeople poised to retire, analysts are predicting a massive shortage of workers with the skills our economy needs. There's no lack of job seekers, but there's a significant mismatch between the skills they possess and what the market requires.







At George Brown, we're taking a lead role in correcting this imbalance. With programs concentrated on the fields facing shortages, we're building the workforce Toronto needs, and fuelling the engine of tomorrow's economy.

We understand employment – and we know that in a city that never stops evolving, we can't stop either. That's why we remain in constant dialogue with employers, engaging them in program development to ensure our graduates have the skills they're looking for.

But we can't do it alone. As enrolment demands increase and funding levels don't, we're increasingly relying on external support to advance our mission. Toronto has never needed George Brown more and that's precisely why there's never been a better time to support the college. Whether you choose to make a financial contribution, join a Program Advisory Committee or partner with us on field education or applied research, your support will have a direct impact on our students and our city.

Anne Sado President

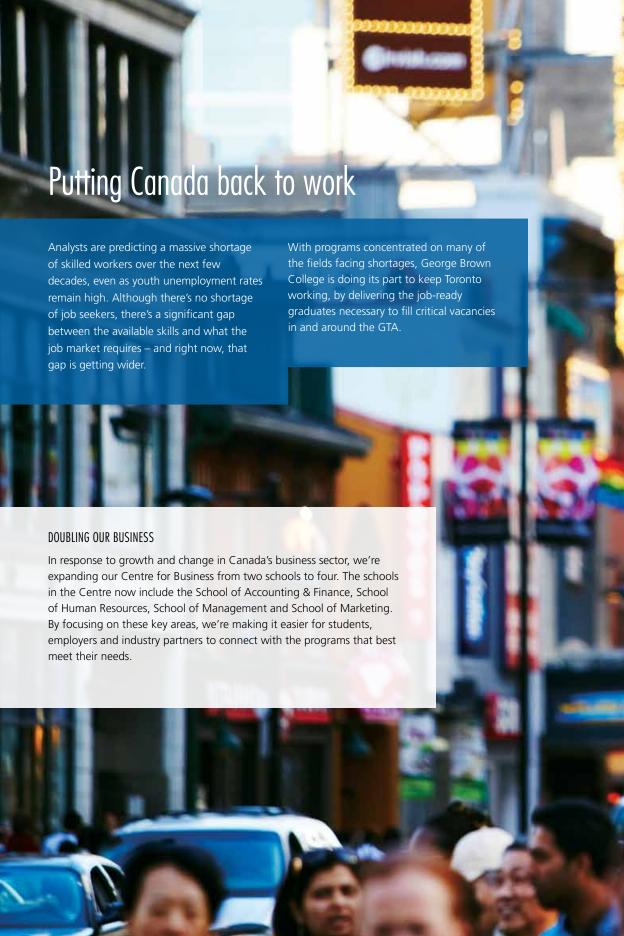
Lynn Nagle Chair, **Board of Governors**

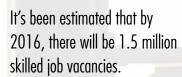


Graduate 2009, Bachelor of Applied Business — Financial Services Financial Planning Associate, TD Waterhouse

"My degree from George Brown and my major in Financial Planning gave me a great understanding and really helped me get this role."

Completing his Bachelor of Applied Business at George Brown, Francisco Cerna learned more than just theory. He also learned to work as part of a team, collaborating with classmates on group projects and engaging with instructors. This gave him a competitive advantage during his job search and prepared him well for his current role as a financial planning associate at TD Waterhouse, where building strong relationships is key. Each day, Francisco provides vital support to financial planners across Canada, drawing on both the professional expertise and soft skills he built at George Brown.





By 2021, the number could climb to 2.6 million.

Source: Miner Management Consultants, "Jobs of the Future," March 2012 In 2016, as employers struggle to find suitable employees, there will be 550,000 unskilled workers who aren't qualified for the vacancies that exist

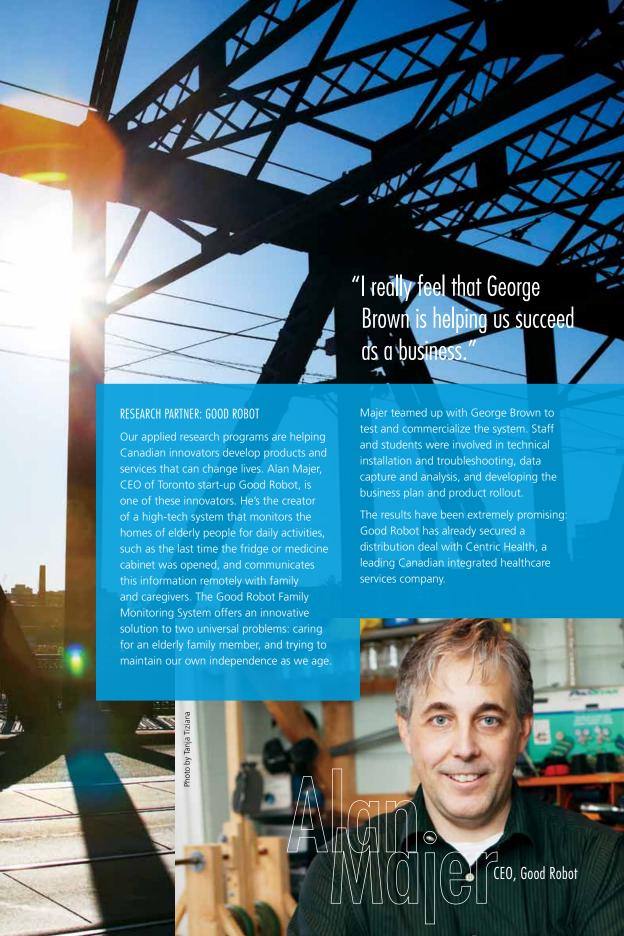
 and that's in addition to the unemployment rate.
 By 2021, this could double to over one million people.

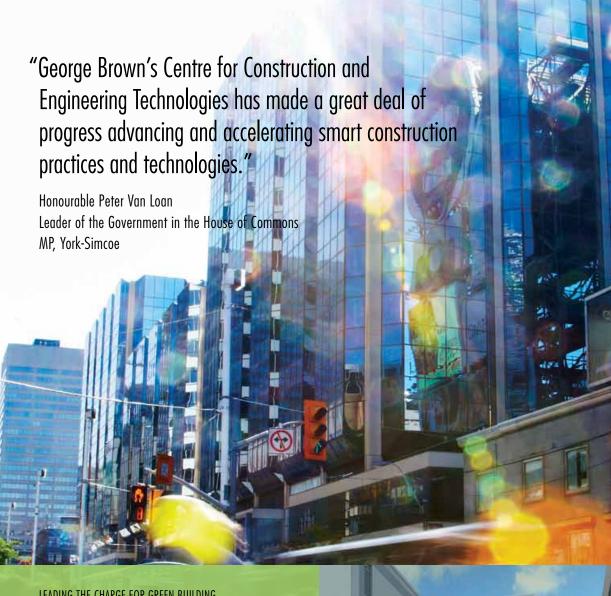
Source: Miner Management Consultants, "Jobs of the Future," March 2012

The shortage of skilled workers is particularly acute in the areas of health care, advanced manufacturing and business services, where the average unemployment rate is just one per cent.

Source: CIBC, "The Haves and Have Nots of Canada's Labour Market," December 2012







LEADING THE CHARGE FOR GREEN BUILDING

We're leveraging state-of-the-art technology to put students and industry partners at the forefront of innovation. A new facility slated to launch in 2014 as part of our Centre for Construction and Engineering Technologies will prepare students to become leaders in sustainable building design while providing industry with space to test and develop new products, services and methods. Industry partners will draw on faculty and student expertise in leading-edge facilities made possible by a \$6.6 million investment from the Federal Economic Development Agency for Southern Ontario. This project is an excellent example of how George Brown is working with government and industry to drive innovation, improve the sustainability of our buildings and bolster the Canadian economy.





COOKING UP SUCCESS IN REGENT PARK

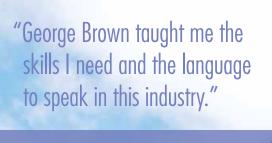
Paintbox Bistro has the recipe for success and it starts with empowerment. Helmed by part-time George Brown College instructor Chris Klugman, the bustling Regent Park eatery is staffed primarily by former Ontario Works recipients who have received basic kitchen training at George Brown's Chef School.

Equal parts social enterprise and dining destination, Paintbox enables its employees – many of whom are from Regent Park and other priority neighbourhoods – to build the confidence and skills they need to launch new careers in the food and hospitality industry. The restaurant also provides a local hub for community events, while its unique backstory entices diners from across the city to visit the recently revitalized Regent Park.

"Paintbox has given Regent Park an opportunity to get involved with good food."

XXI

Nilusha Thiagaraja Graduate 2011, Hotel Management Manager-At-Large, Paintbox



A new generation of small business leaders is getting its start at George Brown, and Brittany Hopkins is proud to be among them. Brittany was working at a bead store in Edmonton and finishing up a business diploma when a customer told her about the Jewellery Methods program at George Brown.

She eagerly enrolled and moved to Toronto, learning both the art of goldsmithing and the strategy behind establishing a career in the industry. Now she's the owner of Anice Jewellery, a Toronto boutique specializing in custom and reworked jewellery. Opened with help from a Canadian Youth Business Foundation loan, the shop is the perfect outlet for Brittany's creative talent and entrepreneurial spirit.



Graduate 2010, Jewellery Methods Owner, Anice Jewellery



Through his work at George Brown's Food Innovation and Research Studio (FIRSt), student culinary researcher Greg Czetwerzuk has developed new recipes, created nutrition labels and participated in live demonstrations.

But FIRSt does more than provide our culinary students with hands-on experience in their field. It's also filling a critical gap in the Canadian food processing industry, providing small and mediumsized businesses with a cost-effective way to develop and commercialize new food products while gaining access to a talented pool of students and researchers.

"The experience and skill set I have attained at FIRSt will help me not only in the food industry, but in any sort of work I may take on after college."



As a person who is Deaf, Annie Lau sometimes finds it challenging to communicate with strangers Some people tall too fact for how to read this light or both.

As a person who is Deaf, Annie Lau sometimes finds it challenging to communicate with strangers. Some people talk too fast for her to read their lips; others are rude or dismissive. But through her involvement with the college's Athletics department, Annie has been able to practice working with members of the public, building her self-confidence and customer service skills in the process.

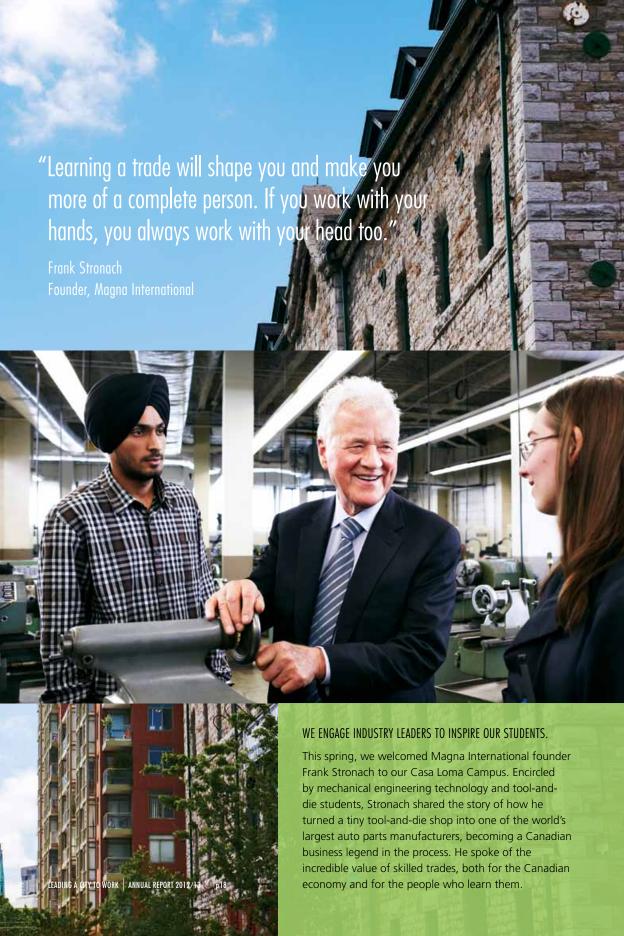
A talented volleyball player who represented Canada at the Pan American Games for the Deaf in Brazil, Annie has volunteered as a student ambassador at the fitness centre, completed her co-op placement in the Athletics department and held part-time jobs managing the varsity men's and women's volleyball teams, as well as playing on the women's team herself. Building soft skills is an integral part of every student's experience at George Brown, and for Annie, the Athletics department has been the perfect place to do it.

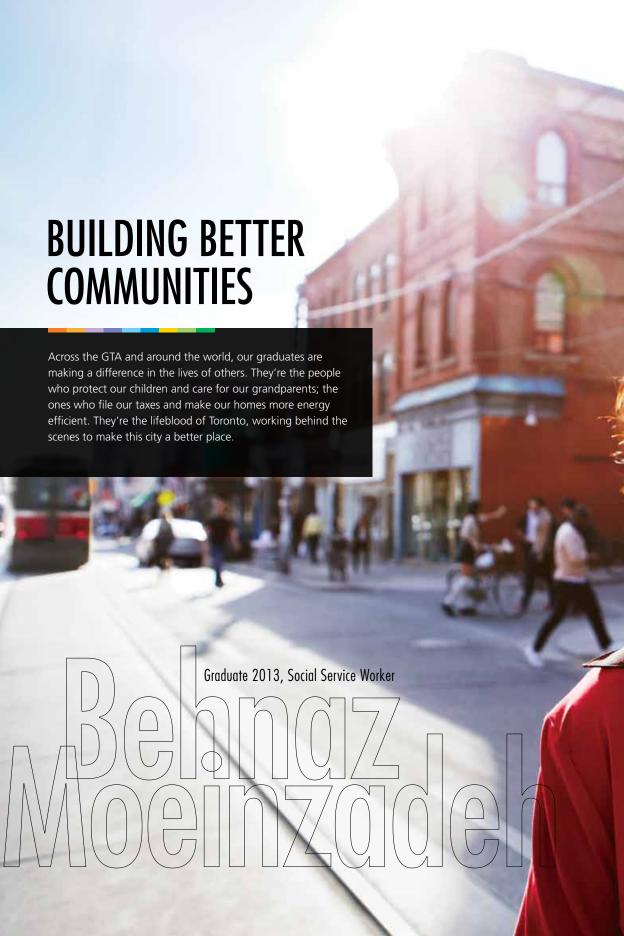
"I have become more confident and more outgoing."

INSPIRING STUDENT SUCCESS

At George Brown College, we proudly make learning our first priority, creating programs and experiences that lead to ongoing student success in the classroom and in the workplace. This is the academic vision that guides everything we do, from partnerships with industry to the integration of state-of-the-art technology on campus.













ENGAGING INDUSTRY IN CURRICULUM

How do we know what employers need most? We ask them. Our Program Advisory Committees (PAC) bring together industry leaders and George Brown alumni to work on program and curriculum development with faculty. By providing real-world insights and identifying needed sector-specific skills, volunteer PAC members help ensure that our course offerings are timely, relevant and reflective of industry trends.

Graduate 2000, Sport & Event Marketing (Postgraduate)
Director of Integrated Sales, National Hockey League
Program Advisory Committee member, School of Business





Faculty, Hospitality & Culinary Arts

George Brown College

Our educators are passionate about providing unique learning experiences. "Everything tastes different in France," explains George Brown faculty member Chef Christophe Measson, who moved to Canada 13 years ago and has been teaching at George Brown's Chef School for nine. To give his Baking & Pastry Arts students first-hand knowledge of his native cuisine, he's been organizing trips to Yssingeaux to tour local restaurants, wineries and markets, and participate in workshops at the Ecole Nationale Supérieure de Pâtisserie (ENSP), a premier French pastry and baking school.

After an initial trip in 2010, Chef Measson has expanded the program by arranging summer internships for some of the students. It's an unforgettable learning experience, and the start of a fruitful relationship between George Brown and ENSP.

"Everything tastes different in France."





Brian Cheng's career in the culinary arts has already taken him around the world, from Italy to India. After building a strong foundation of kitchen skills in our Cook Apprenticeship program, Brian enrolled in Culinary Arts – Italian, a partnership program that includes a semester spent abroad, with courses at international Italian cooking school ALMA, located near Parma.

While in Italy, Brian completed an externship at Michelin-star restaurant Locanda delle Tamerici in La Spezia, where he developed not only his cooking technique but also a taste for working abroad. Not long after graduation in Toronto, he was packing his bags again – this time for a nine-month assignment as chef at the Canadian High Commission in New Delhi, India.

SOUTH KOREA

HONG KONG

"Working abroad strengthened my confidence
It gave me the level of focus I needed to be
able to work outside my comfort zone."

BUILDING OUR FOUNDATION

Toronto's skills mismatch is accelerating and threatening to bottleneck our economic growth. To solve this issue, we need to train more people with the skills employers require. But too many people are prevented from gaining these skills due to a lack of financial resources.



That's why we launched the \$60-million *Success at Work* campaign to support the college's expansion and to increase scholarships and bursaries. So far the response has been tremendous. Our supporters see George Brown as a place that's poised for lift-off. They view a practical education the way we do – a smart investment in positive change.

To everyone who supported us this year, we offer our gracious thanks. To those of you yet to join us, please consider donating to George Brown College Foundation. Together, we will make a difference.

For more information, visit georgebrown.ca/successatwork

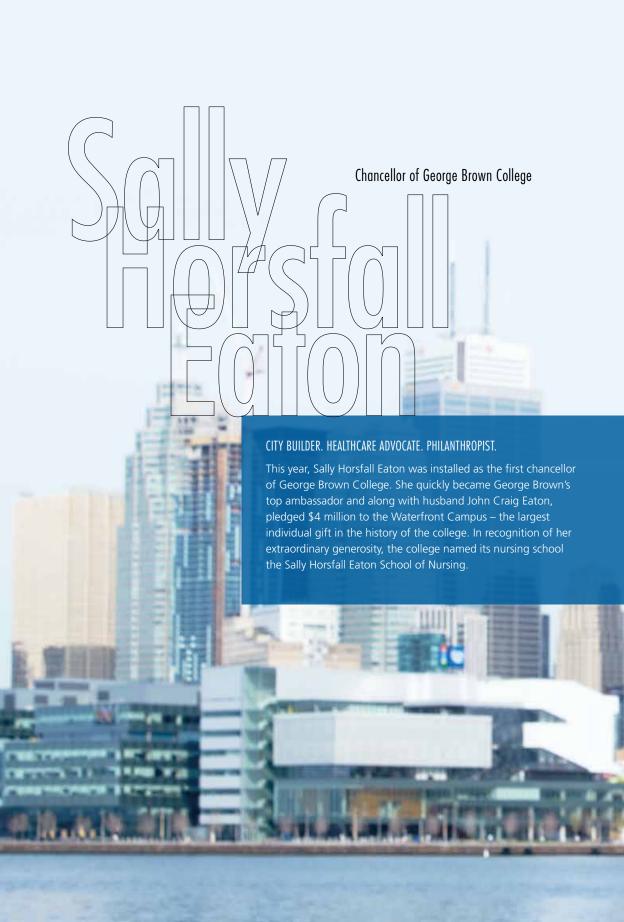
Gordon Cressy, President George Brown College Foundation Doug Turnbull, Chair George Brown College Foundation

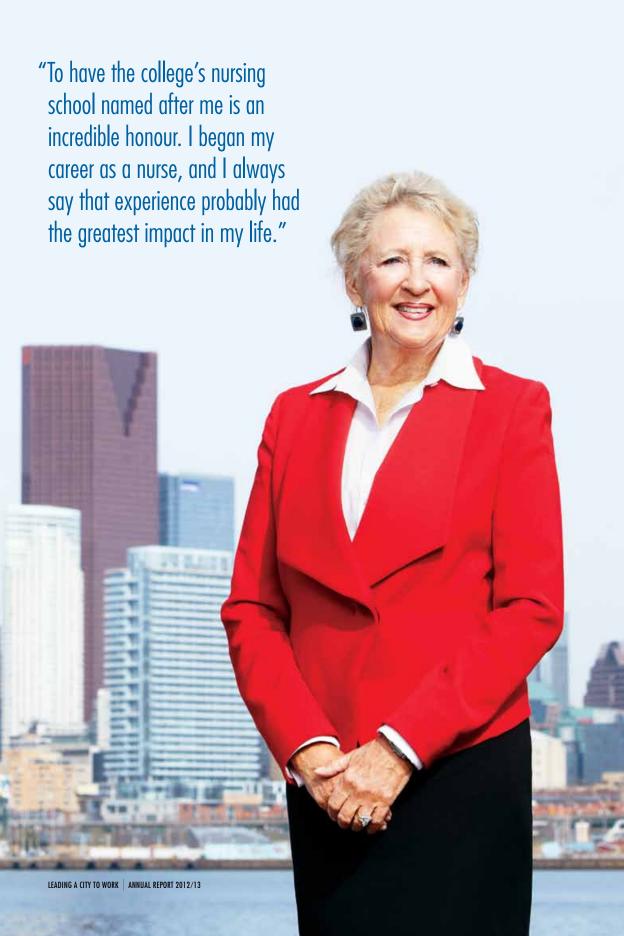












PEOPLE & PROGRAMS

STUDENTS		STAFF	
Full-Time Enrolment	24, 849	Full-Time Employees	1,294
Certificate	3,247	Faculty	506
Diploma	8,919	Administrative Staff	193
Advanced Diploma	7,516	Support Staff	595
Graduate Certificate	2,284	Part-Time Employees	2,522
Degree	1,347	Faculty	1,359
Apprentice	1,494	Administrative Staff	35
Other	42	Support Staff	528
Part-Time Enrolment 4,073			
Certificate	373	Continuing Education	600
Diploma	1,844	PROGRAMS OFFERED	
Advanced Diploma	1,501		
Graduate Certificate	97	Full-Time Programs	135
Degree	223	Certificate	27
Apprentice	33	Diploma	33
Other	2	Advanced Diploma	25
		Graduate Certificate	27
International	3,270	Degree	6
Continuing Education	61,300	Pre-College	6
Registrants		Apprentice	11
		Continuing Education Certificates/	
		Designations	~189

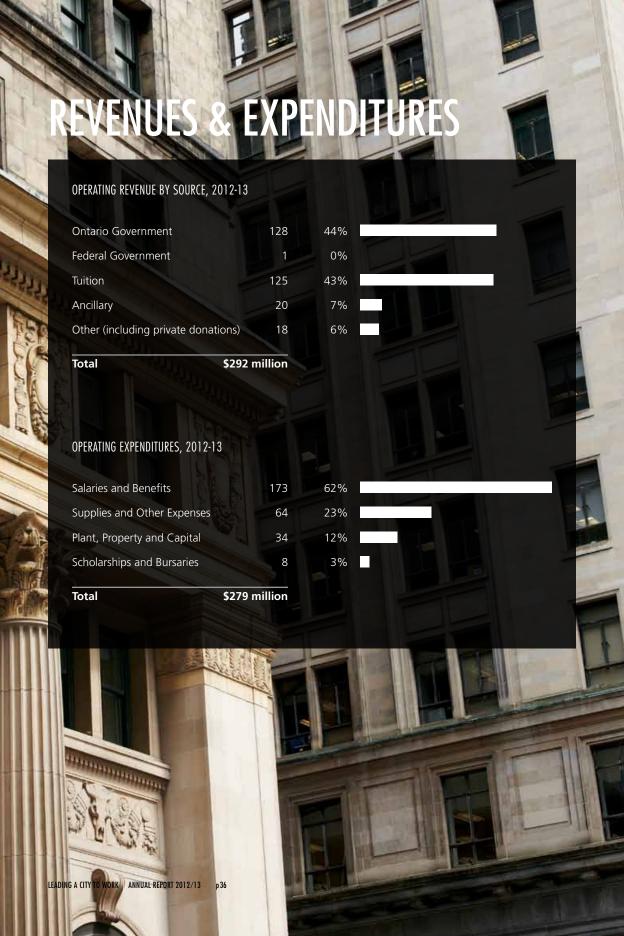
Note: All data shown refer to 2012-13 fiscal year.

Sources: George Brown College Institutional Research & Planning, Department of Human Resources, OCAS distinct enrolment report and Banner.

One of the best ways to learn how to do a job is by actually doing it.

This year, 75% of our programs offered field placement opportunities, which allow students to develop skills in a workplace setting.

Over the next few years, we'll bring that number to 100. We're on track to meet the following targets: 80% of programs by 2014, 90% of programs by 2015 and 100% of programs by 2016.



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