

Provincial Recruitment Campaign



POLICE RECRUITMENT CAMPAIGN

Project plan

JANUARY

FEBRUARY

MARCH - APRIL

MAY

JUNE

JULY

Launch

Research + Strategy

- Analyze CWG research
- Design and field survey
- Stakeholder consultations
- Audience ID / segmentation
- Integrated campaign strategy

Campaign production

- Creative directions
- Focus group testing
- Website development
- Email marketing development
- Video pre-production and two full shoot days
- Principal photography for eight services across Ontario
- Video post-production
- Concept package featuring paid, organic, audio, out-of-home creative assets
- Campaign toolkit
- Brand asset page

Pre-launch

- Public relations launch strategy
- Paid media plan
- Final ad package
- Advertising setup and vendor coordination
- Government briefing
- Campaign kick-off call

Post-launch

- Biweekly progress updates
- Monthly reports
- Brand recall study

Key audience segments



The potentials

Male | 19-34 | GTA and North

Currently working part-time, University-educated

Currently earn \$40-100k

Identify cultural heritage of either South Asian,
Southeast Asian, West Asian, Korean, Black or Arab



The pathfinders

Female | 19-29

GTA, West, East

Currently unemployed or
looking, Trade certified

Currently earn <\$40k



The sage

Male | 35-50

GTA, West, East

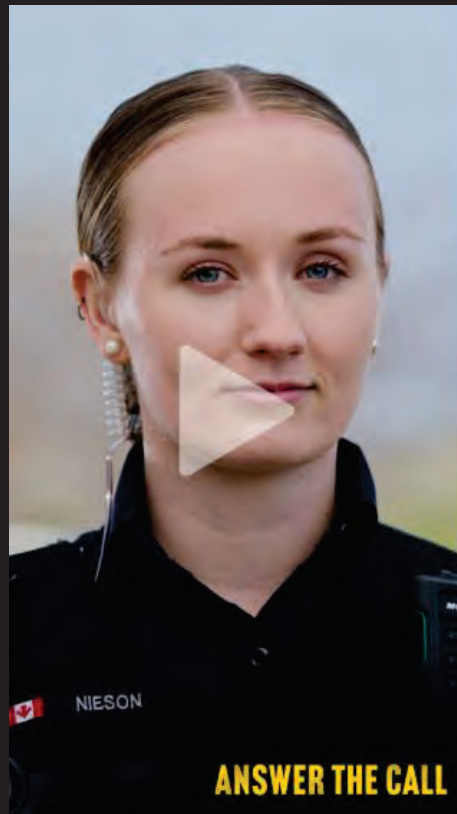
Currently working full-time,
University and college-educated

Currently earn \$80-110k

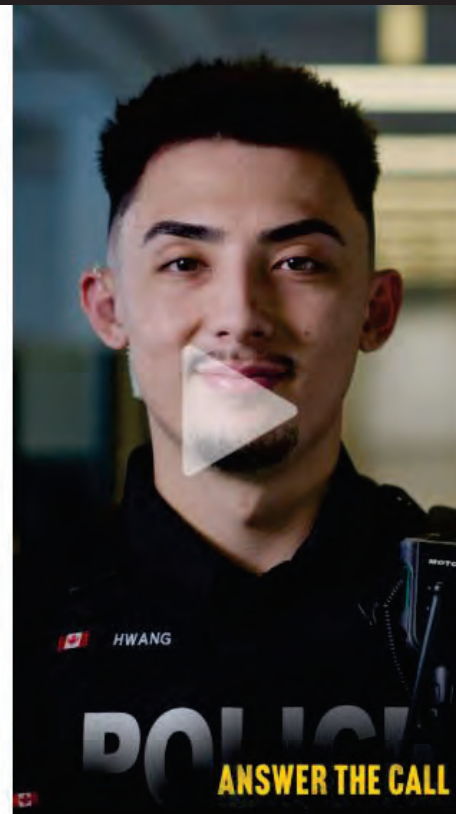


**ANSWER
THE CALL**

Protagonist Videos



Female Video



Male Video

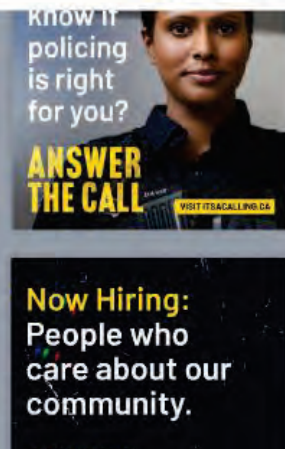
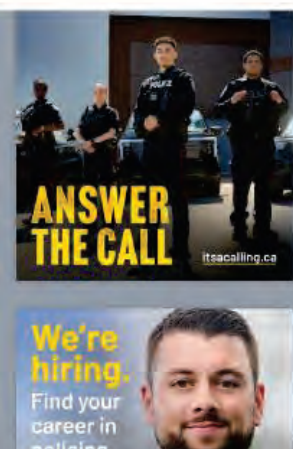
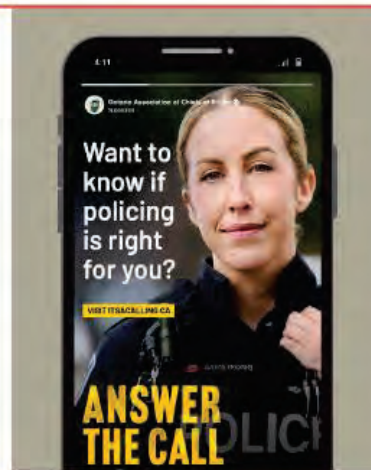
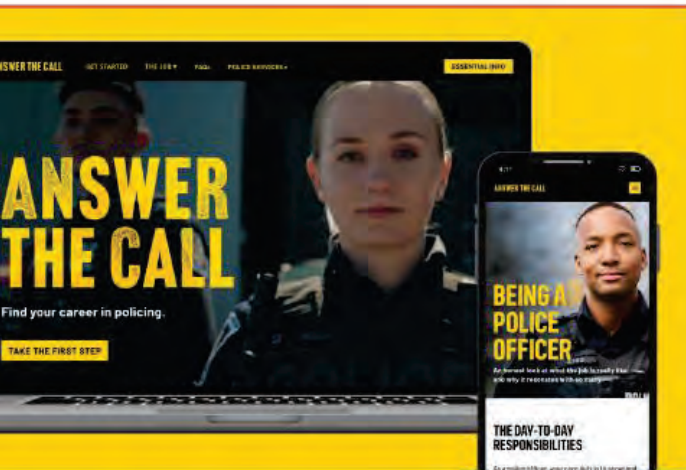


Representing Services Across Ontario



POLICE RECRUITMENT CAMPAIGN

A comprehensive catalogue of creative



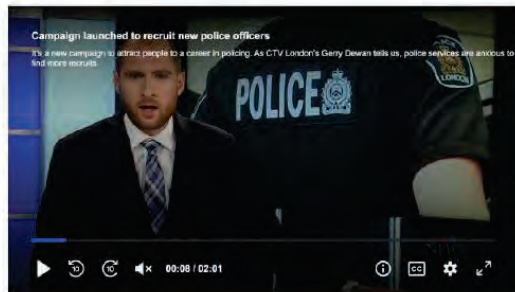
Campaign Video

<https://www.youtube.com/shorts/nn60VFNF7Wc?feature=share>

https://youtube.com/shorts/nn60VFNF7Wc?si=k73PtyAeaz_bTuGr



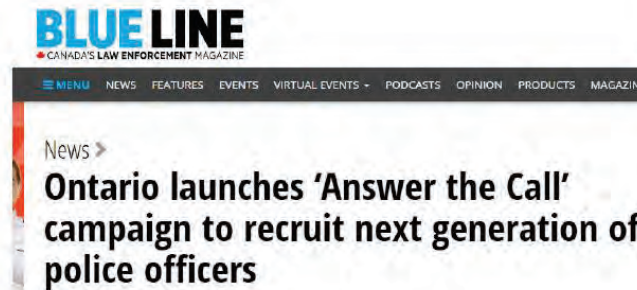
Broad and sustained media coverage



London Watch

Campaign launched to recruit new police officers

It's a new campaign to attract people to a career in policing. As CTV London's Gerry Deenan tells us, police services are anxious to find more recruits.

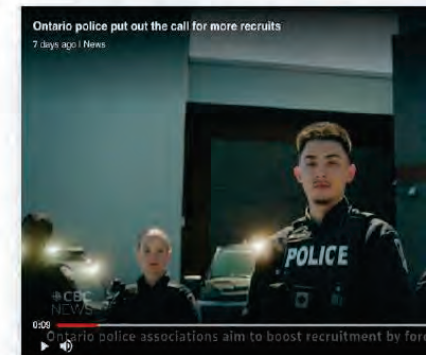


QUEEN'S PARK OBSERVER

News briefs

SolGen boosts police recruitment campaign

- Solicitor General **Michael Kerzner** joined the heads of some of the province's major police associations Monday to announce a new advertising campaign aimed at boosting cop recruitment. The campaign — called "Answer the Call" — is expected to provide "honest insights" into what it's like to have a career in policing, as well as provide tools to help candidates.



Ontario police put out the call for more recruits

7 days ago | News | 1.5K

Ontario police associations have launched a recruiting campaign to address staffing shortages across the province, but advocates say it should also be an opportunity to adjust the role of police in communities.



POLICE RECRUITMENT CAMPAIGN

Now, the hard work begins

We project the campaign will deliver approximately 50 million impressions and 200,000 clicks to the web



Social media

44%

Digital

38%

Audio + Out-of-home

18%

Linkedin



Instagram



CRaVe

Google

BellMedia



TikTok



facebook



Our approach to high-quality recruitment

We will optimize for four key actions throughout the campaign:

- Video views
- Impressions
- Clicks
- Conversions

phase 1 /

Inspire



Build awareness
Identify candidates

phase 2 /

Persuade



Push to website
Find opportunity

phase 3 /

Acquire



Sign-up for information
Build and nurture relationship

ANSWER THE CALL

GET STARTED

THE JOB

FAQs

POLICE SERVICES

ESSENTIAL INFO

READY TO ANSWER THE CALL?

Discover the different types of police services across Ontario.

FIND YOUR FIT

Police services across Ontario come in all shapes and sizes. Each offers its own mix of opportunities, challenges and ways to serve. Whether you're drawn to a close-knit community, a fast-paced urban centre, or a culturally rooted environment, there's a path that can match your goals and values.

That's why we have developed a short, interactive survey to help you discover which option might be the best fit for you.

FIND MY FIT

ANSWER THE CALL

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WOMEN IN POLICING

A quick look at what to expect if you choose to answer the call.

LEADING THE WAY

Women bring valuable skills and perspectives to policing in Ontario. From empathy and communication to active thinking and strong leadership, with growing recognition of the impact women have in law enforcement, more resources are available than ever to help women thrive and lead in this career.

To support and nurture these traits, various resources and initiatives are available:

WORK-LIFE BALANCE

Policing can be demanding, but many services offer flexible scheduling, paid parental leave, and wellness programs to help officers maintain balance and take care of their personal well-being.

ONTARIO WOMEN IN LAW ENFORCEMENT (OWLE)

This organization provides networking opportunities, professional development and mentorship programs tailored for women in law enforcement.

30X30 INITIATIVE

Aiming to increase the representation of women in policing to 30% by 2030, this initiative focuses on recruitment, retention and advancement of women in law enforcement.

ANSWER THE CALL

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BEING A POLICE OFFICER

An honest look at what the job is really like and why it resonates with so many.

THE DAY-TO-DAY RESPONSIBILITIES

As a police officer, your core duty is to serve and protect your community.

Under Ontario's Community Safety and Policing Act (CSPA), officers are responsible for preserving the peace, preventing crime, assisting victims, enforcing the law and maintaining public safety.

PRESERVING PEACE

Respond to emergencies, assist people in distress and help maintain order in public spaces.

PREVENTING CRIME

Partner with neighbourhoods, engage with community members and create a crime prevention that helps better protect people.

ENFORCING THE LAW

Investigate incidents, gather evidence, lay charges and ensure justice.

ANSWER THE CALL

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HAVE QUESTIONS ABOUT POLICING?

We have answers!

GETTING STARTED

What are the minimum requirements in Ontario to apply for a career in policing?

How long does it take to become a police officer?

What is the Ontario Police College?

Where can I find police services that are hiring?

What kind of benefits can I expect as a police officer?

ANSWER THE CALL

GET STARTED

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POLICING IN INDIGENOUS COMMUNITIES

Policing by and for Indigenous peoples with integrity, compassion and vision.

COMPASSION AND COMMUNITY ABOVE ALL

For Indigenous police officers, serving their communities is more than a career. It is a calling rooted in care, connection and culture of responsibility.

Officers often work in or near their home Nations, where the people they protect are also their friends and neighbours. This creates a deeper sense of trust and shared understanding.

They bring not just training and professionalism to the role, but lived experience, language and respect for the traditions and teachings that guide their communities.

Policing in Indigenous communities means showing up with heart, compassion and a sense of humility. It's not just a job.

ANSWER THE CALL

GET STARTED

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GETTING STARTED IN POLICING

If you're considering a future in policing, this is a great place to begin.

WHAT YOU NEED TO KNOW UP FRONT

In Ontario, the process of becoming a police officer is fairly consistent across services, though each one may have its own unique details or additional requirements.

Generally, applicants need to meet a few key criteria:

PHYSICAL FITNESS

You will need to demonstrate a basic level of fitness and submit a two-week fitness log.

VISION & HEARING STANDARDS

Applicants must meet specific medical benchmarks to ensure safe and effective performance on the job.

FIRST AID & CPR CERTIFICATION

You will need valid certification by the time a job offer is made.

ANSWER THE CALL

GET STARTED

THE JOB

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POLICE SERVICES

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FIND A POLICE SERVICE

Explore the map to see all police services operating across Ontario.

EXPLORE POLICE SERVICES ACROSS ONTARIO

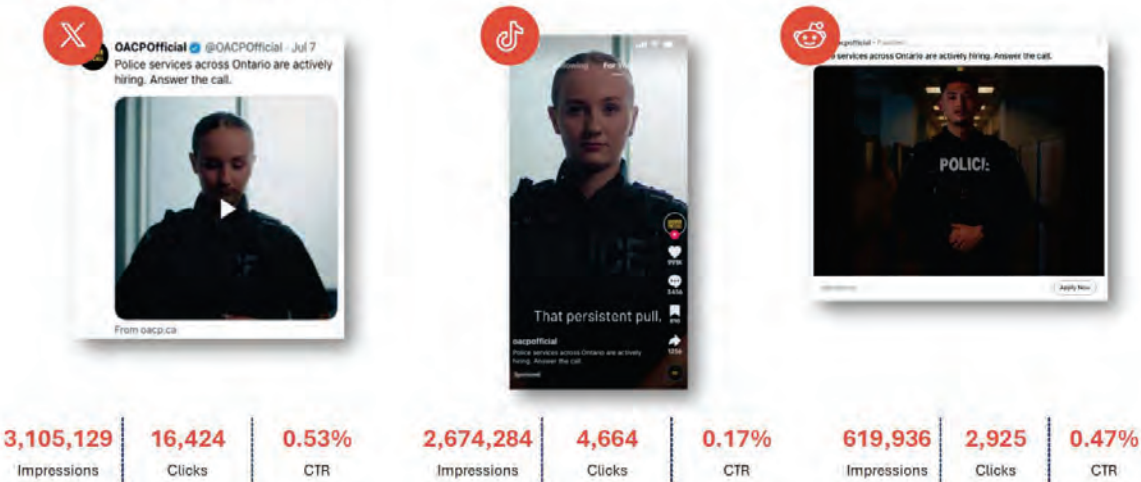
Click on any pin to view a service's information and access a link to apply.

Map

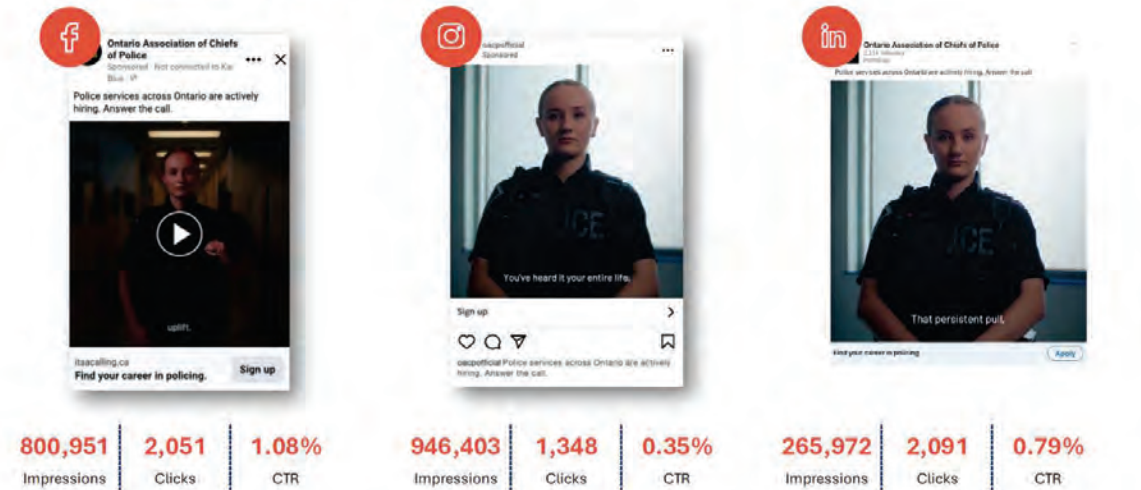
Satellite

Map showing police services across Ontario with numbered pins.

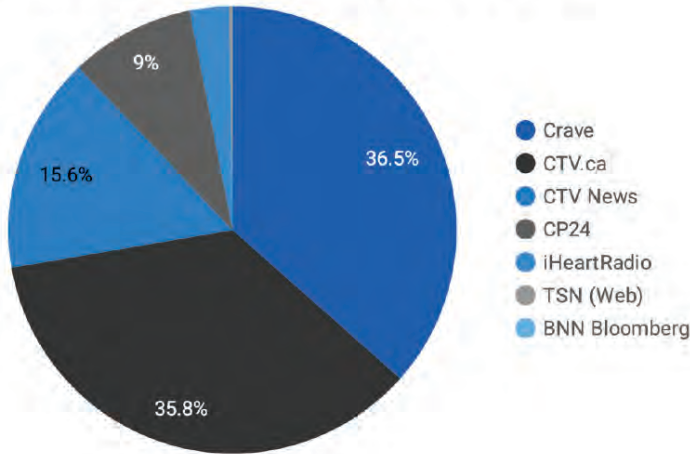
Top performing ads



Top performing ads



Total impressions by Bell Media brands



Platform

Facebook

Instagram

LinkedIn

X(Twitter)

TikTok

Reddit

Spotify

Programmatic

Google Search

YouTube

ANALYTICS REPORT

Website analysis

- We are not only driving a high volume of engagement but also finding high-quality visitors among our audiences. An engagement rate of 30% and an average session duration (how long each visitor spends on the site) of 1 minute and 10 seconds exceed standard benchmarks for public awareness or recruitment campaigns. Based on experience, similar campaign sessions typically last under 30 seconds. A longer average session duration indicates that users are actively exploring and considering next steps while browsing the website after landing.
- With over 20,000 engaged sessions and more than 3,100 returning users, we are seeing a mix of first-time interest and sustained attention. The number of returning visitors is especially encouraging for a campaign only in its first phase. It suggests people are not just curious but genuinely interested and returning to learn more or take further action.

67,812 Total sessions	61,761 Total users	30% Engagement rate
20,610 Engaged sessions	3,190 Returning users	1:10 Average session duration

POLICE RECRUITMENT CAMPAIGN

Out-of-home

Police services
are hiring now.



Paid
training
program.



Expansive
benefits
package.



Mental
health
resources.

**ANSWER
THE CALL**



itsacalling.ca

Police services
are hiring now.



Paid
training
program.



Expansive
benefits
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Mental
health
resources.

**ANSWER
THE CALL**



itsacalling.ca

Find your
career in
policing.

**ANSWER
THE CALL**



itsacalling.ca



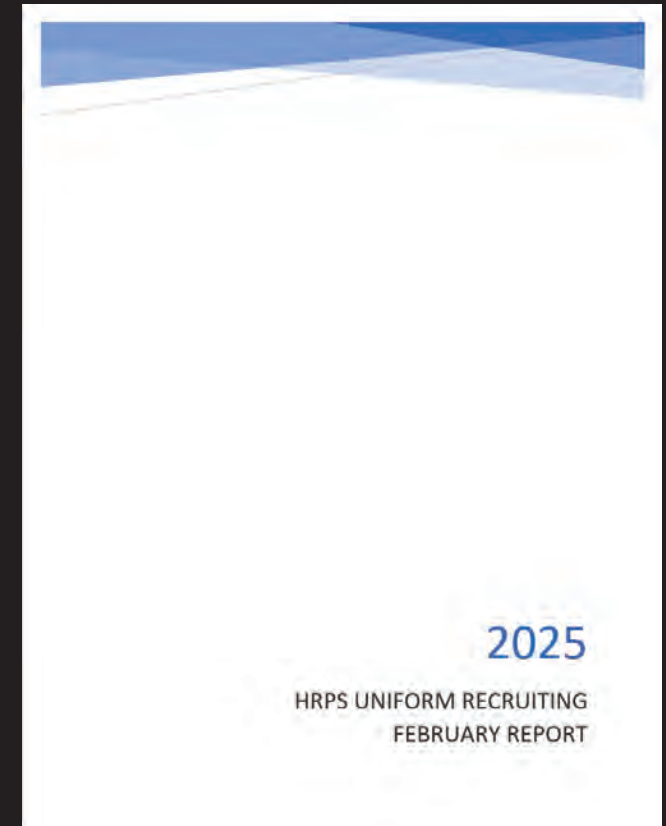
Localizing the Campaign



HRPS
Recruiting
Strategy



The 2025 HRPS Recruiting Strategy Explained



Version: 2025-02-21

A brief history....

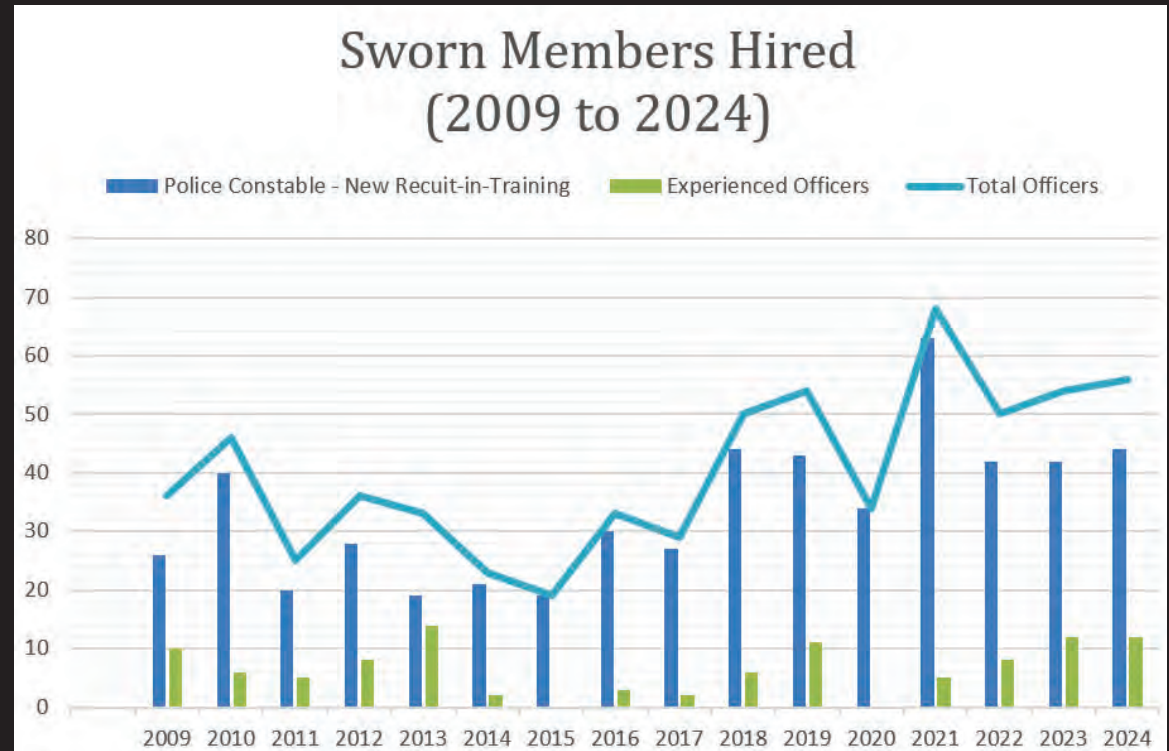
With a 'Hiring Rate' of approximately 2% since 2009, the HRPS' overall growth of 1.90% (YOY) slightly outpaced the Region's growth of 1.76% (YOY) — SOURCE: Census 2016-2021

The Real Story is in our 5-Year Data

- All Police Services saw applications drop since 2019
- Halton's Hire-to-Applicant ratio remains approximately 9 (in other words 9 per 100 applicants are hired)
- OPP, Durham, Toronto, York, and Peel, all show increasing hiring rates since 2020
- Between 2020 and 2022, the OPP's hiring rate increased from 14.5 to 25.6 hired per 100 applicants
- Possible causes for increases: changing process standards; applicants; or experienced officers hired

• (SOURCE – OACP)

Newly Sworn Applications / Hires		
	Applicants	Hires
2020	683	34
2021	702	63
2022	519	42
2023	448	42
2024	513	44



Understanding Cause & Identifying Opportunities for Improvement

- How do we compare to other services?
- What are other services doing in light of these challenges?
- Should we change our Recruiting Process?
- Should we expand our outreach?
 - 31 Public Engagements
 - 25 Cadet or Constable Information Sessions
 - 13 Job Fairs
 - 12 PREP Mentoring Sessions – all in 2024
- Should we partner with local educational institutions?
- Should we advertise and if so, how?
- What can we improve.....and WHY? Of note...internal data had not been collected to address the above.

Research through environmental scan and a 2024 OACP Report, identified several improvement opportunities for the HRPS. In particular, the recruiting process, sourcing, and marketing, represented the highest potential for change.



2025/26 Recruiting Strategy Timeline

Our Strategic Goals:

DATA COLLECTION: Collect data during information sessions and application.

DASHBOARD: This tool will provide real-time data regarding the progress of the unit. It will also collect data for analysis, which can be used to create further efficiencies in the recruiting process, training, and marketing.

RECRUITING PROCESS REFORM: The identification of critical elements, the reduction or removal of redundant features, and modification on a per case basis, will be critical to evolution of the recruiting process and curtail the loss of applicants to other police services.

OUTREACH: Cadet and Constable Recruiting Sessions along with PREP Mentoring Sessions will continue to be conducted on an immediate and ongoing monthly basis. The measured effectiveness of all other outreach will determine the continuation of those programs.

MENTORSHIP / POOL DEVELOPMENT: Two pathways are being created to augment the Cadet and the Constable recruiting streams by providing guidance to candidates who lack familiarity with the recruiting process.



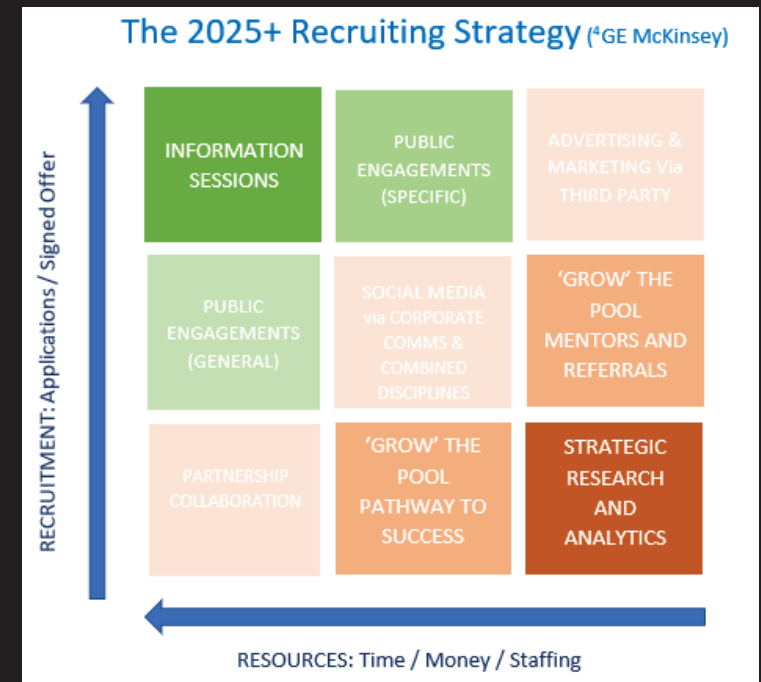
Strategic Research & Analytics

As of March 2025, we have been collecting 'Source' data, to determine the effectiveness of tasks in the GEM (LFI, Application, On-boarding)

- Targeted marketing campaigns to optimize quality of candidates
- Identify candidates for mentorship

Data collection and analysis will continue...

- Work in conjunction with Analytics, Training, Corporate Communications, and other internal teams, to identify desirable characteristics of experienced officer hires.
- Analyze previous hires with untoward and other retention characteristics to evolve the recruiting process and optimize marketing.



RECRUITING PROCESS REFORM

A Data Driven Approach – Many of the changes to the HRPS Recruiting Process and practices were led by data provided in a recent OACP report following a study of an intake at the Ontario Police College in 2023. This data was essential to identifying opportunities for dramatic and impactful changes to our recruiting practices:

- Loss to Competition: The Halton Regional Police Service held a longer process, exceeding 6-months (182-days) from initial application to job offer. This led to 'mid-process' losses to peer services.
- Prioritization of Key Stages in the Process: The data distinguished beneficial steps while also identifying redundancy. This led to improvements to the effectiveness and efficiency of our process.
- Strategic Data Collection: The OACP research provided a framework for our own data collection. This allowed our decisions and subsequent changes to be supported by data.

Changes to the HRPS Recruiting Process has been reduced to 120-days with a target of 90-days and strategic changes have all but eliminated loss to peer services (three applicants YTD). An updated policy is anticipated to be completed by September 30, 2025 in accordance with the 2025 Recruiting Strategy.



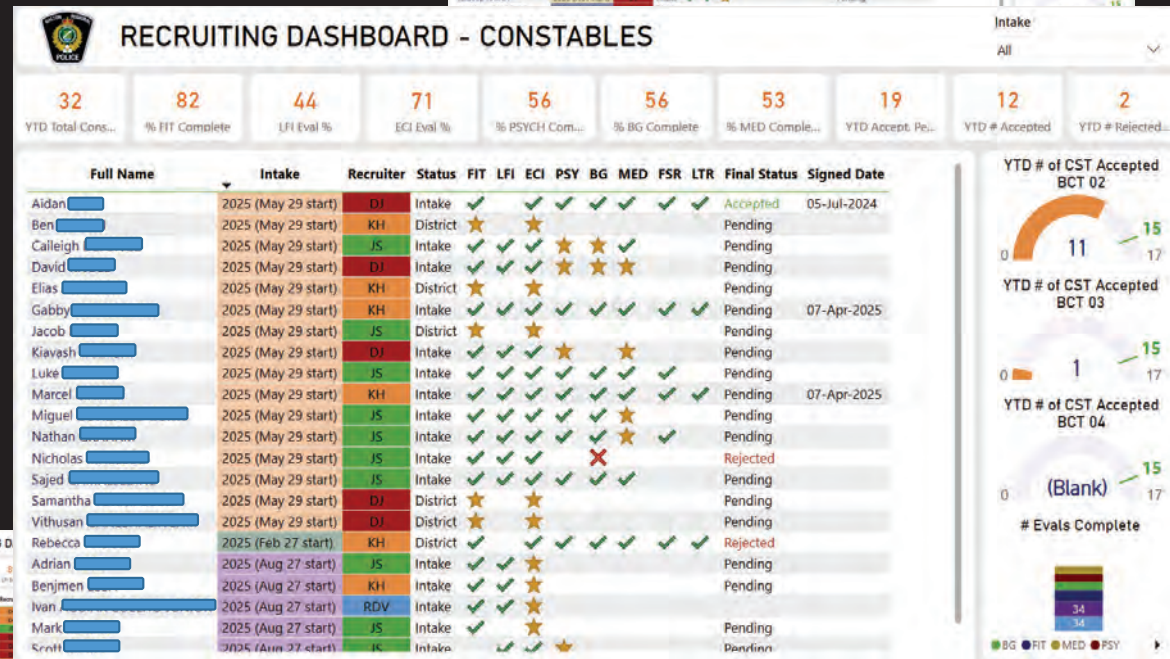
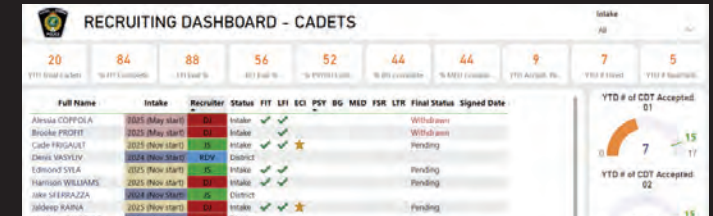
Operational Data Collection

We have created a dashboard to display our progress in real time.

It indicates the status of our hires, the stages each applicant is at, and the total number of recruits hired for Cadet, Newly Sworn Constables, and Experienced Officer hires.

A hidden sub-set of data can provide timelines to show efficiencies between stages, in addition to providing insight regarding where, and why, an applicant may be rejected from the process.

The latter can be used to continuously improve the recruiting process.



Moving Forward 2025/2026 – ‘Growing the Pool’

in partnership with Corporate Communications

“Growing the Pool” – OACP and internal data show that the majority of successful applicants have employment and educational backgrounds unrelated to policing. The HRPS has created programs to identify and attract applicants outside of conventional pathways.

- Improved Referral / Mentorship Program - 17% of applicants were referred by HRPS member
 - Application Guide with Mentorship – over 25% success rate
 - Incentivization Program pending
- Strategic Marketing
 - Women in Policing
 - Professional Athletes Program
 - Military Program
- Strategic Programs to create generational interest
 - Pathway to Success – in partnership with Sheridan College
 - Student Consultation Committee
- Programs to Optimize Success
 - Enhanced Cadet Program
 - Bootcamps
 - Strategic Marketing to Identifiable Groups <https://vimeo.com/1113334103/fb6efd5ef4?share=copy>



Questions?



Version: 2025-02-21