

The gig economy is here to stay

Whether you're taking advantage of it as a talent market or not, the gig economy continues to grow.

Gig work offers many people who have been frozen out of traditional jobs the chance to work.

Alternative models of work are used by almost one in three Canadian workers.¹



26%

Every year, the use of gig platforms around the world grows by more than a quarter.²

A pretty good gig?

True or false:

True

Gig workers face discrimination when trying to access financial services, like getting approved for a mortgage.

There's still stigma associated with gig work, and gig workers can be denied access to financial products that people in full-time employment are more readily granted.

False

There's a formalized classification for gig workers and they are granted worker rights in the same way as full-time employees.

Gig workers don't enjoy the same workplace policy and compliance protections.

True

The gig economy spans industries and sectors—it's not just for ride-share drivers.

The gig economy is growing across multiple sectors, with many workers finding it a better alternative to contract or full-time employment.

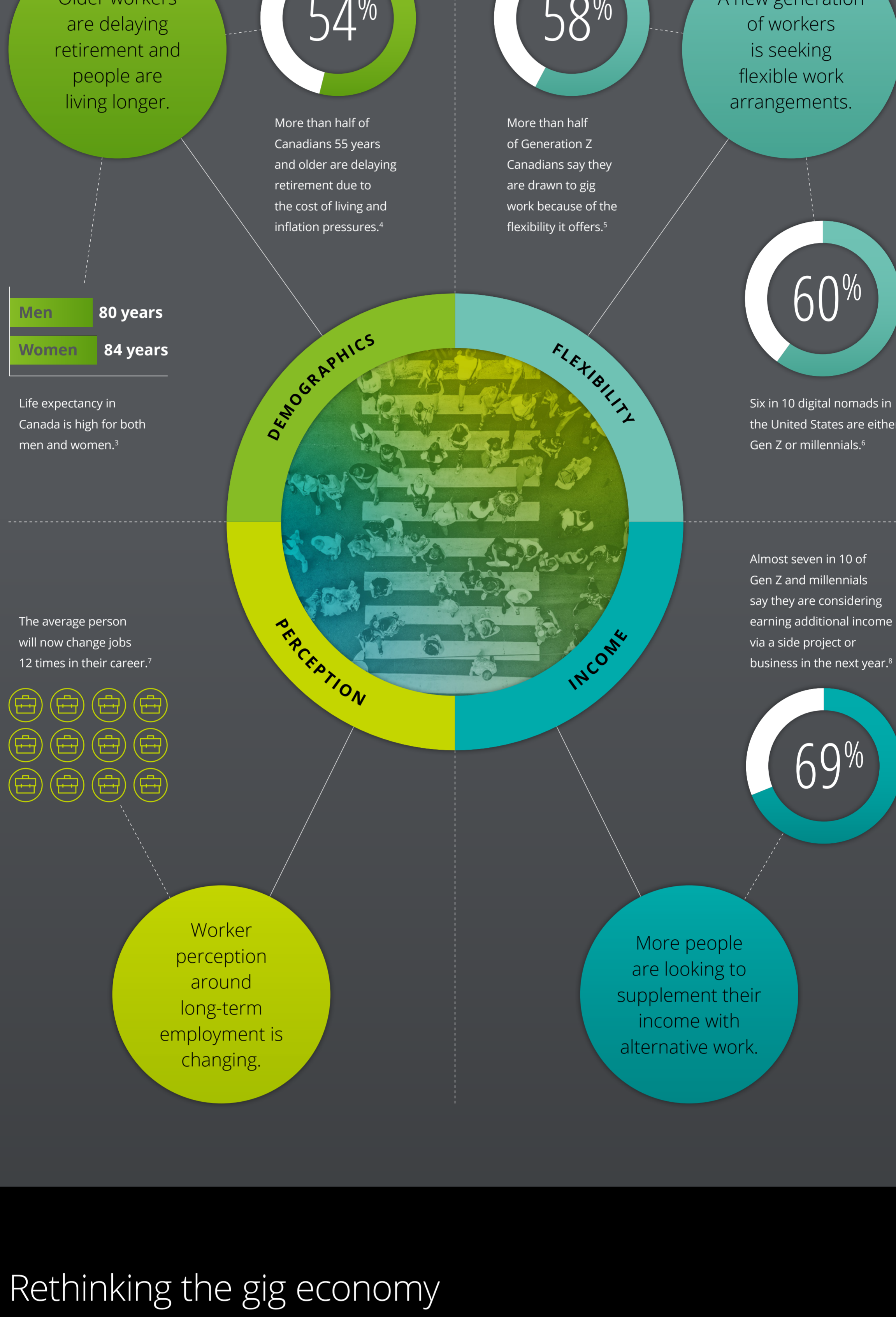
False

The gig economy is a last resort for people who can't find full-time employment.

Many gig workers find that flexible work arrangements better suit their lifestyles.

What's powering the rise of the gig economy?

The pandemic clearly changed how and where we work, but there are other factors at play:



Rethinking the gig economy

What's attracting workers?

- It overcomes geographical barriers to work.
- There's little bias around age or inexperience.
- It allows those with disabilities to work on their terms.
- It offers greater flexibility for people with responsibilities outside work, such as caregivers and parents.

For employers, it offers an exciting prospect to bolster their talent base and increase their agility through on-demand labour.

Distribution of Canadian gig workers

These three industries had the biggest proportion of temporary workers in 2019

Top industry sectors⁹



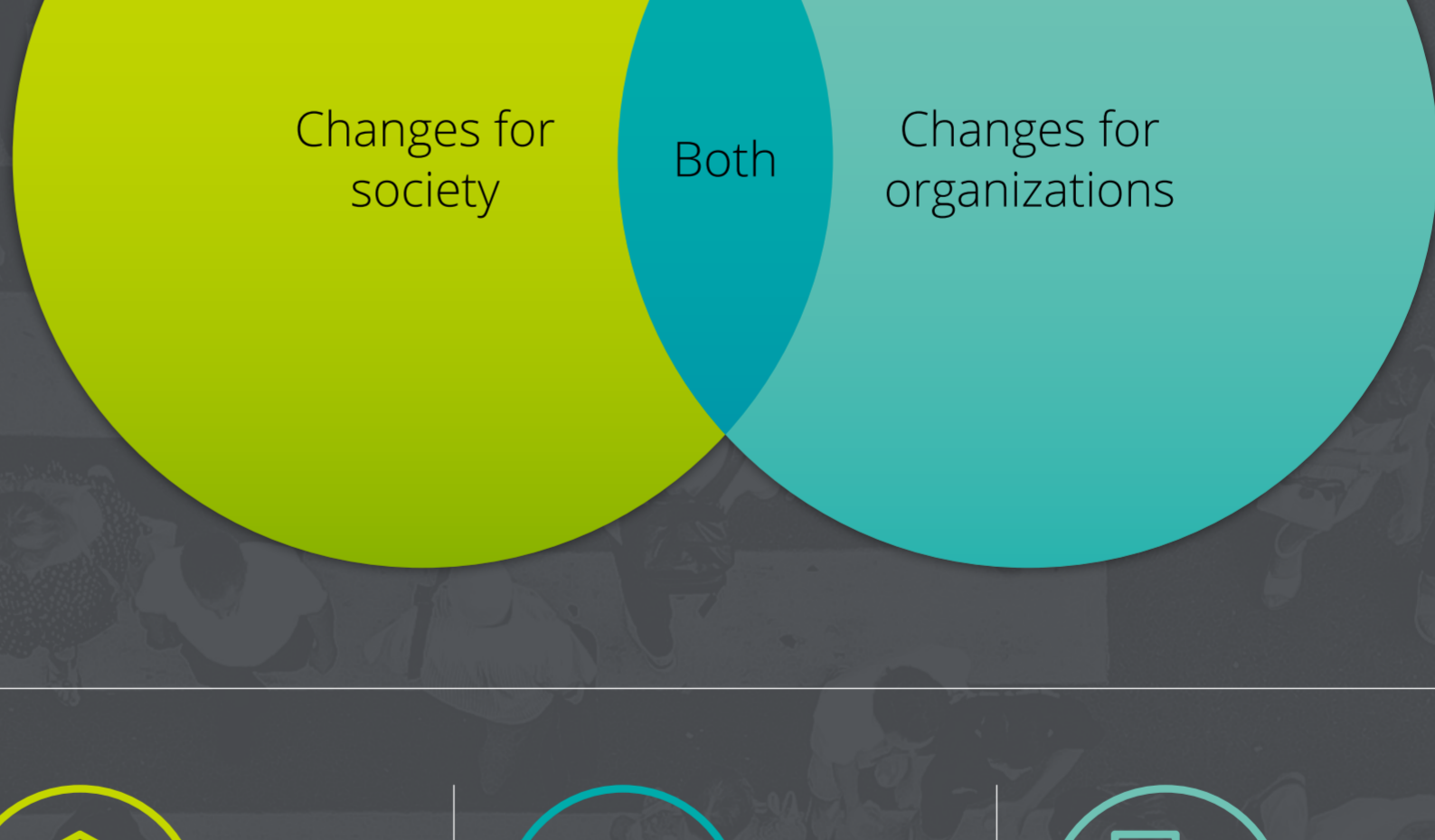
Governments and policymakers need to rethink the employment market for Canadians and design policies that codify this new category of work.

How can we make the gig economy work for all?

This growing work model offers exciting prospects for organizations looking to bolster their talent base and increase their agility through on-demand labour.

How can we maximize this opportunity?

We can rethink the gig economy at both a societal and an organizational level.



- Societal changes**
 - Remove digital barriers to participation
 - Give gig workers access to the social safety net
 - Introduce legal mechanisms that protect gig workers
 - Redesign policies and develop protections for gig workers
 - Improve access to financial products
- Both**
 - Reframe the view of the gig economy
 - Formalize a new category of free-agent worker
 - Provide access to reskilling and upskilling opportunities
- Organizational changes**
 - Think more broadly about the talent ecosystem
 - Revise talent acquisition and onboarding practices
 - Increase worker representation to drive sustainable change

“The gig economy keeps growing. Technology will continue to challenge our ways of working, and that trend will continue. Also, some workers prefer these new ways of working. As an employer, if you aren't considering the gig economy at all, are you missing out on available talent? And, as employers, if we do engage in the gig economy, how can we do so with the right social impact to generate positive and sustainable work for all?”

Stephen Harrington
Partner, Human Capital
Deloitte Canada

Endnotes

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