

A Collaborative Approach to Improving Quality & Safety

BC Care Providers Conference
26 May 2014

What is go2hr

1. Attraction and Recruitment

STRATEGIES

Create awareness about tourism jobs and careers

ACTIVITIES

- Develop and implement a comprehensive, multi-faceted plan to create awareness about tourism jobs and careers, which could entail:
 - Engage key stakeholders in initiatives to promote awareness of tourism jobs and careers
 - Develop a segmented marketing approach that captures the range of job/career opportunities and targets a diverse talent pool
 - Use appropriate tools and mediums to reach youth with themes such as "Year or a Career" and "First Job"
 - Provide access to job and career information for target markets and their influencers

Identify, anticipate and respond to current and emerging labour and skill shortages

- Continuously monitor and communicate gaps between labour supply and demand
- Provide tools, resources and information to assist employers in filling their staffing requirements
- Connect employers with job seekers and students – locally, provincially and nationally
- Channel tourism industry input to government to help formulate/revise policies and programs on foreign workers and immigration
- Provide resources to support employers in navigating the various foreign/international worker/student programs
- Continually update the industry on changes to foreign worker or immigration policies or regulations

2. Retention

STRATEGIES

Promote the use of progressive human resource practices by tourism employers

ACTIVITIES

- Demonstrate and communicate the business case (return on investment) related to effective retention practices
- Identify and communicate best practices related to human resource management for a range of business types, sizes and locations throughout BC
- Identify and/or provide tools, resources and information that will help employers reduce unwanted turnover
- Recognize and showcase employers who utilize effective human resource practices
- Educate employers and other key stakeholders about the opportunities and obligations related to being the first and largest employer of youth

Identify and address unique labour market challenges faced by seasonal and/or rural tourism operations

- Develop and implement tactics to help reduce the workforce challenges encountered by seasonal and/or rural employers
- Foster partnerships with summer and winter employers to explore the exchange of seasonal and/or part-time workers

3. Training and Development

STRATEGIES

Encourage employer involvement and investment in training

ACTIVITIES

- Build and communicate a compelling business case for the return on investment in training
- Facilitate communication and engagement between tourism employers and training providers
- Provide employers and employees with information about available training options, resources, programs and best practices
- Support employers in accessing relevant supervisory and management skills training for their staff

Align training programs with industry needs

- Identify and communicate current and anticipated employer training needs to training providers, funders and other stakeholders
- Explore the feasibility and utility of providing more flexible, short-term, modular training to meet industry needs
- Encourage and promote the delivery of training that is accessible to remote, rural and/or seasonal employers
- Ensure that the appropriate certifications and associated programs are available to support the needs and standards of the tourism industry
- Maintain the industry's leadership role in the provincial industry training/ apprenticeship system

4. Research and Evaluation

STRATEGIES

Develop and maintain a tourism labour market research and information system

ACTIVITIES

- Enhance collaboration among all stakeholders engaged in data tracking to ensure alignment of data
- Obtain, analyze and disseminate data
- Ensure key data is captured at operator level

Monitor, evaluate, and communicate the results of the TLMS

- Develop and communicate
- Communicate

5. Organization and Coordination

STRATEGIES

Align the TLMS with government priorities and plans, as well as with provincial, regional and local tourism strategies/plans

ACTIVITIES

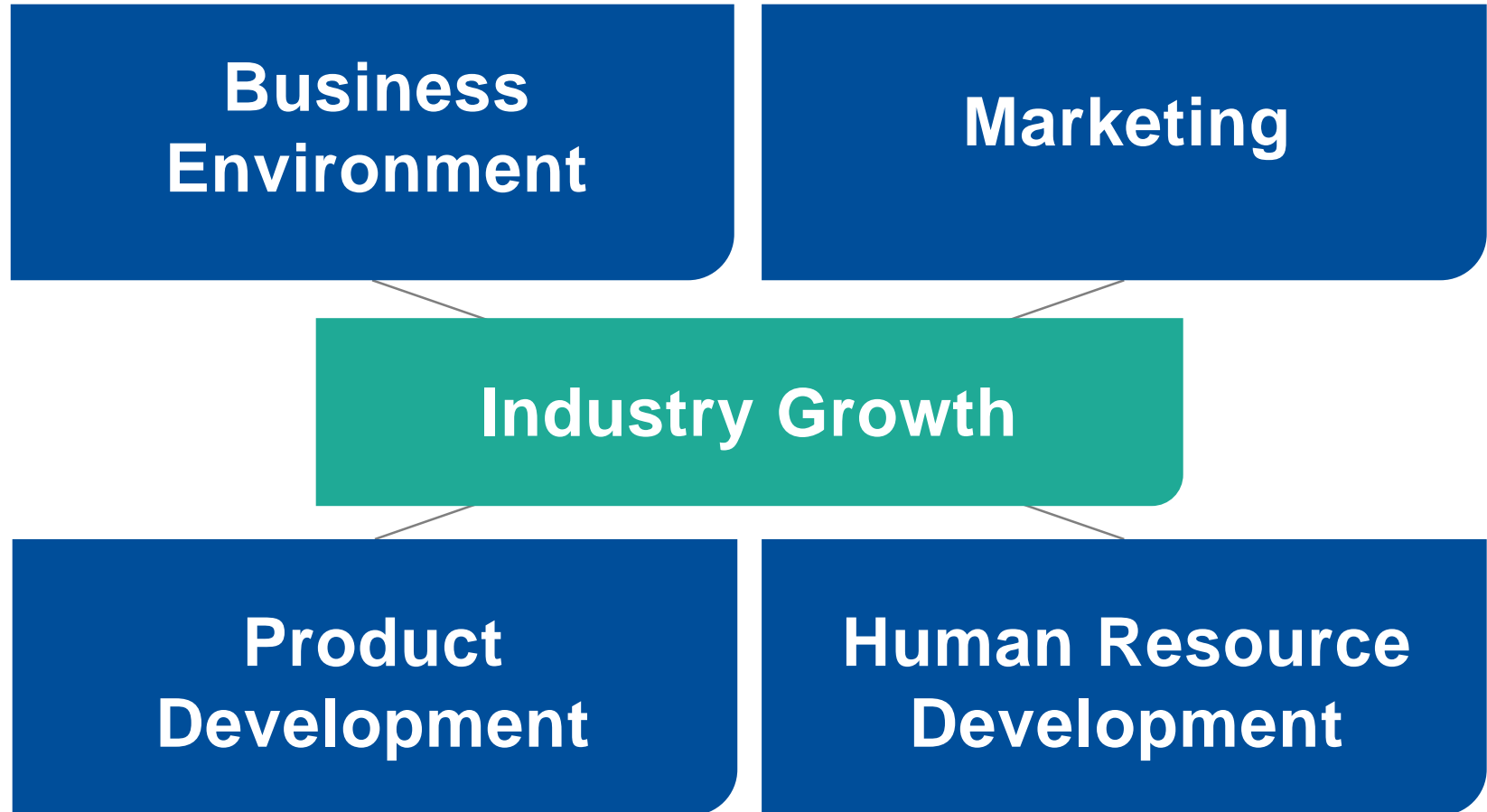
- Ensure the labour market
- Develop a
- Develop a
- Strengthen management

Improve and expand collaboration among industry, government and other stakeholders on the implementation of the TLMS

- Re-confir
- Engage
- Provide
- in rural



Essential Pillars of Industry Development



Our Role



Recruitment



Retention



Training



Research



Coordination

Industry Health & Safety Program

Goal: Engage & support the tourism & hospitality industry in improving their workplace health & safety practices.

	Health & Safety Association	Certificate of Recognition (COR) Program
Scope	<ul style="list-style-type: none">- Promote safety culture- Communicate trends & stats- Develop tools & resources	<ul style="list-style-type: none">- Financial reward program recognizing best practices
Audience	<ul style="list-style-type: none">- Ski areas, accommodation, restaurants, pubs/bars/lounges/nightclubs	<ul style="list-style-type: none">- All tourism & hospitality businesses, including golf
Funding	<ul style="list-style-type: none">- Direct levy by WorkSafeBC	<ul style="list-style-type: none">- Indirect levy by WorkSafeBC

COR Program

- Voluntary incentive program
- Rewards best practice approach to workplace safety





Program Benefits

**Effective
OH&S
Programs**

**Enhance
Return-to-
Work
Timelines**

**Reduce
Injuries**

**Improve
Recruitment**

Save Money!

**Increase
Employee
Morale &
Retention**

Industry Training



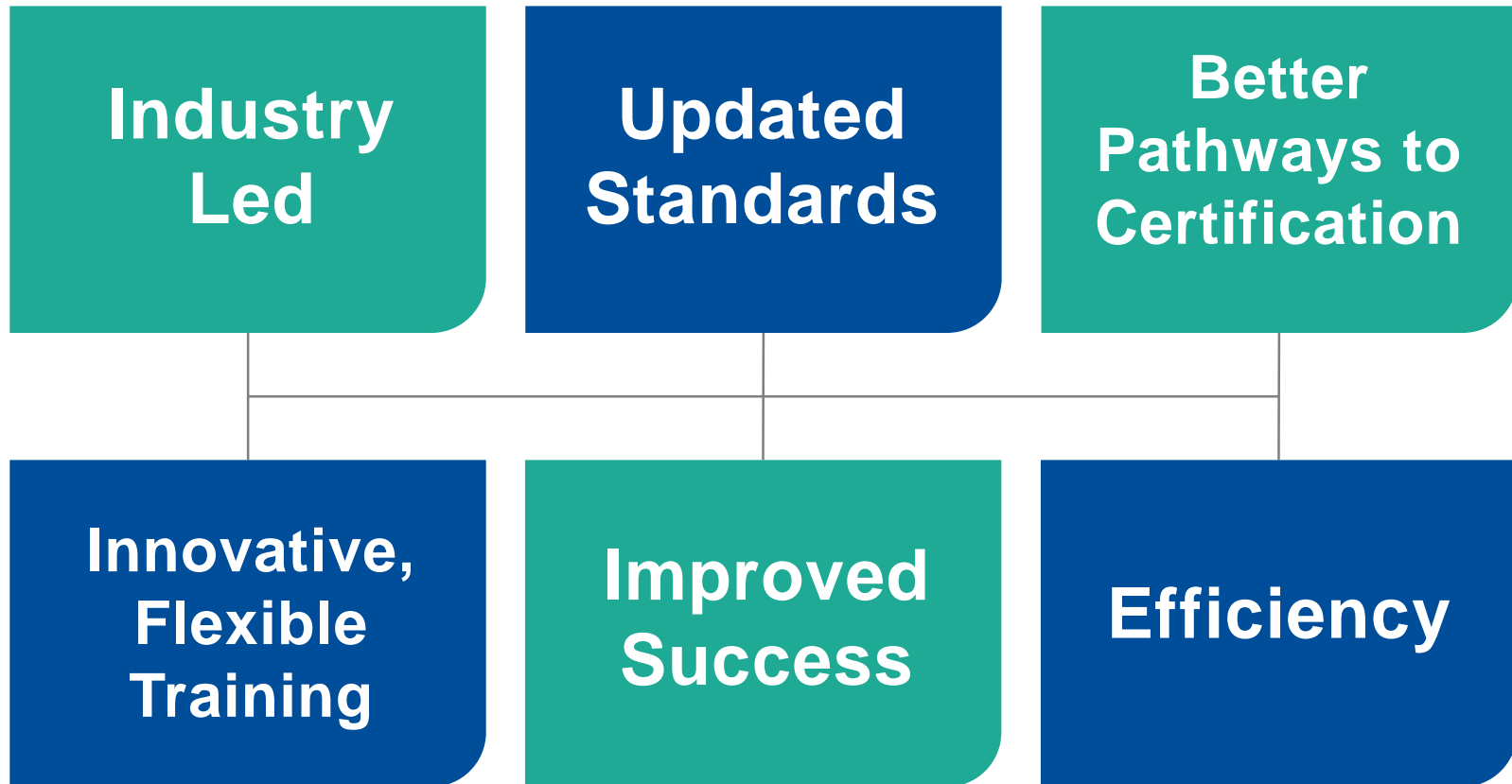
emerit[®].ca

Trades Training &
Apprenticeship

Leadership 2 Go



Cook Apprenticeship 2007-2013



Collaboration – Key Principles

- ‘Stick to your knitting’
- Everything must be customer-driven
- Have all the stakeholders at the table
- Build relationships and trust
- Make decisions based on facts and research
- Show the ROI
- Design programs based on industry need
- Deliver on your promises
- Communicate
- Recognize it takes time and investment

Training & Education

The screenshot shows the go2hr website's Training & Education page. The header includes the go2hr logo, navigation links for POST A JOB, EXPLORE go2hr, and SUBSCRIBE, a search bar, and social media icons for Facebook, Twitter, and LinkedIn. A secondary navigation bar lists EMPLOYER RESOURCES, TRAINING & EDUCATION (highlighted), HEALTH & SAFETY, RESEARCH, TOURISM CAREERS, and JOB BOARD, along with Register and Login options.

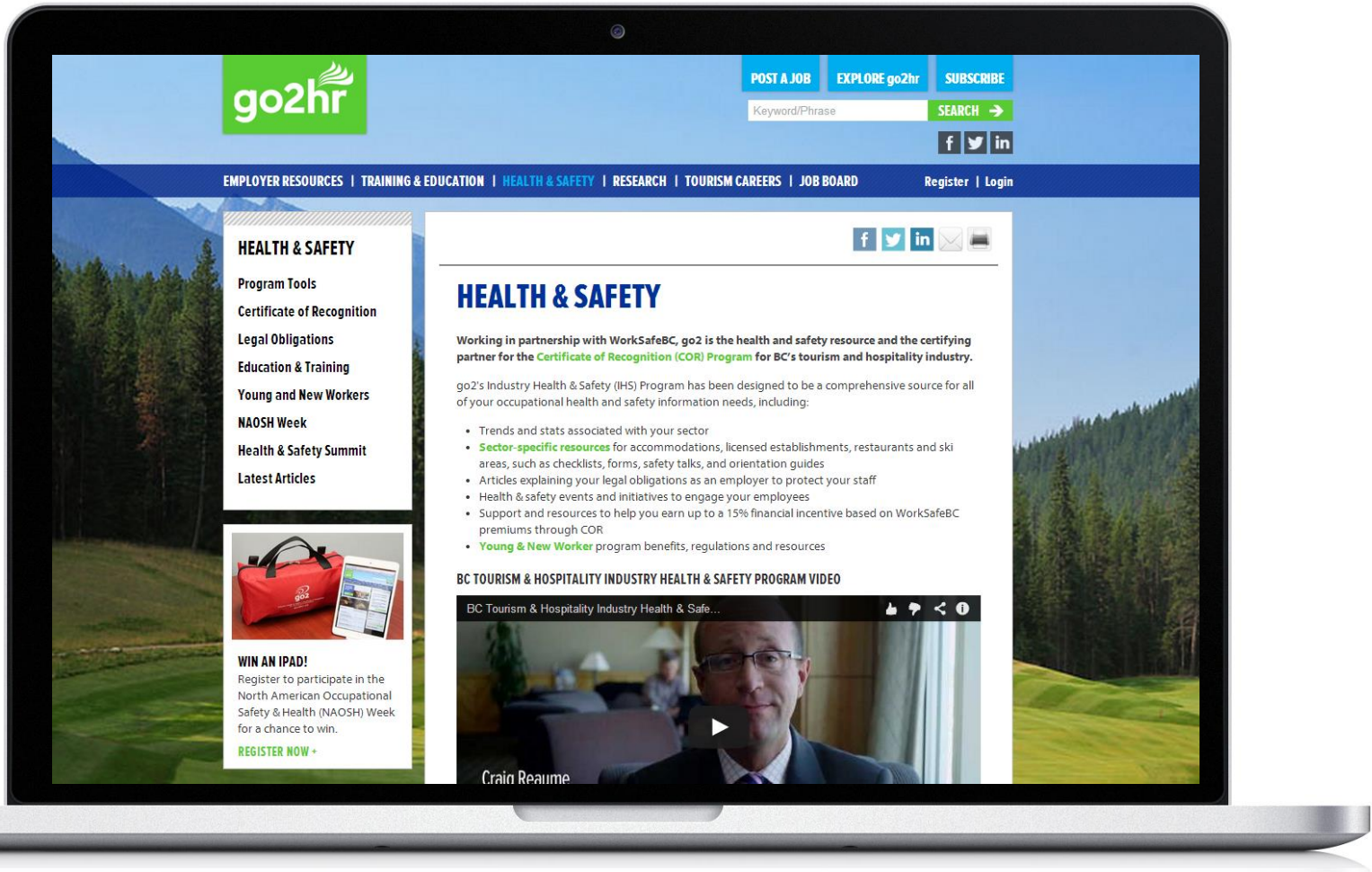
The main content area features a sidebar for TRAINING & EDUCATION with links to Apprenticeships, Serving It Right, FOODSAFE by Correspondence, emerit, Tourism Training Directory, High School Programs, and Degree, Diploma, Certificate Programs.

The central focus is a 'GUIDE FOR PROFESSIONAL COOK SPONSORS & APPRENTICES' section, which includes a 'VIEW GUIDES & VIDEO' button and two guide covers: 'RECIPE FOR SUCCESS: The Professional Cook Apprenticeship in BC' and 'THE COOK'S TREATISE: A Sponsor's Guide to Training Up BC's Next Generation of Professional Chefs'.

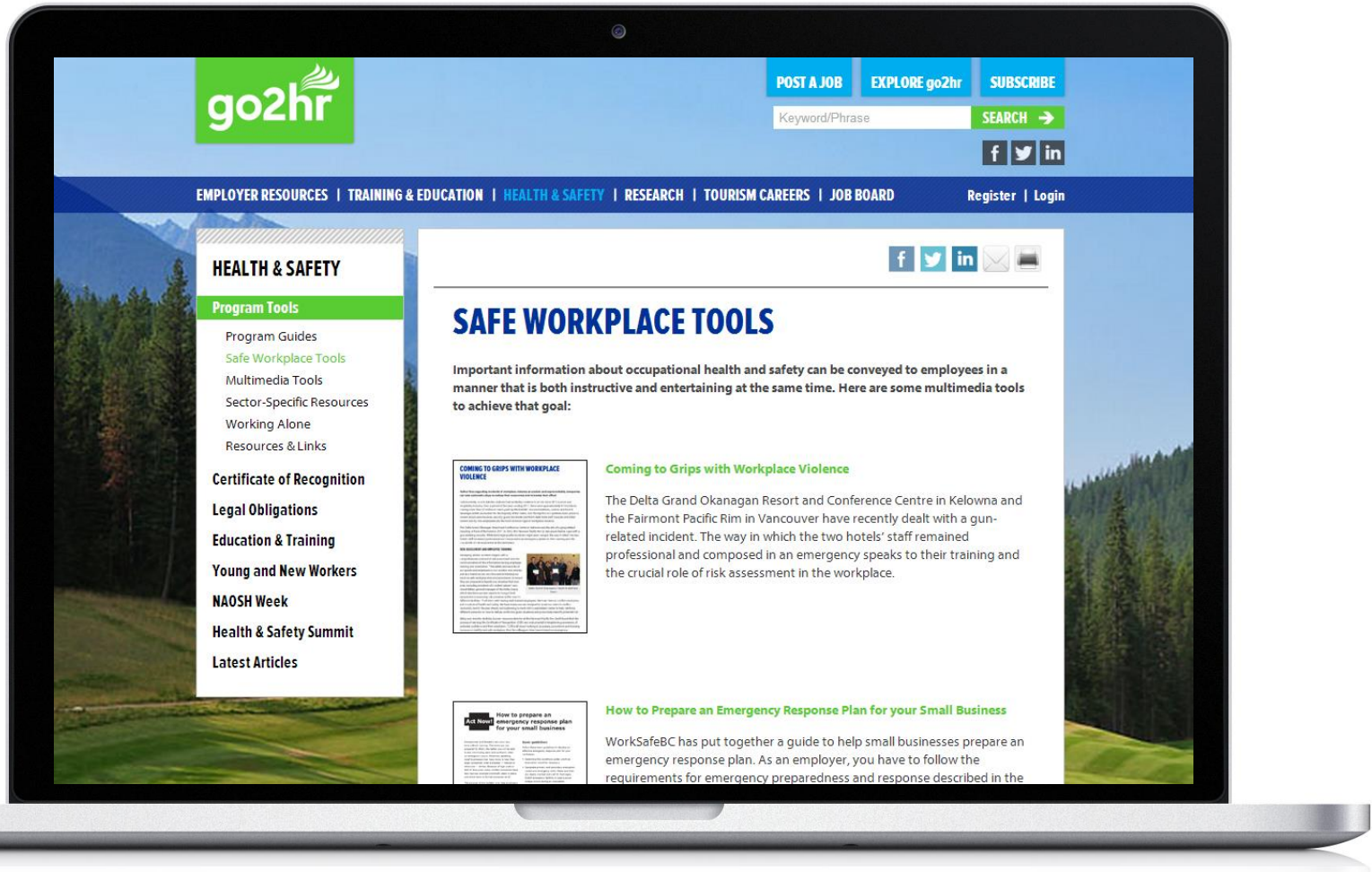
Below this is a carousel of five program cards:

- PROFESSIONAL COOK PROGRAM**: Cooks and chefs are one of the most in-demand positions now and into the future.
- SERVING IT RIGHT**: Responsible beverage service program in BC.
- FOODSAFE BY CORRESPONDENCE**: BC's food safety training course.
- EMERIT**: Training for tourism professionals in Canada.
- BAKER PROGRAM**: BC's apprenticeship training for bakers.

go2hr.ca/IHS



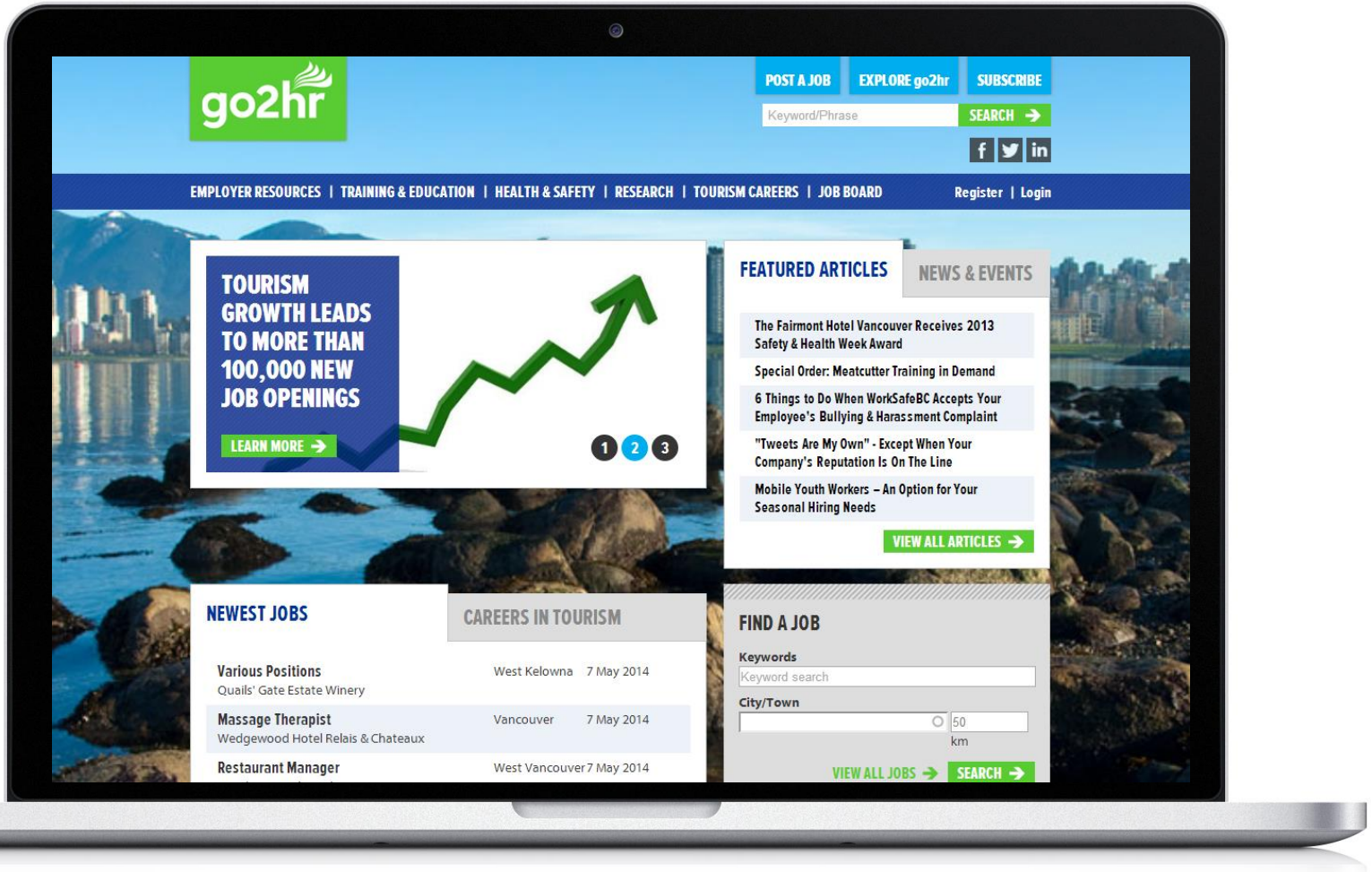
Safe Workplace Tools



Safety Resources

The screenshot shows the go2hr website interface. At the top left is the go2hr logo. To the right are buttons for 'POST A JOB', 'EXPLORE go2hr', and 'SUBSCRIBE'. Below these is a search bar with the text 'Keyword/Phrase' and a 'SEARCH' button with a right-pointing arrow. Further right are social media icons for Facebook, Twitter, and LinkedIn. A dark blue navigation bar contains the following links: 'EMPLOYER RESOURCES | TRAINING & EDUCATION | HEALTH & SAFETY | RESEARCH | TOURISM CAREERS | JOB BOARD'. On the right side of this bar are 'Register | Login' links. The main content area features a left sidebar with a 'HEALTH & SAFETY' section. Under this section, there is a 'Program Tools' sub-section with links to 'Program Guides', 'Safe Workplace Tools', 'Multimedia Tools', 'Sector-Specific Resources', 'Working Alone', and 'Resources & Links'. Below this are links for 'Certificate of Recognition', 'Legal Obligations', 'Education & Training', 'Young and New Workers', 'NAOSH Week', 'Health & Safety Summit', and 'Latest Articles'. The main content area is titled 'ACCOMMODATION' in large blue letters. Below the title is a paragraph: 'The following links take you to tools, publications and other resources to help prevent the most common injuries and illnesses in the accommodation sector. Please note that these resources may not meet all the requirements for health and safety in BC.' Below this is a 'NEW RESOURCES' section. The first resource is 'What's Wrong With This Photo? (Luggage handling)', which includes a small image of a person handling luggage and a text block: 'Every issue of WorkSafe Magazine includes a photo that has been staged to show a number of hazards or dangerous work habits. How many can you spot in this photo?'. The second resource is 'Beauty Quest – Protecting Your Salon and Spa Employees', which includes a small image of a salon and a text block: 'Salon and spa owners are determined to raise industry health and safety standards — a goal that's not only good for business, but vital to those who work in it.'

go2hr.ca



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thank you

