

labour
market
forum



forum sur le
marché du
travail

FORWARD **TOGETHER.**

AVANCER **ENSEMBLE.**

labour market forum
forum sur le marché du travail

WELCOME



**WORLD
TOURISM
DAY 2022**

**RETHINKING
TOURISM**

Showcase

LABOUR MARKET INFORMATION, INTEL



**Employment
Tracker**



**Rapid reSearch
Tool**



**Tourism by
Federal Riding**

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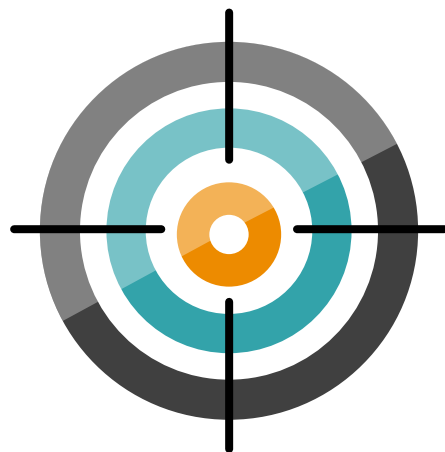
AVANCER **ENSEMBLE.**

#LMF22

Please include tag:
@TourismHRCanada



Allan Kehler

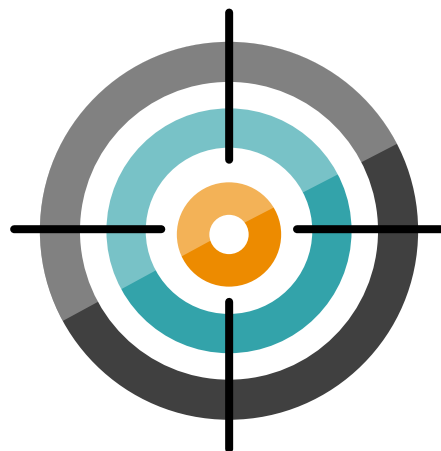


Future Skills, Skill Mismatch & Developing a Resilient, Inclusive and Competitive Workforce

Future Skills, Skills Mismatch & Developing a Resilient and Competitive Workforce

1. Skills needed for new management requirements
2. Ways to address skills gaps at management level
3. Ideas on modernization of PSE programs
4. Discussion on quality programs, examples and good practices





Moving Forward Together

Partnerships, Labour Market Advocacy

Moving Forward Together

Partnerships, Labour Market Advocacy

1. Tools, information or supports needed to strengthen collective advocacy efforts
2. Recommendations and ideas towards increasing visibility of the sector



**Beyond Borders
Beyond Companies
Beyond Sectors**

Visibility Matters:
**The Essential Role of
Advocacy**
to Shape Policy

**Community
Matters**

**Sustainable
Development Goals**
and the Opportunity
for Tourism

**Workplaces as
Learning and
Living Institutions**

**Need to Get Serious
About Being in the
People Business**



PREVAILING THEME

Visibility Matters: The Essential Role of Advocacy to Shape Policy

Visibility Matters: The Essential Role of Advocacy to Shape Policy

Governments

- Immigration
- Employment Insurance
- Mobility

Institutions

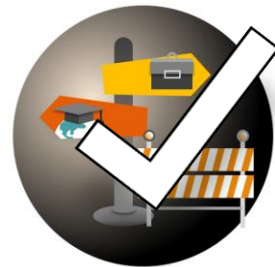
- Education
- Businesses
- Community Serving Agencies



SUPPLY
SHORTAGE



SKILL
MISMATCH



EMPLOYMENT
BARRIERS



IMAGE
LIABILITY

Advocacy, Policy

IMMIGRATION

1

'OPTIMIZE' CURRENT STREAMS

FEDERAL, PROVINCIAL

- Federal Skilled Worker
- Atlantic Immigration Program
- Federal Economic Class
- Rural and Northern Immigration Pilot
- Economic Mobility Pathways
- Provincial Nominee Programs



2

DEDICATED NEW PATHWAY

EXPLORATION

- Refugee Pilot
- Francophone Pilot
- Language Students Pilot

Current models to build on

New Tourism Pathway

PREVAILING THEME

SDGs and the Opportunity for Tourism

SDGs and the Opportunity for Tourism

Sector is needed to achieve overall aims

Tourism is synonymous with Canada's identity: it emphasizes social capital and cohesion, promotes inclusion and diversity, and contributes to cultural and heritage preservation.



SUPPLY
SHORTAGE



SKILL
MISMATCH



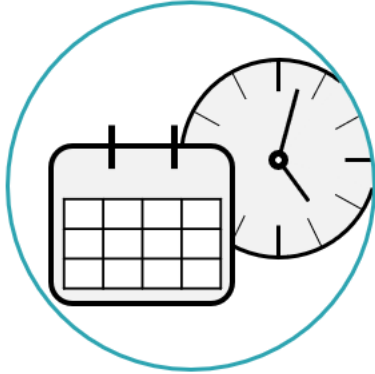
EMPLOYMENT
BARRIERS



IMAGE
LIABILITY

The Tourism Factor

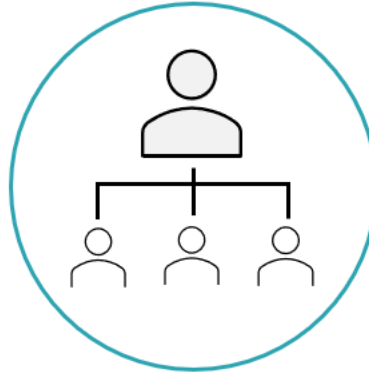
DIFFICULTY FINDING WORKERS – PREVAILING CHARACTERISTICS



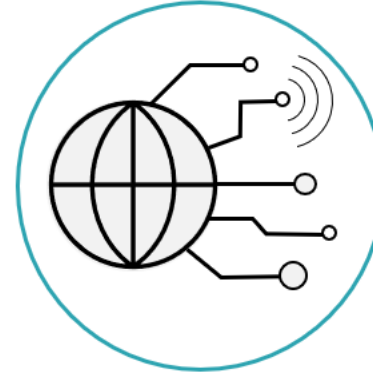
PERSISTENT,
PROTRACTED



SHIFTING
DEMOGRAPHIC



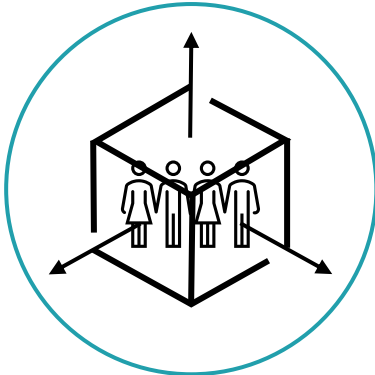
BRAIN DRAIN
MGMT, EXECUTIVE



DIGITALIZATION,
CHANGING LANDSCAPE



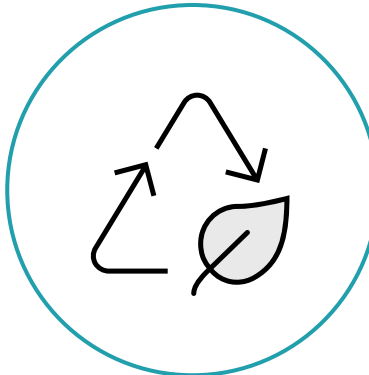
DISCORDANT
POLITICIES



SCALE OF THE
WORKFORCE:
DRIVE GROWTH IN
EVERY REGION WITH
JOBS FOR ALL



INDIGENOUS
CULTURAL
RECLAMATION &
RECONCILIATION



ENABLE COMMUNITIES
TO PROTECT CULTURAL
& NATURAL RESOURCES



ESSENTIAL
CONTRIBUTOR TO
UNITED NATION'S
SUSTAINABILITY GOALS



ALIGNED WITH GOC
MANDATED PRIORITIES
BEYOND TOURISM

PREVAILING THEME

Need to Get Serious About Being in the People Business

Better Quality Jobs

Need to Get Serious About Being in the People Business

Improved human capital practices

- Core *business line*
- 'Total compensation'/competitive pay
- Operational overhaul, changes
- Digitalization

E3 reality:

- Anchor team
- Shared workers
- Contingent workers



SUPPLY
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SKILL
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EMPLOYMENT
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IMAGE
LIABILITY

PREVAILING THEME

Workplaces as Learning and Living Institutions

Workplaces as Learning and Living Institutions

Workplace integrated learning

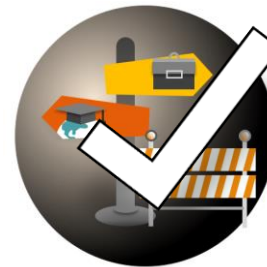
- Modernized education and training – partnerships
- Extended to family, community; and beyond workplace skills
- Formalized career planning



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SKILL
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EMPLOYMENT
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IMAGE
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PREVAILING THEME

Community Matters

Community Matters

Leadership

Cultivate meaningful partnerships: recognized 'destination for employment', EOC

- Leverage community resources; be proactive in LM initiatives, planning
- Tap into existing services
- Become an *employment service provider* to others



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SKILL
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IMAGE
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PREVAILING THEME

Beyond Borders Beyond Companies Beyond Sectors

Beyond Borders Beyond Companies Beyond Sectors

Broader geopolitical, social, economic, environmental context

- Learn from other industries
- Increase partnerships, formalized working relationships, e.g., coalitions



SUPPLY
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SKILL
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EMPLOYMENT
BARRIERS



IMAGE
LIABILITY

PREVAILING THEME

Coherence, Collaboration, Cooperation Coordination

Coherence, Collaboration, Cooperation Coordination

Pulling it together

- Accountability, visibility, increased intel and influence



SUPPLY
SHORTAGE



SKILL
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EMPLOYMENT
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IMAGE
LIABILITY

Final Thoughts

Please provide a ranking for each of the following:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Disagree
1 Overall, the meeting focused on the important issues				
2 There are things I learned which I will act on				
3 Information presented was salient to the discussions				
4 Discussion topics reflected current issues				
5 The facilitator was knowledgeable and well prepared				
6 I had the opportunity to contribute in a meaningful way				



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