

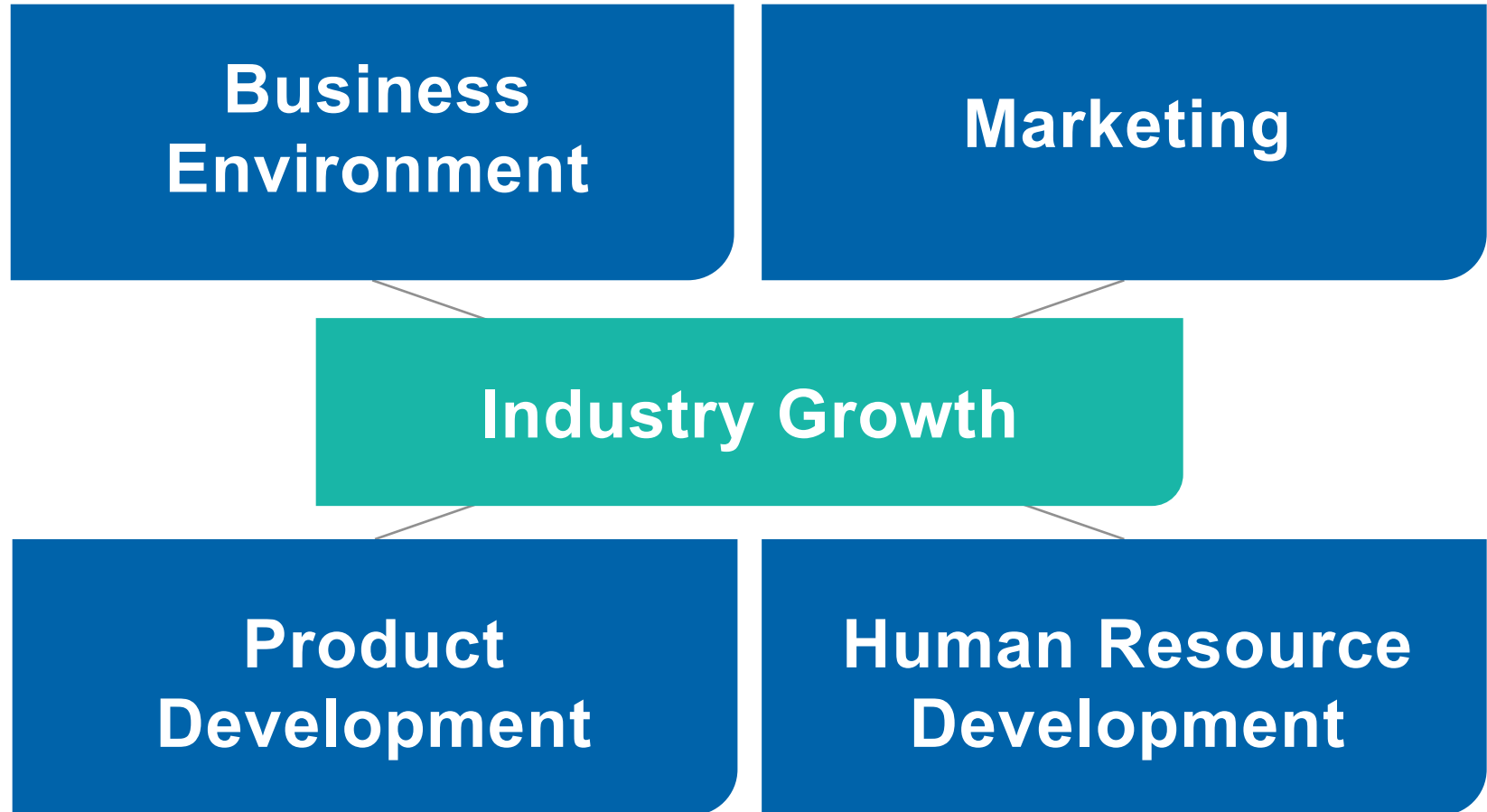
# Working Together: 8 Strategies to Address Labour Shortages

Kootenay Rockies Tourism Conference  
October 6, 2015

# Labour Market Challenges

- Labour and skills shortages
- Changing workforce demographics
- Competition from other industries and locations
- Negative public image of tourism
- Seasonality
- High number of regional, remote and rural businesses
- High number of small businesses
- Opportunity for stronger HR and training culture
- Opportunity for better aligning education and industry
- Limited supervisor/management training

# Essential Pillars of Industry Development



# British Columbia Outlook (2011-2020)

**46,718**

Openings  
Due To Growth

+

**61,665**

Replacement Jobs  
Due To Retirement

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**108,383**

Total Job Openings

**319,422**

Labour Demand

-

**305,416**

Labour Supply

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**14,006**

Labour Shortage

  
**go2HR**



# Overall Demand from Other Industries



Mining  
17,000



LNG  
100,000



Oil & Gas  
3,100 – 4,100



Construction  
54,500

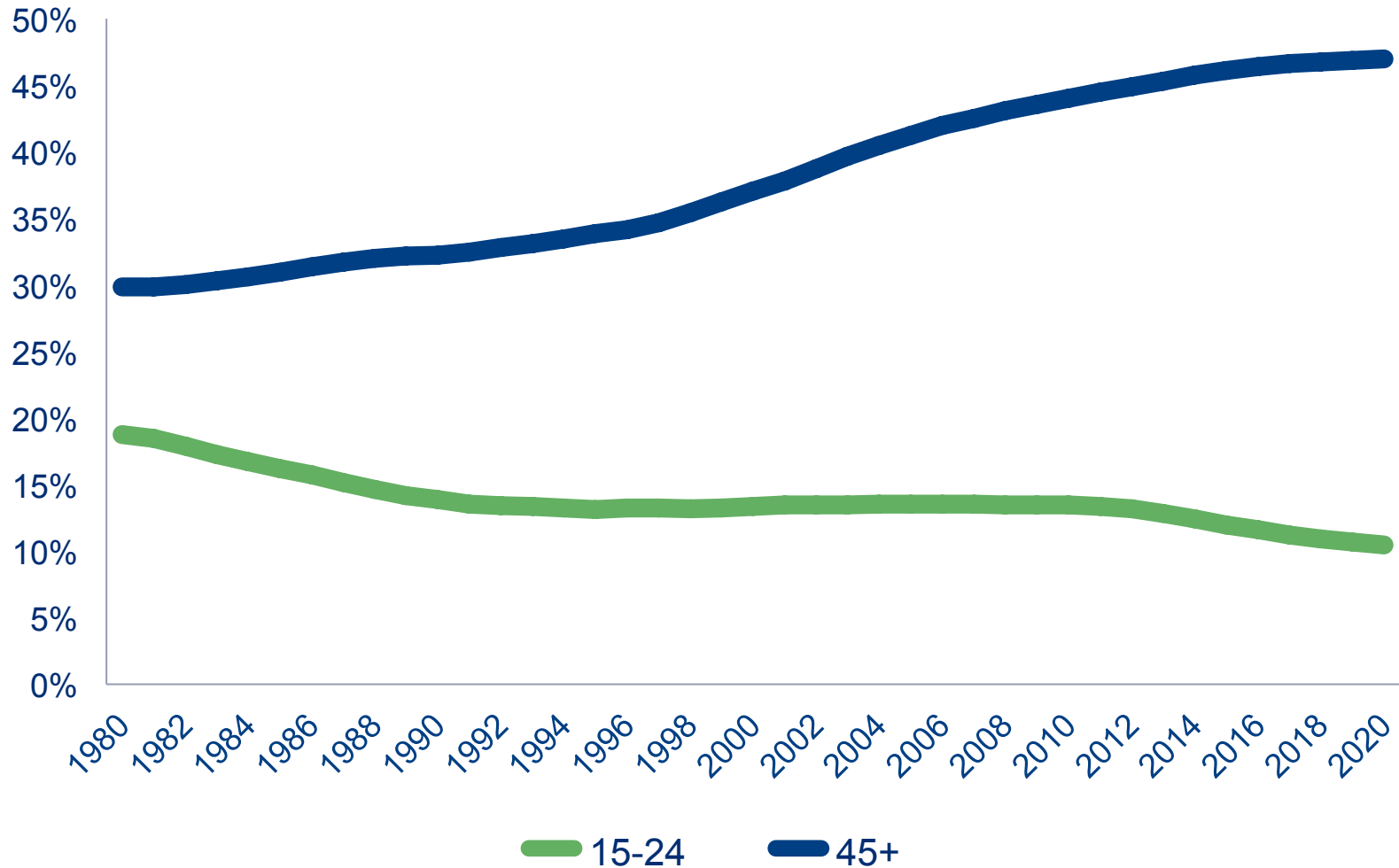


Forestry  
25,000

# Tourism & Hospitality Demand from Other Industries

	Resource Sector	Other Sectors
Cook	570	450
Chef	330	160
Accommodation Manager	220	20
Light Duty Cleaner	4,390	1,800
Food Counter Attendant	1,650	700
<b><i>TOTAL</i></b>	<b><i>7,160</i></b>	<b><i>3,130</i></b>

# Changing Demographics



# Kootenay Rockies (2011-2020)

**1,202**

Openings  
Due To Growth

+

**1,887**

Replacement Jobs  
Due To Retirement

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**3,089**

Total Job Openings

**9,776**

Labour Demand

-

**9,338**

Labour Supply

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**438**

Labour Shortages



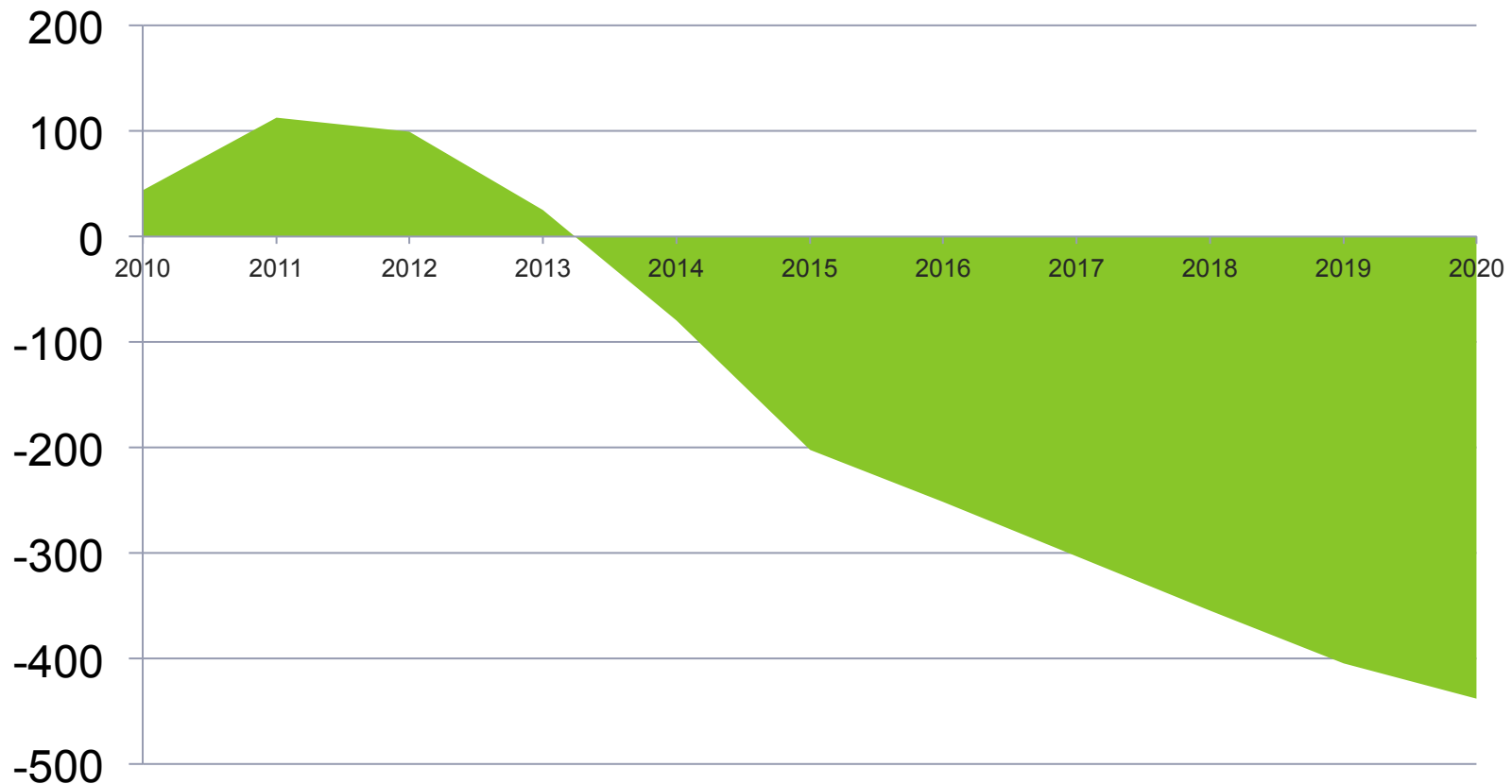


# Top Occupations in Demand (Kootenay Rockies)

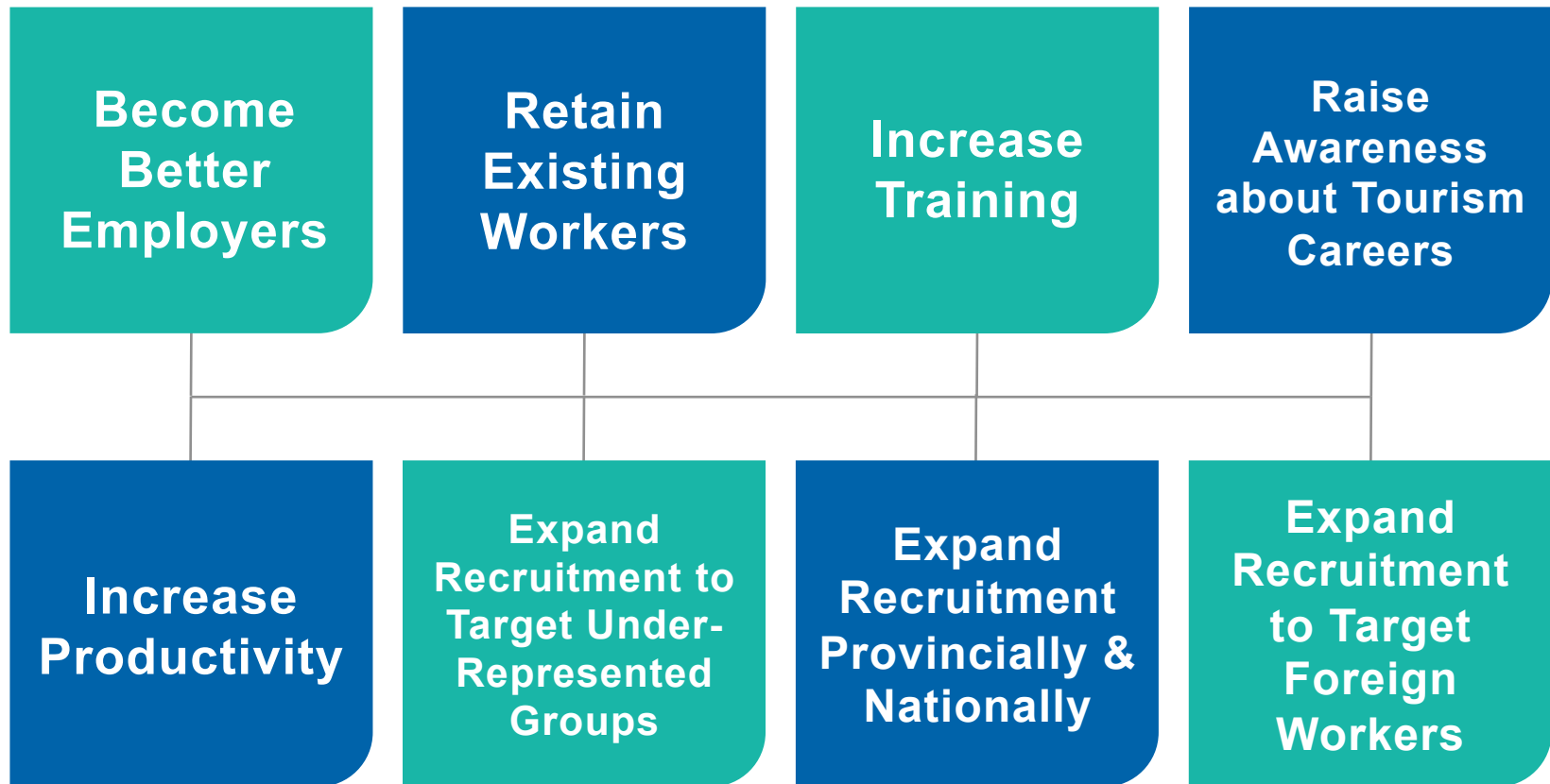
Food counter attendants and kitchen helpers	290
Cooks and chefs	279
Food and beverage servers	246
Light duty cleaners (Housekeeping)	217
Restaurant and food service managers	183
Hotel front desk clerks	139
Cashiers	101
Accommodation service managers	94
Bus Drivers	88
Program leaders and instructors in recreation and sport	64

# Kootenay Labour Supply/Demand

## Shortage



# Addressing Labour Challenges



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# thank you

