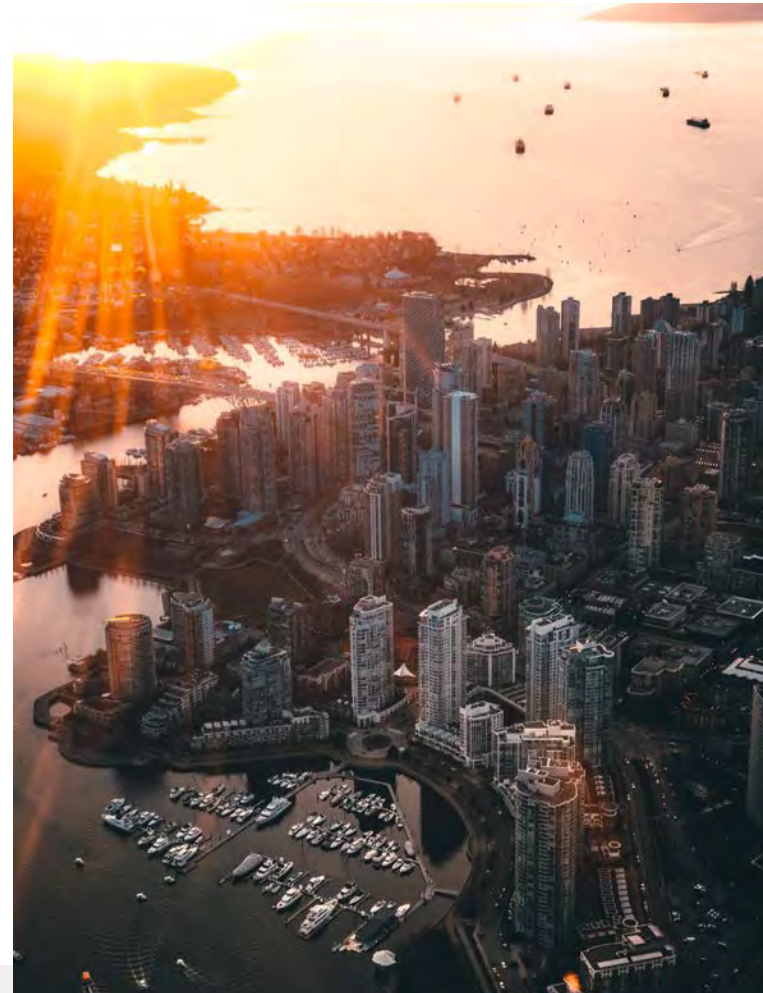


KOOTENAY ROCKIES TOURISM AGM



BRITISH COLUMBIA
HOTEL ASSOCIATION

MIKE MACLEOD,
DIRECTOR, MEMBER & BUSINESS DEVELOPMENT
BC HOTEL ASSOCIATION



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WORKFORCE SOLUTIONS FOR THE ACCOMMODATION SECTOR



ADVOCACY

Tourism Growth Strategy

- BCHA's Approach
- Re-Skilling the Domestic Workforce
- Francophone Mobility Program
- HIRES – Pathways to Employment for Refugees

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PROPOSAL FOR CANADA'S FEDERAL
TOURISM GROWTH STRATEGY

SUBMISSION FROM THE BC HOTEL ASSOCIATION



BRITISH COLUMBIA
HOTEL ASSOCIATION



01

02

03

04

PILLAR 1

Attract and Retain
a Sustainable
Tourism Workforce

PILLAR 2

Develop
Tourism Assets &
Hotel Infrastructure

PILLAR 3

Improve Access
for Visitors
to and Within
Canada

PILLAR 4

Build a
Regenerative and
Inclusive Tourism
Industry



FEDERAL GROWTH STRATEGY

ATTRACT AND RETAIN A SUSTAINABLE TOURISM WORKFORCE

EMPLOYING MORE CANADIANS IN TOURISM

Attraction and Retention

- Launch targeted domestic recruitment campaigns to attract and retain workers (\$10M/year for three years)

Training & Skills Development

- Investment in BC Hotel Services Sectoral Workforce Solutions Skills Training project through SWSP domestic upskilling grant (\$5.6M)
 - Targeting a diverse workforce, e.g. Youth, Indigenous Peoples, New Canadians, People with Disabilities (\$25M over 3 years)
- Invest in skills development and training (\$2M over 3 years), including:
 - Technology and tools to connect workers and jobs (ex. Discover Tourism website)
 - Resources for employers including performance management tools, compensation planning, hiring kits, etc.



FEDERAL GROWTH STRATEGY

ATTRACT AND RETAIN A SUSTAINABLE TOURISM WORKFORCE



EMPLOYING MORE CANADIANS IN TOURISM

Worker Mobility

- Tax credits for job seekers and students to relocate to another region for new employment opportunities
- Grants to subsidize employer-offered supports (ex. Housing, transportation, childcare)
- Changes to increase flexibility in the use of the EI system to encourage worker participation

Student and Worker Engagement

- Changes to increase flexibility in the use of the EI system to encourage worker participation
- Introduce new program to enable student work experiences, internships, and work placements across Canada

FEDERAL GROWTH STRATEGY

ATTRACT AND RETAIN A SUSTAINABLE TOURISM WORKFORCE

GROW CANADA'S INTERNATIONAL WORKFORCE

Short-Term

- Support of pilot project for Talent Beyond Boundaries to make changes to BC PNP program for ease of access for foreign workers.
- Create a new tourism worker immigration stream with a pathway to Permanent Residency
- Prioritize hotel sector jobs within the Temporary Foreign Worker (TFW) Program
 - Expedite new and pending hotel sector applications
 - Eliminate LMIA's, application fees, advertising requirement and extend TFW's permits
- Automatically include hotels with prior TFW experience in a Trusted Employer Program Adjust policies within existing federal and provincial streams to increase number of workers assigned to hotel jobs
 - Increase allocation of immigrants to Provincial Nominee Programs, prioritize hotel workers
 - Restructure points system for Canadian Experience Class and Federal Skilled Worker Class
 - Ensure tourism occupations are prioritized in Municipal Nominee Programs
- Increase opportunities for international students:
 - Increase hours international students are able to work to at least 40 hours/week
 - Allow students enrolled in language schools the right to work
 - Allow international hospitality students to participate in government-sponsored programs (ex. Student Work Placement Program)
 - Expand the International Experience Canada program to increase participants, allow older applicants and longer stays



FEDERAL GROWTH STRATEGY

ATTRACT AND RETAIN A SUSTAINABLE TOURISM WORKFORCE

GROW CANADA'S INTERNATIONAL WORKFORCE

Long-Term

- Create a Dedicated Tourism and Hospitality Immigration stream with a pathway to Permanent Residency
 - Enable qualifying migrant workers a direct path to permanent residence
 - Allow a diverse range of workers with different skill levels to fill labour shortages
 - Allow access to workers from any country
 - Invest in a corresponding affordable housing strategy to support immigration growth targets



FEDERAL GROWTH STRATEGY

ATTRACT AND RETAIN A SUSTAINABLE TOURISM WORKFORCE



INVEST IN A TOOLS AND RESOURCES

Provide stable funding for Tourism HR Canada

- Invest in Tourism HR Canada to support research, implement ongoing programming and act as coordinating body across all federal departments and regions (\$3.5M / year for 5 years)
- Launch hotel-specific immigration pilots in partnership with the Tourism HR Canada and the Hotel Association of Canada including:
 - Economic Mobility Pathways Program
 - Afghan Refugee Program
 - Program for Ukrainian Displaced Peoples
 - Francophone Settlement Program
 - Create a program similar to the Agri-food Pilot for the hotel sector



HOTELS | A STABLE FUTURE

Hotels are critical to the Canadian economy.

- keystones in the tourism ecosystem providing visitor infrastructure that supports growth in demand for attractions, activities and events
- Operate in every region of the country
- During traditional tourism shoulder seasons hotels host business meetings and events, enabling economic activity year-round
- Hotels enable global commerce and support ancillary businesses in all regions of the country
 - Weddings, meetings, sports, entertainment, vendors & supplies
- Canada's natural resources sector relies on hotels to house workers in rural and remote areas



HOTEL OPERATION SERVICES SKILLS TRAINING

Benefits & Certificates Acquired:

- BSAFE Certificate
- Food Safe
- Heart of Hospitality
- OFA Level 1
- Serving It Right
- Superhost
- And more!!



WORKFORCE SOLUTIONS

In partnership with Western Community College (WCC) and Progressive Intercultural Services Society (PICS), BCHA offers this fully funded training program

This program provides 23 weeks of hotel services training and includes an 80-hour practicum of on-the-job training

- Completed Lower Mainland Program
- Currently Offering Okanagan Program
- Submission for Mid and South Vancouver Island



The British Columbia Hotel Association is attending the DC Mobility Forum in Paris, France and Rabat, Morocco.

- November 16th-23rd
- Representing 22 properties in BC
- Francophone Visa
 - No LMIA
- 5 Kootenay-Rockies properties participating

DESTINATION CANADA MOBILITY FORUM



WORKFORCE SOLUTIONS

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NOVEMBER 2022



HIRES

Pathways to Employment For Refugees

Hospitality Industry welcomes Refugee
Employment-linked Sponsorship

World University Service of Canada

Eliza Seaborn, Operational Lead, WUSC

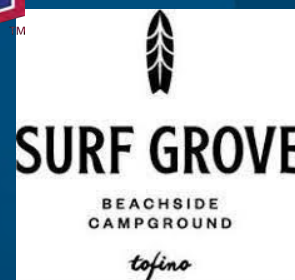
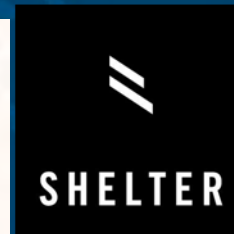


WHAT IS HIRES?...

A novel means of supporting Canadian businesses labour needs (humanitarian staffing solution) that uses Canada's Private Refugee Sponsorship immigration pathway:

- Resettled refugees are gainfully employed and better integrated into the Canadian economy upon arrival (stronger communities)
- Staff engagement component that fosters welcoming and inclusive workplace leadership (team building and community volunteerism)
- Responds to growing numbers of refugees globally; and meets labour needs

PARTICIPATING WORKPLACES (to date)



PROGRAM PARTICIPANTS

Young work-ready refugees residing in Kenya who are:

- Early in their career (24-28 years old)
- Single with no dependents
- Completed secondary school or higher education
- Have English proficiency required to work in sector
- Excited to build a life and career in Canada



Opportunity to play a pivotal role in their integration and social support!

Positively influence your community!

**Arrive with unique immigration status (Permanent Residents)*

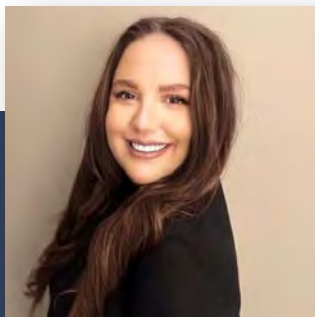
WHY HIRES

- **Social responsibility / humanitarian solution to staffing**
 - better employee morale; sense of pride; workplace satisfaction
 - community image / PR
- **WUSC undertakes overseas selection and immigration process**
 - unique partnerships and experience supporting refugee resettlement
- **Employee Training**
 - Work ready participants with training and English proficiency and training (industry professionalism, cultural workplace expectations, industry certifications)
- **Showcase leadership:**
 - in staff team building and community volunteerism
 - supporting diverse and inclusive workplaces / communities

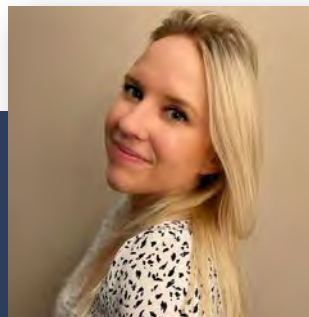
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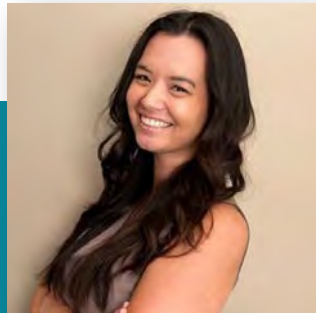
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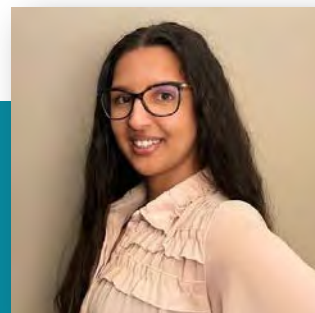
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UPCOMING EVENTS



SPARK Hotel & Liquor Conference w ABLE BC

- Granville Island November 15th

BC Tourism & Hospitality Conference w TIABC

- Prince George March 1-3, 2023

BCHA Summit Marketplace


- Kelowna April 24 & 25
-

THANK YOU

We Advocate. Educate. Communicate

Please visit the [bcha.com](https://www.bcha.com) contact us page and get in touch with one of our team members today



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