

LABOUR UPDATE

Answers to Commonly Asked Questions



Who is go2HR?

go2HR is BC's tourism and hospitality human resource and health & safety association.

Their focus is on:

- Health & Safety
- Human Resources
- Industry Training
- Research & Strategy

Where did all of the workers go?

The Toronto Metropolitan University undertook a COVID 19 Study to identify what skills Tourism & Hospitality workers had to highlight, to move into another industry, and whether they changed career during Covid-19.

The study determined these reasons that people left:

1. Scheduling
2. Pay
3. Being treated badly –guest and company
4. Too much stress, too little time to deal with it
5. Lack of a life outside of work

And here is where they determined people went:

1. Education
2. Health Care
3. I.T.
4. Insurance/Financial Services

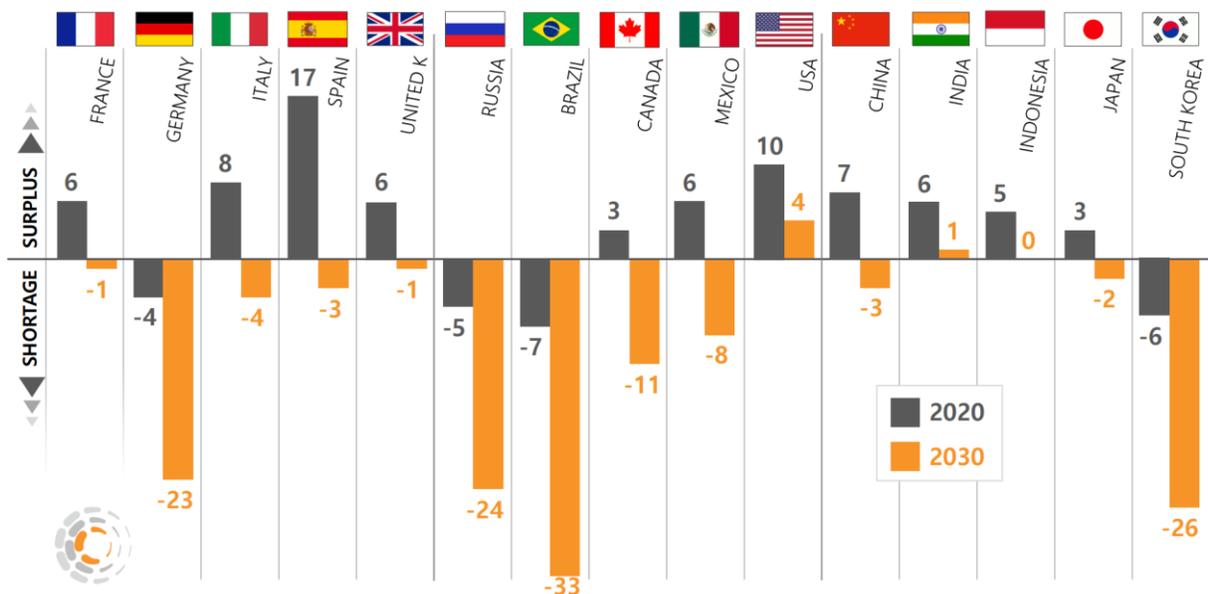
NOTE:

Not part of the study but a large number exited the workforce altogether – retirements.

How quickly are workers coming back and what can industry do to accelerate the process?

1. Address the issues identified
2. Keep the global / national context in mind (see chart below)
3. National Context
 - Growing Economy (*Macro Labour Market Shift -Digitalization*)
 - Aging Visitors (*Macro Labour Market Shift –Inclusivity*)
 - Evolving Skill Needs (*Macro Labour Market Shift–Social-Emotional & Transferability*)
 - Changing Labour Policies, Regulations
4. Regional Context
 - National pressures include increased digitalization / automation and evolving skill needs
 - There is increasing competition for labour across industries
 - Shrinking workforce = here to stay

Global Workforce Crisis > Labour Shortage/Surplus



Boston Consulting Group, Berlin (2014): Rainer Strack

Regionally, businesses need to:

- (RE) Define your Employee Value Proposition (EVP)
- Try to bring people back that left your place of employment – find out why and address the issues
- Audit your recruitment strategy = diversify
- Plan for retention and include development and appreciation!

Industry Can Support By:

- Continue to hold space for new / tough conversations including accessibility, EDI, compensation, etc.
 - Continue to promote recruitment and training initiatives that help businesses remain competitive
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To discuss your business's needs, issues or questions,

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