



Workforce Development KRT AGM October 24, 2024



SARAH MOSELEY, CPHR
REGIONAL HR CONSULTANT



WHO WE ARE

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



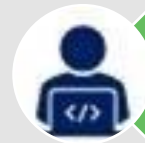
Health & Safety



Human Resources



Industry Training



Research and Strategy

go2HR exists to drive **strong workforces** and **safe workplaces** to
deliver world-class tourism and hospitality experiences in BC



OVERVIEW

- Labour Market Information
 - Provincially
 - Kootenay Rockies
- People practices in the Kootenay Rockies
- In the Know - Legislative Changes
 - OH&S – First Aid and Violence
 - Immigration
- Key Resources & Training

LABOUR MARKET INFORMATION





LABOUR MARKET ISSUES

These are not new issues:

- Changing demographics
- Regional, remote, rural context
- Seasonality
- Small businesses
- Awareness and perception of jobs and careers in tourism
- Overall labour and skill shortages
- Labour policy
- Competition for workers
- Industry culture
- Aligning education and industry
- Infrastructure - housing and transportation
- Duplication of efforts

Having access to current data is critical



Workforce Profiles

BC Highlights

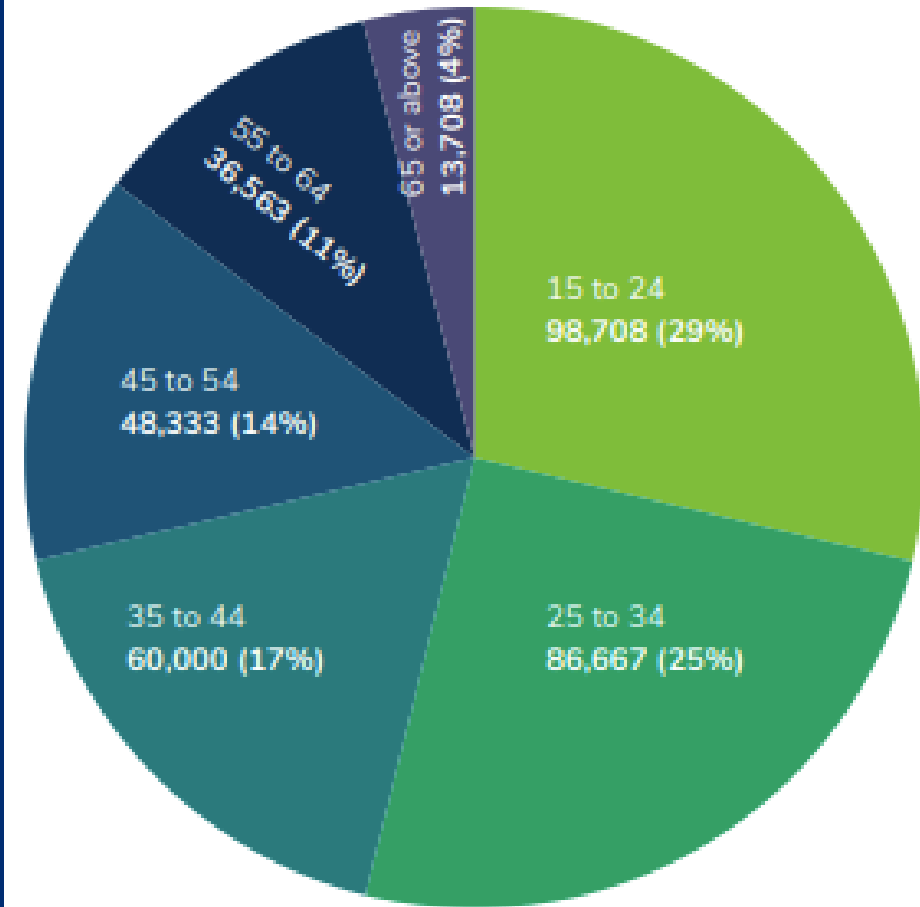
- An average of 343, 979 people employed in 2023 represents about one in eight British Columbians
- Tourism and Hospitality represents more than 12% of total employment in the province
- The industry is expected to need 400,000 workers by 2025



Workforce Profiles

BC Highlights

- Demographics
- Full Time Roles
- Regional Employment



↑ **3%**
increase in employment
for workers 25-34
between 2022 and 2023

↑ **6%**
increase in total number of
female workers between
2022 and 2023

↑ **66%**
of jobs were full-time roles
in 2023, up 2% from 2022

REGIONAL EMPLOYMENT

↑ **13%**
Vancouver Island regional
employment grew 13% between
2022 and 2023

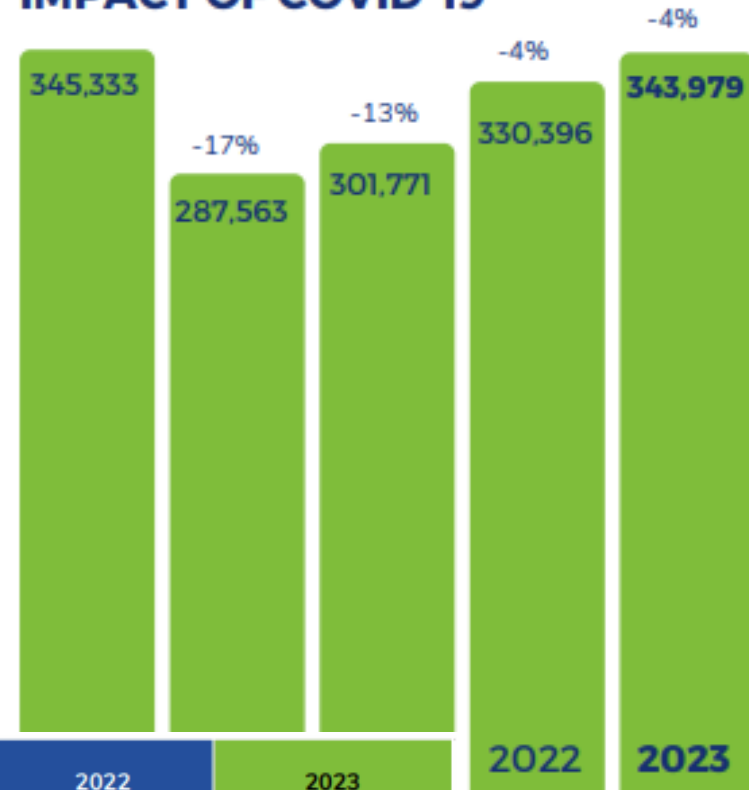
↑ **6%**
Lower Mainland regional
employment grew 6% between
2022 and 2023

Workforce Profiles

BC Highlights

- Impact of COVID-19
- Sub-Sector Impacts

IMPACT OF COVID-19



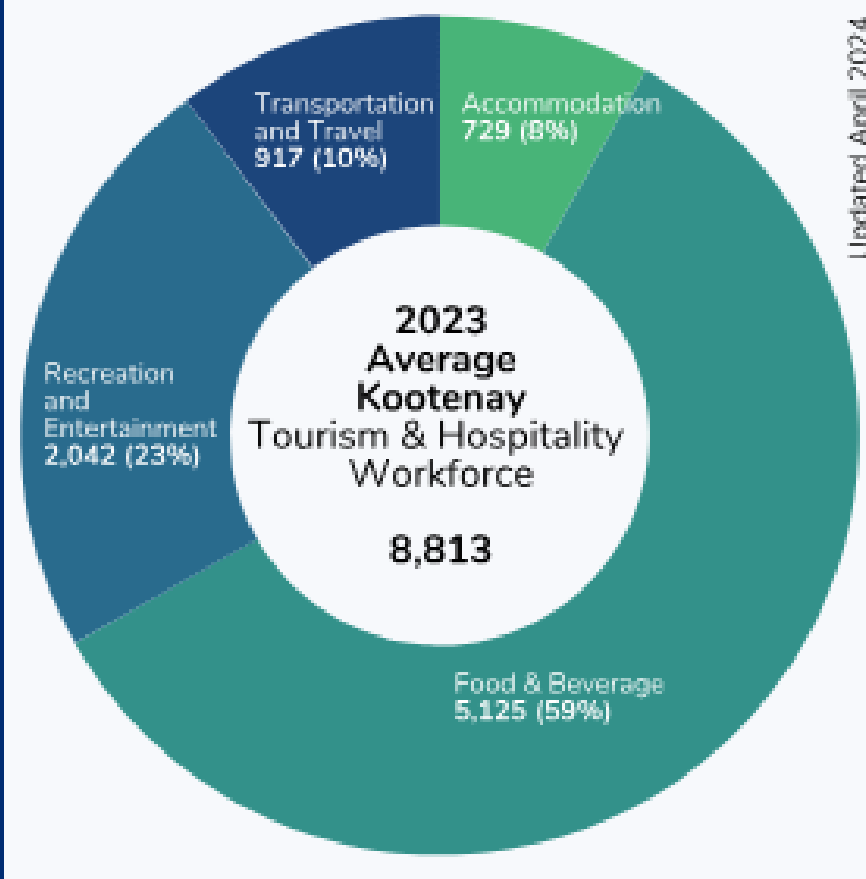
INDUSTRY SECTOR	2019	2020	2021	2022	2023
Accommodation	36,271	26,479	30,188	28,521	30,333
Food & Beverage	155,937	137,001	136,729	148,667	153,646
Recreation and Entertainment	87,625	69,104	78,771	99,125	99,146
Transportation and Travel	65,500	54,979	56,083	54,083	60,854

Kootenay Rockies Workforce

Characteristics of the Kootenay Rockies Workforce

Table 1: Employment in the Tourism and Hospitality Industry, 2023

Sectors ²	Kootenays		British Columbia	
	#	%	#	%
Accommodation	729	8%	30,333	9%
Food and beverage	5,125	59%	153,646	45%
Recreation and entertainment	2,042	23%	99,146	29%
Transportation and travel	917	10%	60,854	18%
Total	8,813	100%	343,979	100%



Kootenay Rockies Workforce

Characteristics of the Kootenay Rockies Workforce

- More than half of the workforce (60+%) is under the age of 35 years
- About 42% of workers hold at least a post-secondary degree or diploma
- The regional workforce employed:
 - Roughly a balanced distribution of male and female workers
 - Significantly less visible minorities (13%) than BC's T&H industry (40%) and the provincial population (35%)
 - Close to 12% of the workforce speak a language other than English or French

Table 3: Kootenays Region Tourism and Hospitality Industry Workforce Demographics, 2023

Demographics	Kootenays	
Sex	#	%
Male	4,563	52%
Female	4,250	48%
Age Group	#	%
15 to 24	2,584	29%
25 to 34	2,333	26%
35 to 44	1,125	13%
45 to 54	1,063	12%
55 to 64	1,354	15%
65 or above	354	4%
Education	#	%
Below high school	2,146	24%
High school or some post-secondary education	2,979	34%
Degree below bachelor's	2,208	25%
Bachelor's degree or above	1,479	17%

Note: The LFS data in this table are annual averages.

Kootenay Rockies Workforce

Table 8: Kootenays Region Change in Employment by Sector, 2019 - 2023

Employment	2019	2020	2021	2022	2023	% Change 2023 vs 2019
Sector						
Accommodation	2,375	1,188	979	2,625	730	-69%
Food and Beverage	3,770	4,166	3,855	3,083	5,125	36%
Recreation and Entertainment	2,125	2,146	2,813	2,563	2,042	-4%
Transportation and Travel	1,063	1,708	291	1,104	916	-14%
Total	9,333	9,208	7,938	9,375	8,813	-6%

Note: The LFS data in this table are annual averages.



-69% Accommodation
(2023 vs 2019)

IMPACT OF COVID-19





People Practices

Becoming more proactive
and inclusive

Top 5 Requested Services:

- HR Advice/Coaching
- Compensation & Benefits
- Training & Development
- Interpreting Employment Legislation
- Policy & Procedure Assistance

IN THE KNOW: FIRST AID

NEW FIRST AID REGULATION

CHANGES & SUPPORTS

Takes
Effect Nov.
1

- Changes to minimum levels of first aid
- Section G3.16 of the OH&S Guidelines

Webinar
Supports

- go2HR 3-part series to assist business implementation

RESOURCES

Resources Checklist

- Compete First Aid Assessment
- First Aid Implementation Action Plan – step by step incl. who/by when
- Plan for new first aid training requirements
- Supplement first aid kits
- Create and Execute first aid drills
- Train all staff on new procedures

IN THE KNOW: VIOLENCE LEGISLATION

Current Regulation
Upcoming Changes

CURRENT REGULATION

OH&S REG. 4.27-31

- Violence Prevention
- Bullying & Harassment separate from violence prevention

Safe Work Environ.

- Provide safest work environment possible includes any type of violence incl. sexual

UPCOMING CHANGES

CHANGES

- A single comprehensive framework “Harassment & Violence”
- In consultation with workers
- Incident investigation & resolution
- Psychological & DEI considerations
- Timeline TBD (election)
- go2HR violence course - NEW

IN THE KNOW: IMMIGRATION

Recent Changes

RECENT CHANGES

What Program is affected?	Changes	Programs Unaffected
<ul style="list-style-type: none">• The TFWP – low wage stream	<ul style="list-style-type: none">• Refusal to process LMIA's from CMA in Low Wage Streams with >6.6% unemployment• Max 10% of workforce• Max 1 year for the permit	<ul style="list-style-type: none">• Francophone Mobilite• Economic Mobility Pathways Pilot• IEC – open work permits

APPLICABILITY & IMPACT

How will ESDC be determining Unemployment Rates

- For businesses outside of CMA's:
- Not yet been made clear but there are some early indications that businesses outside of CMAs will not be subject to this condition (for now)

Current CMA's

- Vancouver
- Abbotsford-Mission
- Chilliwack
- Nanaimo
- Victoria
- Kamloops
- Kelowna
- Currently Vancouver (6.2%) & A-M (6.7%) are >6%

Expected Work Force Reduction based on changes

- Nationally
- In BC
- Across BC's 6 tourism regions
- For BC's resort municipalities
- By job type (NOC Code)
- By industry sub-sector

**IN THE KNOW: MENTAL
HEALTH**

RESOURCES & TRAINING

By the numbers



1 in 5 Canadians experiences a mental health problem each year.¹

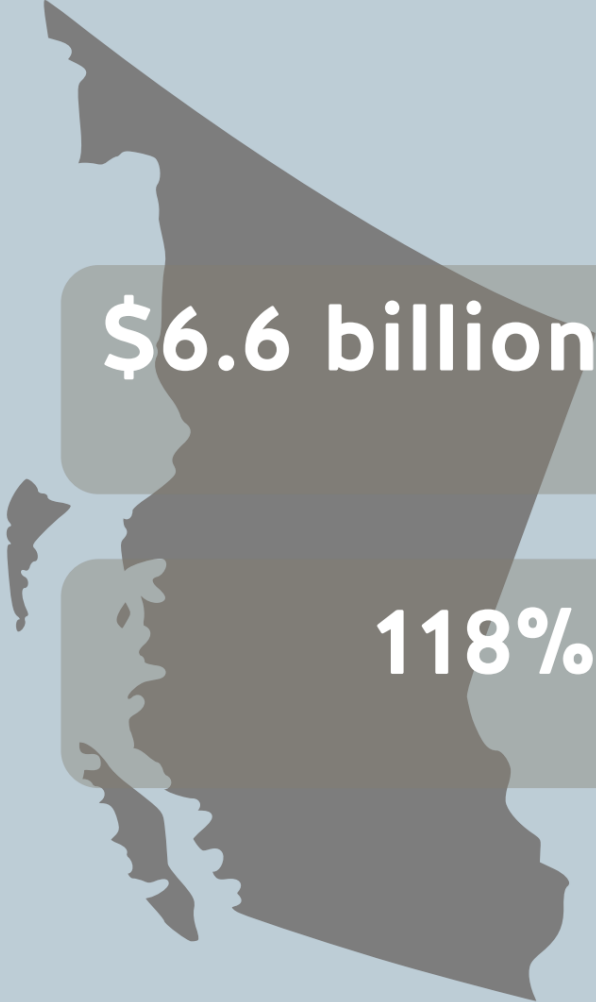
\$2.18

is the median yearly return on each dollar of investment for companies with mental health programs in place for three or more years.²

70%

of Canadian employees are concerned about the psychological health and safety of their workplace.³

Source: WorkSafeBC 2024 Mental Health Strategy



\$6.6 billion

is the annual cost to the B.C. economy of poor mental health.⁴

118%

is the growth in psychological injury claims accepted by WorkSafeBC between 2018 and 2022.⁵

RESOURCES & TRAINING

PULSE CHECK

- Ready-to-go checklist for business

CONSULTANTS

- PH&S Consultants to assist you
- Tailored for individual situations

TRAINING

- People Working Well – 15 min. modules
- Available now – 8 worker; 8 supervisor



WORKFORCE TRAINING

CUSTOMER SERVICE



WORKFORCE TRAINING

H&S Orientation &
JOHS Committee Training





- Sign up for Newsletters
- Use FREE Job Board

Sarah Moseley
Regional HR Consultant,
Kootenay Rockies

smoseley@go2hr.ca

