



# Employer Quarterly news & updates

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## Current Labour Force Data and Strategies for Employee Recruitment and Retention

*A worker shortage existed before the pandemic in our region. Mature workers with transferable skills are seeking new fields of employment. Investing in training of your current staff is a solid strategy for employee retention. Your organization may qualify for funding for training courses.*



Likely you are aware the labour shortages we are experiencing were predicted in the mid 90's. Of course, what wasn't predicted, was a global pandemic in the midst of the highly anticipated impact of the "baby boomers" hitting retirement age. If you are familiar with the book ***Boom, Bust and Echo:***

***How to Profit from the Coming Demographic Shift*** by Canadian economist and demographer David K. Foot, this is not news for you. Foot's predictions were not just lucky guesses as they were based on demographical shifts and trends in the Canadian population.

When the pandemic hit, in addition to the normal number of retirees expected to leave the workforce, others opted to retire early, amplifying the existing worker shortage. However, some recent studies indicate **many workers regret quitting during the great resignation**, and are opting to return to the workforce. Perhaps they are seeking work in a different field or a position with reduced hours from what they worked before, but they seem to be returning nonetheless. This trend, as part of "the great reshuffle", can be an opportunity for your organization as mature job seekers have valuable transferable skills. The Career Centre's ***Retired to Rehired*** program supports the mature workers' return to the workforce, and can provide a wage subsidy to your

organization when you recruit a participant.

So what do the numbers say? The latest Census Data indicates the average age for our region is 57.4 years. Comparatively, the average age in 2001 was 52.2 years. Also, we have experienced an 8% growth in overall population from 2016 to 2021 with the majority (87%) of the growth in population being residents age 65 and over. **The net increase in our population from 2016 to 2021 for those age 15 to 64 (the workforce) was just 175 residents.** That number is shockingly low and is the "bust and echo" generation David Foot forecasted. When we consider our regional labour market participation rate is also much lower than the provincial and national levels (41% compared to 61-62%), we can further see why local employers continue to find it difficult to recruit.

Lastly, you might find it interesting to look at the number of online job postings comparing May 2019 and May 2022.

### Labour Market Information ONLINE Job Postings 1 year before Pandemic to Current Year

	May-19	May-22	Change
<b>CASHIER (NOC 6611)</b>			
Vancouver Island/Coast	76	126	66%
BC	390	502	29%
Canada	2,460	3,877	58%
<b>COOK (NOC 6322)</b>			
Vancouver Island/Coast	224	287	28%
BC	1,572	1,882	20%
Canada	6,131	8,406	37%
<b>RETAIL SALESPERSON (NOC 6421)</b>			
Vancouver Island/Coast	320	316	-1%
BC	1,601	1,546	-3%
Canada	9,653	11,660	21%
<b>LIGHT DUTY CLEANER (NOC 6731)</b>			
Vancouver Island/Coast	92	124	35%
BC	477	796	67%
Canada	2,639	4,272	62%
<b>CARPENTER (NOC 7271)</b>			
Vancouver Island/Coast	43	81	88%
BC	439	630	44%
Canada	1,144	1,949	70%
<b>ADMIN. ASSISTANT (NOC 1241)</b>			

Vancouver Island/Coast	103	163	58%
BC	945	1,334	41%
Canada	4,177	7,127	71%

*Figures represent POSTINGS (recruitment advertisements captured by LMi C) and do not reflect positions to be filled.*

The data demonstrates what we have been observing – an increase in online recruitment activity. However, it also indicates there were many vacant positions before the pandemic.



Given the shortage of workers, what can you do in your organization to continue to be productive and profitable with the level of staff you have been able to recruit and retain? One strategy to consider is to **cross-train** your current staff. Cross-training in the workplace isn't a new idea, and many of you may actually be cross-training out of pure necessity. So here are some points to consider to ensure your cross-training activities have the best chance to lead to a more adaptive team, improve worker versatility, boost productivity and profits, and contributes to your employee retention rate.

- Clearly identify and communicate the goal of the training. (Be sure to always answer the “why” a current employee may ask.)
- Pinpoint the most critical need and the skills required to address that need.
- Carefully select the candidate(s) for the training activity. Is there someone who is willing and able to do more who demonstrates a willingness to learn, or who could be motivated to do so?
- Discuss the opportunity with the individual and what benefits will result for them (pay increase, promotion, more hours, etc.) as well as benefits to the organization.
- Schedule the training with care – be mindful not to overburden the employee.
- Encourage employee feedback – they can provide a fresh perspective which can reveal aspects you haven't had the opportunity to consider.
- Allow time for the employee to develop and demonstrate their new skills, being sure to provide encouragement and being open to continual feedback as your team becomes more versatile.

*If your cross-training process requires, or could benefit from, your staff enrolling in courses provided by an Industry Organization or Post-Secondary institute, you may be able to access funding via the WorkBC **Employer Training Grant**. The application process was recently simplified to encourage employers to apply for reimbursements for 80% of eligible expenses. (Up to \$10,000 per participant, per fiscal year). Self Employed individuals enrolling in a training course may also be eligible!*

# Virtual/Remote Admin Assistant: Unpaid Practicum



Does your organization have an upcoming project suitable for a virtual (remote) Administration Assistant? Six residents from Parksville/Qualicum Beach are currently participating in a provincial **Project Based Labour Market Training** program for **Administrative Assistants** with an emphasis on developing skills for working remote. Students

will receive Microsoft Office Specialist certification and Network Security certification during their training and will be ready to be matched with a BC employer for a **4-week unpaid practicum** (November 28 to December 23 2022). **Data entry, transcription services, sales representative and/or customer service** roles will all be considered.

For more information, please contact **Lorrie Mohl**, our Employer Services Coordinator.

## Introducing: The Employer Pulse Check

The Career Centre has previously conducted phone and in person surveys of local employers. The most recent survey was conducted in the fall of 2019 and the results were set to be published in March 2020. For obvious reasons, the project was put on hold as we “pivoted” to respond to the urgent needs of the community as the pandemic impacted so many local businesses.



Since that time, we have continued to gather employment related information during our many one-on-one discussions with local employers. Discussion topics include: **Job vacancies, recruitment challenges, compensation levels, training needs**, to name but a few topics. This information is valuable, however we knew businesses could benefit from a more efficient way to collect and share local labour market knowledge.

The timing seems right to now launch a new kind of “survey” in order to provide more timely feedback. Today we are excited to announce the soft launch of the “Employer Pulse Check” with the goal of collecting and sharing the collective thoughts and needs of our local employers with greater frequency. **The first questions are ready for your feedback** so please take a few moments to participate. As this is a soft launch, we expect this tool will evolve based on **your feedback**. We also would encourage employers to submit their own questions for consideration to be included in future Pulse Checks sent to employers. Click here to link directly to the inaugural Employer **Pulse Check!**

# Are you hiring? The “Retired to Rehired” Program is Back!

## 12 Week Wage Subsidy available



Are you a retail, restaurant or accommodations provider with customer service focused job opportunities? The Career Centre’s ***Retired to Rehired*** training program provides those age 55+ with 4 weeks of training and certifications with a focus on skills suited to our local service industry. Participants will be ready to engage in on-the-job-training as of October 31 2022.

**Participating employers receive a subsidy up to \$8/hr** (max. \$2,500/participant) for a 12 week period as an incentive for providing on-the-job training and support. Full and part time positions are eligible, with preference given to roles with a potential to be year round.

### **For more information, contact:**

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## Enhanced Wage Subsidy Program

The WorkBC Wage Subsidy Program provides support to employers to hire and provide on the job training for year-round full time positions. Currently, an employer can request up to 24 weeks of support for up to 5 new hires at a time (10/year).

For details and eligibility please review the [Employer Application Guide](#).

**Ready to hire? Ready to apply? [Start here!!](#)**

***TIP:** Have your CRA #, WorksafeBC # a brief description of duties and skills normally required for the position and an outline of a training plan on hand when you are ready to fill in the online application. If you have identified the worker you intend to hire/re-hire, you will also need the worker’s email address. The worker will automatically receive an email and will be prompted to apply for Self Serve Services with WorkBC. Please follow up with the worker to ensure they received the email with instructions to participate. They will be prompted to select a WorkBC office, so please ensure they know to select the WorkBC-Parksville office.*



**One of our primary goals at the Career Centre is to support local employers with their recruiting, hiring, and training process. The recent enhancements to the WorkBC Wage Subsidy Program can offset some of the initial wage costs associated with re-hiring and/or providing on-the-**

**job-training and skill development.**

Should you have questions or need assistance, please contact Lorrie Mohl, our Employer Services Coordinator.

## Employer of the Month - Feature Opportunity

The Career Centre highlights an **employer each month** and we'd love to feature your organization! In a job seekers' market (when there are more jobs than job seekers) every organization needs to generate additional exposure to attract the right candidates. Your profile, once created, remains active on our website as a resource for job seekers, and your job postings will be "pinned" to the top of the Career Centre's job board the month you are featured.

**Next opportunity:** October 2022

**Accessing this opportunity is simple:** contact **Lorrie** to get on the list!

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