

The Central Alberta Collaborative Labour Force Strategy

Presented by:

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Central Alberta Economic Partnership

Regional Labour Force Working Group



Central Alberta Economic Partnership

CAEP is a Regional Economic Development Alliance (REDA) established in 1998

'To enhance sustainable economic prosperity across Central Alberta by harnessing the collective interests of communities, business and government.'

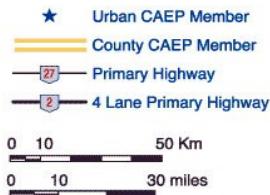
Current membership includes:

- 39 Central Alberta municipalities
- 11 business, education and economic development organizations



Central Alberta - A Region of Opportunity

www.centralalberta.ab.ca



- 1 Canadian University College
- 2 Olds College
- 3 Prairie Bible Institute
- 4 Red Deer College
- Regional Airport



Regional Labour Force Working Group

- Formed in 2004 - CAEP Strategic Plan
- Collaboration of government, industry & educators in the region
- Established for a coordinated approach to labour force development in central Alberta

The Collaborative Labour Force Strategy (CLFS)

Key Focus Areas

- Support Education & Training
- Encouraging Labour Force Participation
- Communication & Program Support
- Recruitment & Retention

Support Education & Training

Skilled workers in demand for key industries:

- Meat Industry Training – (Olds College)
- Truck Driver Training – (Red Deer College)
- Rig Technician Training – (Red Deer College)
- HR Training in Manufacturing – (Red Deer College)
- HR Training in Agri-business – (Olds College)

Labour Force Participation

Focus on Youth – (Alberta Advanced Education)

- 2007 Demo days trade Employer Trade Fair Series

Support Aboriginal Employment – (AHRE & CAEP)

- Employer & Community Aboriginal Awareness Training Sessions
- Worksite tours and on-reserve Job Fairs
- Community Connections

Communication and Program Support

Labour Force Programs and Services Directory

www.centralalberta.ca - (CAEP)

Labour Market Information (AHRE)

- AHRE/Service Canada coordinated information
- Statistical regional summaries
- Qualitative monthly report

Coordinate Work Placements (AHRE)

- Coordinated marketing of programs and services
- Coordinated networking between service providers

Recruitment and Retention

Best Practices – (AHRE)

- Job Fairs in the Region
- Business Expo
- Information packages & program support
- Employer Connections

Recruitment and Retention

Recruiting Out of Province Workers – (CAEP)

- Advertising in rural Ontario newspapers
- Media messaging pilot

Recruiting Foreign Workers – (CAEP)

- Employer Foreign Worker Readiness Sessions
- Euromission
- Guide for Employers and Foreign Workers
- Foreign Worker Internet Site & On-line Job Fair

Collaborative Labour Force Strategy

Next Steps

- Determine **Quality of Life** messaging for the region
- Encourage **Best Practices**
- Engage leaders to ensure **Welcoming Communities**

Regional Labour Force Working Group

- Central Alberta Economic Partnership (Directors)
- Government of Alberta (AAE, AAFRD, AED, AHRE)
- Government of Canada (Service Canada)
- Local Colleges (Olds College, Red Deer College)
- Business & Industry Associations
(AB Food Processors Assn, Career Prep, CHBA – Central Alberta, Chambers)
- Local Business & First Nations
(National Oilwell Varco, RD Peterbuilt, Sunchild First Nations)

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