



Building and Educating Tomorrow's Workforce Newsletter

VOLUME 3, ISSUE 1

WINTER 2009

DID YOU KNOW?

- The December unemployment rate for Alberta was 4.1 per cent, up from 3.4 per cent in November—still the lowest in the country.
- Employment increased by 14,700 people between September and October 2008, pushing the employment rate to 72.5 per cent, the highest since 1976.
- In 2007/2008, Alberta issued 1658 Alberta Immigrant Nominee Program certificates, nominating more than 4,200 people.
- In 1998, 11,187 immigrants became permanent residents in Alberta; in 2007, this number was 20,587.

A message from the minister

During the past few months, we have witnessed a series of dramatic global economic fluctuations. These short-term changes are not expected to have a significant impact on our long-term needs, therefore we remain committed to our long-term workforce strategy.

We are now moving into the third year of implementing *Building and Educating Tomorrow's Workforce*. As the strategy unfolds we will continue to plan, to act, and if necessary adjust our plans, while never losing sight of our long-term goal of ensuring Alberta has more workers, better-trained people and innovative work environments.

Recruitment must remain a priority. This issue of the newsletter focuses on labour force attraction -- domestic and international. There are many ways we are approaching this, from increasing labour mobility between provinces and territories, to improving the ways international education credentials are recognized, to organizing international recruitment efforts and making changes to broaden the Alberta Immigrant Nominee Program.

This newsletter also includes an article on a study done in Calgary examining potential immigrants from more than 100 countries around the world. The study found that workers from China, India, Russia and the United States had the skills needed in Alberta and were most likely to relocate.

Sometimes labour attraction is thought to be about pay and benefits. These elements are certainly important but more and more employees are looking for non-monetary benefits such as flexible scheduling and staff recognition. *Beyond Pay and Benefits* is an excellent publication my department recently produced that provides fascinating tips and ideas from nine Alberta employers on what they're doing to attract workers.



Hector Goudreau

Honourable Hector Goudreau
Minister of Employment and Immigration

This newsletter is developed by Alberta Employment and Immigration. For more information contact: (780) 644-4306

DID YOU KNOW?

- Alberta's annual share of new immigrants arriving in Canada increased from 5.9 per cent in 1997 to 8.8 per cent in 2007.
- In 2007, over 27 per cent of working age immigrants had completed a university degree compared to 18.3 per cent of Albertans.
- The employment rate for university educated immigrants aged 25 to 54 is 75.3 per cent compared to 90.7 per cent for Canadian born citizens.
- Immigrants in Alberta had the lowest unemployment rate, 3.8 per cent, among provinces in Canada in 2007.
- Immigrants born in southeast Asia, particularly those from the Philippines, had the strongest labour market performance of all immigrants to Canada in 2006.

Attracting Global Talent in the Calgary Region

In the fall of 2008, Calgary Economic Development, Calgary Works and Employment and Immigration (E&I) released a Global Labour Supply study that examined countries throughout the world where supply exists to meet Calgary's labour demand. The results should help employers identify the best regions of the world to find the talent they need.

The study was partially funded by E&I's Labour Market Partnership program and was conducted by researchers at RDA Global. Researchers first identified 34 occupational groupings that included high-growth and high-value occupations. It examined data from over 106 countries to determine the number of workers employed in each country for the target occupations. The study also presented probability data on the likelihood of Calgary being able to recruit workers from that country.

Occupations that were found to be in demand were selected on the basis of four criteria:

- 1) Occupations that will see a growth in the demand for workers in the future.
- 2) Occupations where demand will grow dramatically over the next five years.
- 3) Occupations where demand will grow dramatically over the next ten years.
- 4) Occupations which require workers with higher skill levels.

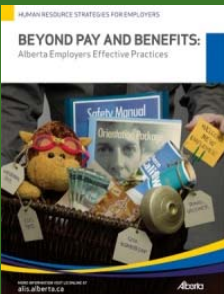
The final list included occupations such as engineers, computer and information systems professionals, nurses, pharmacists, accountants, carpenters, electricians and masons.

Each country was also analyzed to determine the degree of success Calgary would have in recruiting from each. The analysis was based on five measures:

- 1) The number of people emigrating from that country in 2005.
- 2) The number of people from each country who immigrated to Calgary between 1996 and 2001.
- 3) The formal and informal use of the English language within each country.
- 4) The measure of highly educated people who left each of the countries in 2000.
- 5) The likelihood a citizen was going to move to Canada from that country.

Among the top countries found to have the largest supply of the workers Alberta needs, as well as the highest probability of recruiting success were China, India, Russia and the United States.

The complete report can be found on Calgary Economic Development's website at: www.calgaryeconomicdevelopment.com/AboutCED/aboutCEDReports.cfm



Marketing Alberta as a destination of choice

The Alberta government, Alberta employers and industry and labour representatives have been getting the word out that Alberta is a great place to live and work. Over the past several years more trips have been made to attend a variety of promotion and recruitment events in countries including Germany, the United Kingdom, the United States, France and India in an effort to attract more immigrants, students and foreign workers. E&I recently organized a recruitment event in India where several Alberta employers participated. Three job fairs were held which focused on engineers and skilled trade occupations. The response was overwhelming. Employers collected over 2000 resumes and it is expected that most of the positions will now be filled.

Recruitment events typically have two objectives: raising awareness of Alberta, and marketing the career opportunities within Alberta.

In an effort to prioritize recruitment events, ongoing research reveals which countries have labour conditions and skilled workers that best meet our specific labour demands. The government representatives provide information about the immigration process and living in Alberta, while employers and industry representatives provide occupational specific information or information about actual jobs for which they are hiring.

These events provide immigrants and/or foreign workers with a picture of what moving to Alberta would be like.

E&I provides ongoing support to employers to assist them in choosing the right event and country for their labour needs. Further information can be found by logging on to albertacanada.com/immigration or by contacting the Immigrate to Alberta Information Service at 1-877-427-6419 (within Alberta) or 780-427-6419 (outside Alberta).

Resources to help you attract the best talent

Employing a Diverse Workforce

Employing a Diverse Workforce provides you with examples from Alberta employers on how to retain and engage a highly motivated and diverse workforce.

This publication can be found at: alis.alberta.ca, then click on “Publications.”

Beyond Pay and Benefits

Beyond Pay and Benefits is for Alberta employers who want to enhance their strategies for recruiting and retaining employees. It focuses on approaches that reach beyond direct pay and basic benefits such as paid holidays and medical benefits. This publication provides great tips and ideas from nine Alberta employers on what they’re doing to make a difference.

This publication can be found at: alis.alberta.ca, then click on “Publications.”

Industry and Employer Toolkit now updated

Employers now have access to a comprehensive listing of the information and services available to assist them with developing their workforce. The *Industry and Employer Toolkit* has been updated and is available at any Labour Market Information Centre or online at www.employment.alberta.ca/etoolkit. The toolkit bundles together government publications and resources organized around the four themes of *Building and Educating Tomorrow's Workforce*: Inform, Attract, Develop and Retain.

The toolkit links directly to online copies of documents to save you time that you can use to continue building your workforce.

Moving Forward with the Tourism and Hospitality Workforce Strategy

Owners of restaurants and foodservice establishments have struggled to find enough staff to keep their doors open and to keep up the hours of service that customers are demanding. With fewer young people entering the workforce and more higher paying employment options open to Albertans, many employees are moving or choosing to work in other industries.

The Tourism and Hospitality Workforce Strategy was developed by stakeholders from the tourism and hospitality industry in collaboration with the Government of Alberta. One of the strategy's actions was to propose further expansion of the Alberta Immigrant Nominee Program (AINP), allocating more spaces for less-skilled immigrants to fill jobs in the tourism and hospitality industry. As a major contributor to this workforce strategy, the Canadian Restaurant and Foodservices Association (CRFA) is celebrating two important initiatives under AINP.

Many CRFA members have turned to the federal government's Temporary Foreign Worker (TFW) program for help, with over 13,000 permits approved for their members in 2008. The costs to hire a TFW are high and employers have been searching for ways to keep some of their best foreign workers in the country permanently. Recent changes to the AINP provide employers with new options.

Prior to April 2008, each restaurant could only have one AINP nominated journeyman cook. The new guidelines allow up to six cooks to be brought in (such as four line cooks and two journeyman cooks). This change responds to the current labour market in Alberta by allowing more cooks and lesser skilled cooks, as well as other entry level positions to go through the AINP process.

A pilot project is also allowing semi-skilled foodservice workers into the AINP program under certain circumstances. The pilot focuses on food counter attendants and kitchen helpers, positions many employers have difficulty filling. The individuals must be in Alberta under a TFW permit for at least nine months before applying and must have a total of three years of foodservice industry experience. The pilot project goal is to approve 600 applications and then evaluate the project and determine whether to allow a permanent semi-skilled foodservice occupation AINP stream. Currently about 200 applications are being processed.

To find out more information on the pilot program please see the following websites: www.crfa.ca or www.albertacanada.com/immigration/immigrate/pnpnews.html.

