



Immigrant Employment Council
of British Columbia

Tomorrow's Workplace Conference

Surrey Board of Trade

October, 2009

Business Case

- By 2015, 30% of B.C.'s population will be 55 years or older. ¹
- Because of the country's low birth rate in 10 years Canada may have more retirees than people entering in the labor market. ²
- So, BC will be in competition with other provinces also experiencing labour shortages.³
- + 70 % of openings in B.C. are expected to occur in occupations requiring a college diploma, trade certificate, university degree, or higher ¹
- Labour demand estimates that from 2005 to 2015, a total of 461,100 new jobs will be created in B.C. + additional 652,600 jobs will be created as the result of deaths or retirements. Total demand for employment in B.C. = 1.1 million from 2005 to 2015 ¹
- Immigrants are expected to provide 100% of net labour force growth by 2011 ³

1. B.C. Ministry of Advanced Education. Employment Outlook for British Columbia: COPS B.C. Unique Scenario for 2005 to 2015. February 2007, p. 3.

2. Statistics Canada, Portrait of Canadian Population by age and sex. 2006 Census

3. Conference Board of Canada – BC Future of Work Confronting B.C.'s Labour Shortage Challenge 2008

Our Mission

Integrating Immigrants into the Labour Market Builds BC's Economy



IEC-BC Board of Directors

Bob Elton, Chair	President & CEO, BC Hydro	Business
Faye Wightman Ex-Officio	President & CEO, Vancouver Foundation	Host Organization
Ida Goodreau	CEO, LifeLabs	Business
Lindsay Gordon	President & CEO, HSBC	Business
Tamara Vrooman	CEO, Vancity	Business
Kevin Evans	CEO, BC Industry Training Authority	Regulatory Body
Virginia Greene	President & CEO, Business Council of BC	Industry Assoc.
Jim Sinclair	President, BC Federation of Labour	Labour
Wayne Peppard	Executive Director, BC Building Trades Union	Labour
Mabel Tung	Provincial Treasurer, BC Nurses' Union	Labour
Penny Ballem	City Manager, City of Vancouver	Government
Robin Ciceri	Deputy Minister, Ministry of Advanced Education and Labour Market Development	Government
Robert Godfrey	Regional Director General, BC & Yukon Region Citizenship & Immigration Canada	Government
Stephen Owen	Vice President, External, Legal and Community Relations, UBC	Education
Tung Chan	CEO, SUCCESS	Community Org.
Mason Loh	President, Affiliation of Multicultural Societies and Service Agencies BC	Community Org.
Eyob Naizghi	Executive Director, MOSAIC	Community Org.
Patricia Woroch	CEO	Community Org.
Vera Frinton	Doctor	VF Board Member
Mark Startup	President & CEO, Retail BC	Industry Assoc.
John Winter	President & CEO, BC Chamber of Commerce	Industry Assoc.

Our Working Groups

**“Integrating Immigrants into the Labour Market
Builds BC’s Economy”**

Communications Working Group

Inform employers and the general public about the social and economic benefits of integrating immigrants in the BC labour market.

Employers Resources Working Group

To develop tools and resources to assist BC employers to attract, hire and retain skilled immigrants by.

Programs & Services Working Group

Determine appropriate ways to connect immigrants and employers through service providers.

Employer Resources WG



Chair: Tamara Vrooman | CEO Vancity Group



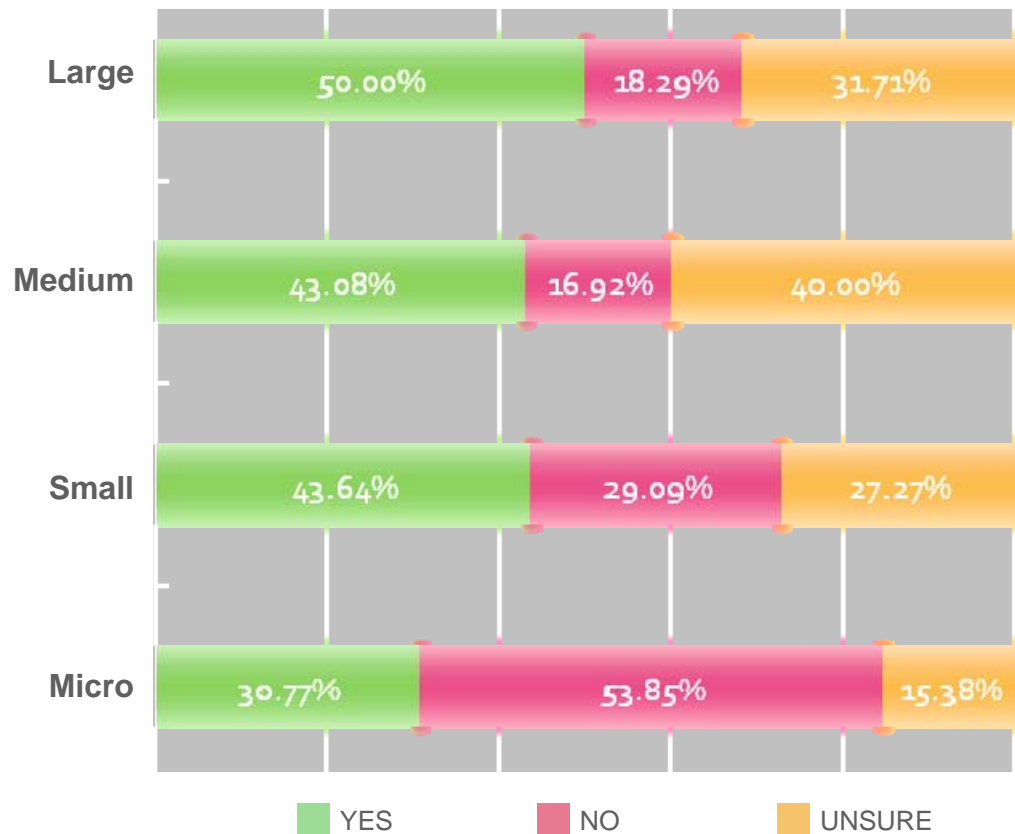
Employer Research – Phase II

- Survey done through July/September 09
- Sent out to members of:
 - BC HRMA
 - BC Chamber of Commerce
 - Business Council of BC
 - Burnaby Board of Trade
 - Working group
- 261 employers across BC responded

HR strategies to attract and ... hire immigrants

In 3-5 years, do your company's HR plans strategies to attract and hire immigrants?

- Regardless of the time frame – **less than 50% of companies factor immigrants into their HR Strategies**

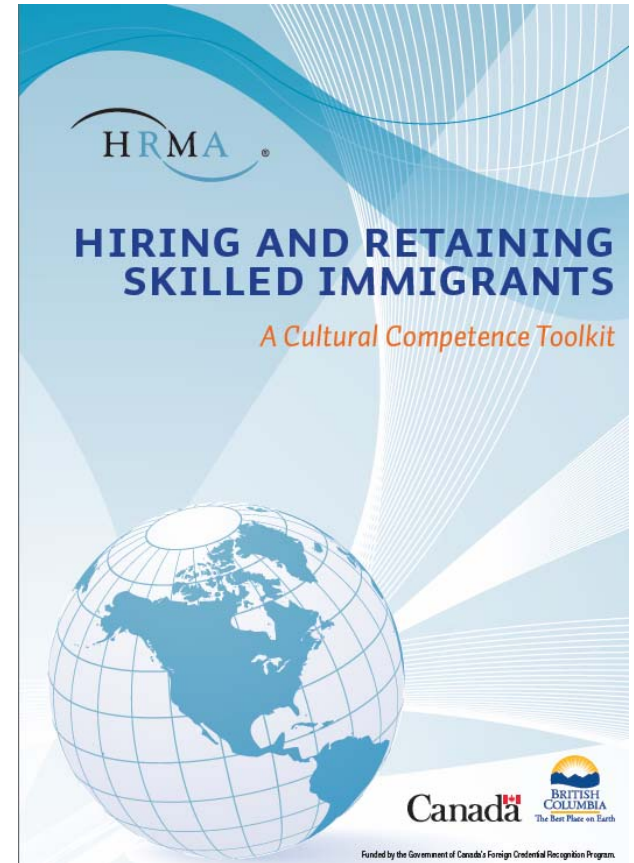


Tools and Resources

Summary	Very Useful / Useful	Somewhat Useful / Not Useful
Website for employers to post vacancies	64%	31%
Employer-based training program	62%	34%
Website w. labour market & demographic information	57%	39%
Website profiling immigrants	56%	40%
Mentoring Program	55%	40%
Internship Program	54%	42%
Short training offerings	44%	50%
Brief print articles w. labour market & demographic information	44%	51%

Tools for Employers in BC

- BCHRMA
 - Hiring & Retaining skilled immigrants
 - Cultural competence toolkit
 - <http://www.bchrma.org/pdf/tiguide.pdf>



Completing the Puzzle

“It would be great if, when we heard the word ‘immigrant’ we thought ‘opportunity’.”

Bob Elton

CEO, BC Hydro

Chair, Immigrant Employment Council of BC

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For more information please visit:

www.iecbc.ca

Or contact:

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