

**Optimizing Immigrants'
Social and Economic Integration in Canadian
Tourism Sector through
Sector-led Strategic Approach**

Tourism is an important source of jobs and growth of the Canadian economy. It provides rich learning experiences to newcomers to gain life-long employability skills. However, Covid-19 has heightened systemic barriers to tourism employment. To support the recovery of Canada's tourism labour market, Tourism HR Canada is leading a national sectoral immigration strategy with its national, provincial, and territorial partners through tourism workforce immigration hub. This workshop will present tourism sector's efforts and innovative modes to attract and retain immigrants and refugees. Speakers will explore diverse sector-led models and commitments that are needed in both strategic and practical levels.

✓ **Advancing Centralized Tourism Immigration Strategy through Tourism Workforce Immigration Hub**

Jasmine Qi, Tourism HR Canada

✓ **Workforce Integration of Asylum Seekers in the Tourism Sector**


Marion Guignet, Le Conseil québécois des ressources humaines en tourisme (CQRHT)

✓ **Exploring Innovative Pathways to Settlement**

Grace Scire, Ontario Tourism Education Corporation (OTEC)

✓ **Connecting Internationally Trained Skilled Refugees with Tourism Jobs through EMPP**

Lara Dyer, Talent Beyond Boundaries



We would like to begin by acknowledging that our session is provided on unceded Indigenous lands. The Kanien'keha:ka Nation, which is recognized as the custodians of the lands and waters on which we gather today.



ADVANCING CENTRALIZED TOURISM IMMIGRATION STRATEGY

Through Tourism Workforce Immigration Hub



Jasmine Qi
Tourism HR Canada



TOURISM IMMIGRATION STRATEGY

1

Information

Labour Market

2

Immigration
Hub

Tourism Workforce

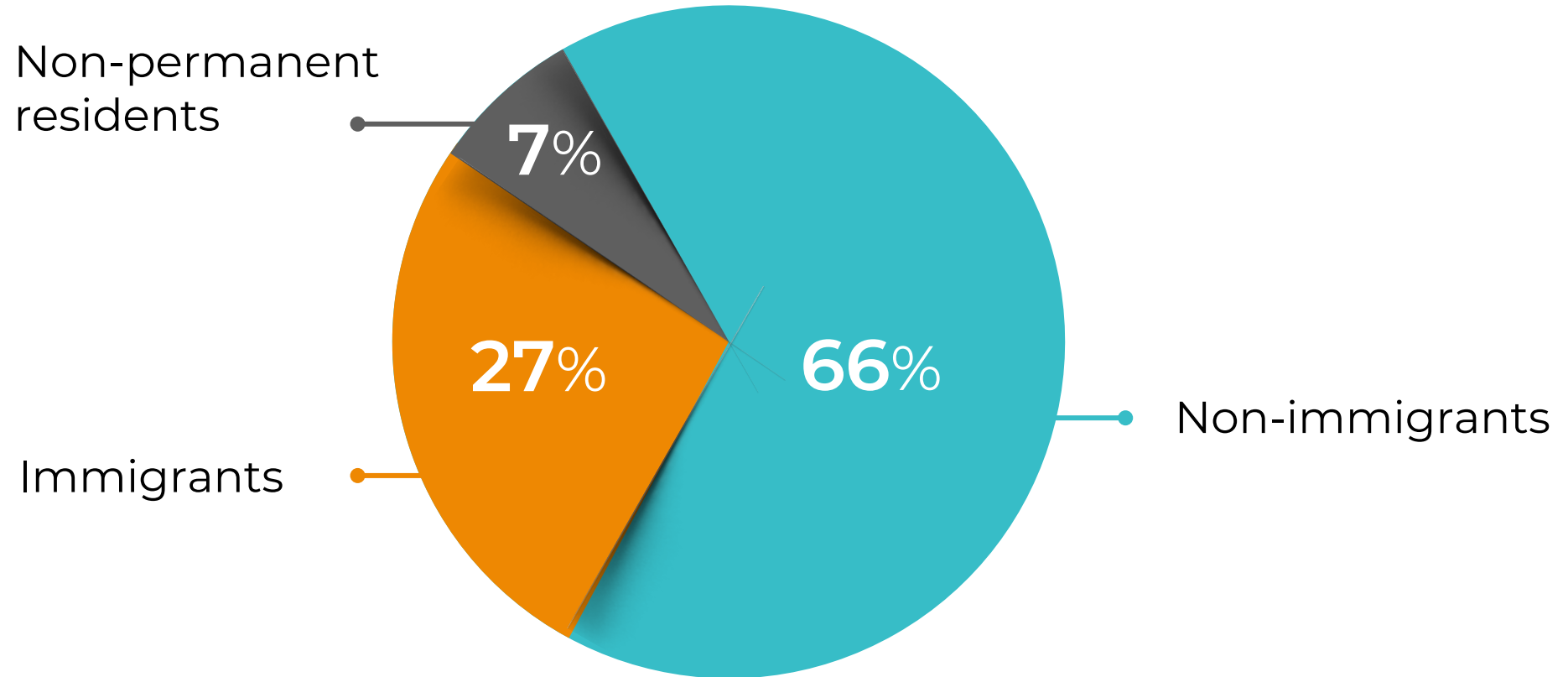
3

Action

Projects & Initiatives

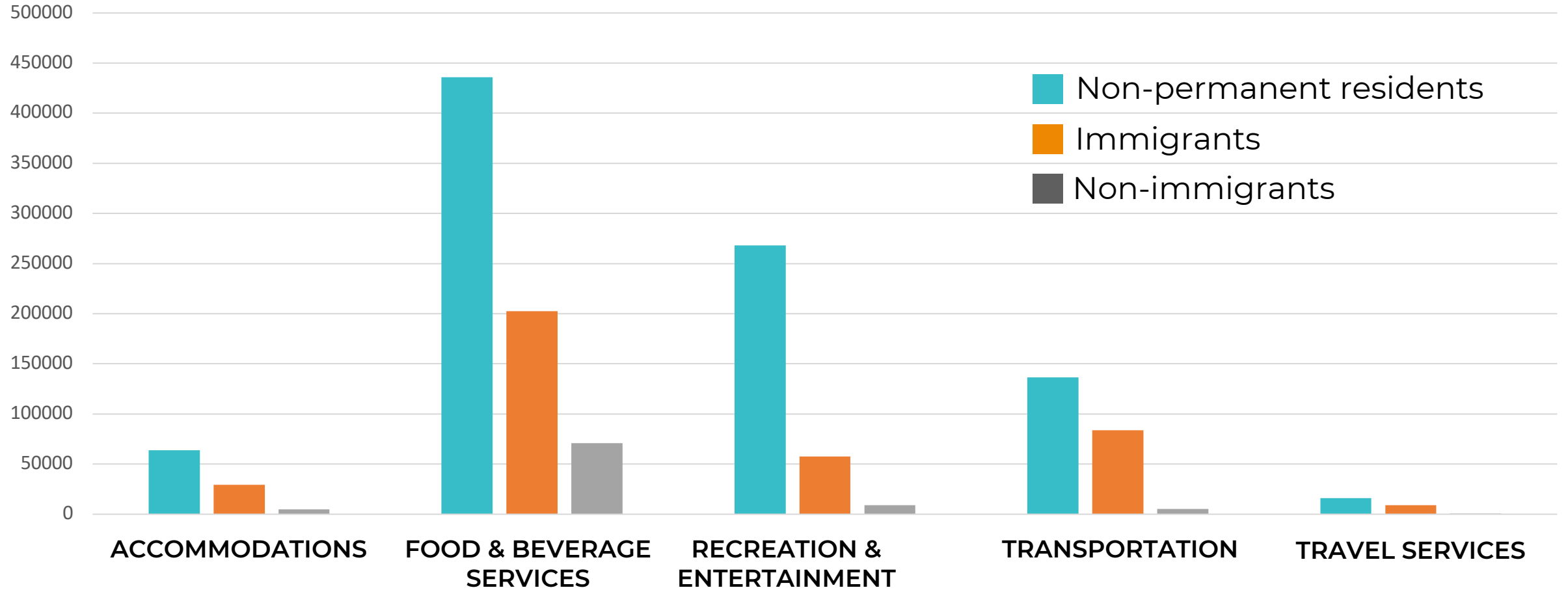
TOURISM WORKFORCE-2021 CENSUS

IMMIGRATION STATUS

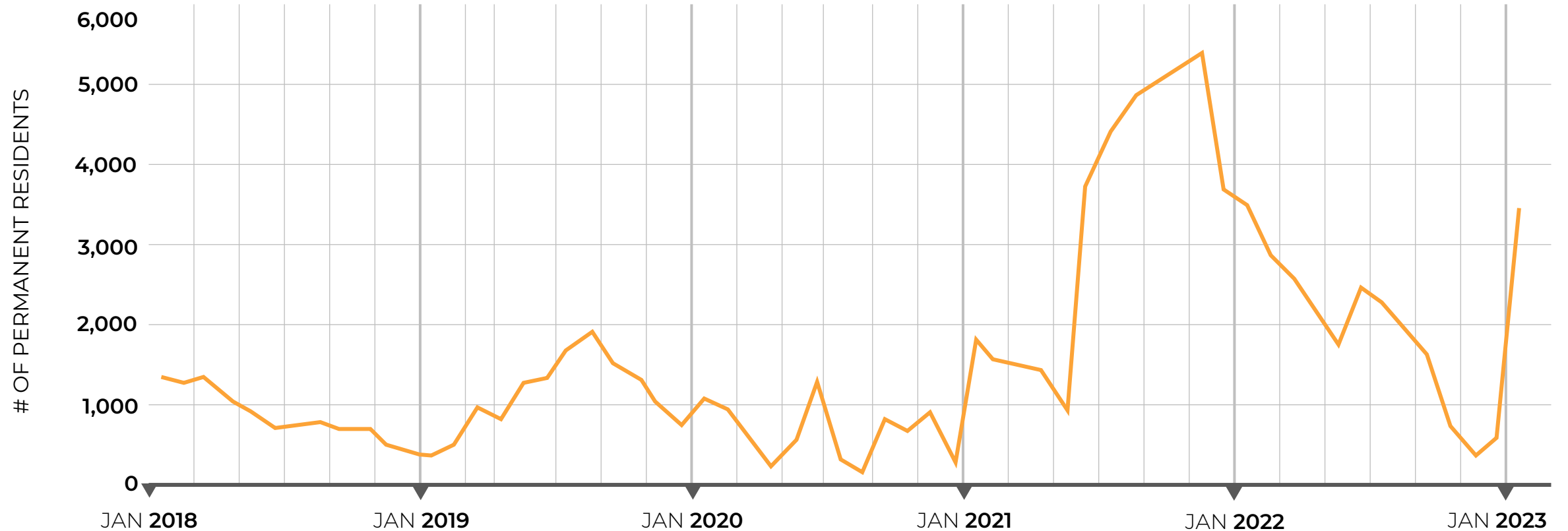


TOURISM WORKFORCE-2021 CENSUS-BY INDUSTRY

IMMIGRATION STATUS



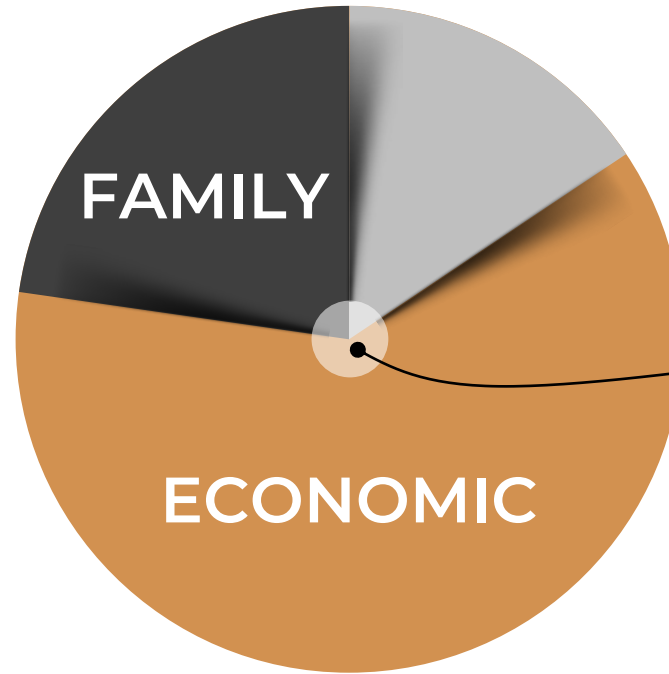
NUMBER OF ADMITTED PERMANENT RESIDENTS WITH INTENDED OCCUPATIONS IN TOURISM



1

2025 PROJECTIONS

500,000 PERMANENT RESIDENTS



In 2022...

6.9%

of Permanent Residents

= Tourism

IRCC

'Future Immigration System'

- | | |
|---|--|
| 1. Aligning immigration with a future-oriented labour and skills strategy | Improved, regional and sectoral coordinated pathways |
| 2. A Levels Plan that reflects a whole-of-government commitment to implementation | Attraction and retention in rural communities, role of societal partners |
| 3. Becoming a Global Leader in Client Service Excellence | New service standards, digitalization; streamline pathways |
| 4. Moving to a System Ready for Response | Crisis management framework |
| 5. Taking a More Facilitative Approach | Policy review; 'Trusted Partner' model |

WORKFORCE POLICY

IMMIGRATION



Strategic Aim

Build a reliable supply of immigrant workers to fulfil sustained demand

Optimization of existing streams:
Federal, Provincial,
Territorial

Implementation of a new dedicated tourism immigration stream

TOURISM WORKFORCE **IMMIGRATION HUB**

- Inform policy and advocacy
 - Build partnerships & capacity
 - Advise and contribute to targeted research efforts
-
- Coordination
 - Collaboration
 - Coherence
 - Accountability

INFORM POLICY & ADVOCACY

FEDERAL IMMIGRATION POLICY CHANGES

MINISTER MARCO MENDICINO

November 20, 2019 – October 26, 2021

MINISTER SEAN FRASER

October 26, 2021 – July 26, 2023

2020					2021							2022												2023												
A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A
1								2										4	6					8	9	10	11	15	16	18	21	26	27	36	41	45
							3											5	7								12		17	19	22		28	37	42	46
																										13			20	23		29	38	43		
																										14				24		30	39	44		
																														25		31	40			
																																32				
																																33				
																																34				
																																35				

5 **Direct benefit** to tourism

9 **Could have direct benefits**, with change that apply to tourism

31 **Indirect benefit** to tourism

1 **Detrimental** to tourism

46

2¹

INFORM POLICY & ADVOCACY



Policy Paper

Temporary Policy Changes

1. Work permits for TFW Family Members
2. Accelerate pathways to permanent residence for immigrants already in Canada
3. Increase number of applicants for International Experience Canada Program
4. Lift hours International Students can work
5. Expand Minister's discretion for Express Entry draws
6. Provide open work permits for people waiting on permanent residency

7. Stop LMIA restrictions on low-wage occupations where unemployment is 6% or higher

TEMPORARY FOREIGN WORKER

8. Increase maximum proportion of TFWs to 30%
9. Make LMIAs for TFWs valid for 18 months
10. Increase maximum duration of employment for low-wage positions to two years

2

BUILD PARTNERSHIP & CAPACITY

Increased Focus and Capacity



**TALENT BEYOND
—BOUNDARIES—**

Memorandum of
Understanding



**The Conference
Board of Canada**

Centre for
Business Insights
on Immigration

Immigration
Summit



**Government
of Canada**

**Gouvernement
du Canada**

Immigration, Refugees and
Citizenship Canada

Employment and Social
Development Canada

Industry, Science and
Economic Development

FUNDING PROPOSALS

CONSULTATIONS

DEPUTY MINISTER'S
ADVISORY COMMITTEE



2 Participant Elements

	1	2	3	4	5	6
	RTW	FCRP Wage Subsidy	EMPP	LANGUAGE & WORK	EITTM	FTIP
LEAD PARTNERS	Tourism HR	Tourism HR	Talent Beyond B	Languages Canada	Tourism HR, IRCC-IEC	RDEE Canada
FUNDING DEPARTMENT	ESDC	ESDC	ESDC/IRCC	IRCC	IRCC	IRCC
Information and orientation	■	■	■	■	■	■
Participant recruitment	■	■	■	■	■	■
Registration, intake and referral	■	■		■	Registration	Registration
Participant assessment – plan	■	■		■		■
Pre-employ language training				■		■
Employability skills/ job readiness	■			■	■	■
Occupation specific training	■	■	■	■	■	■
Job placement	■	■		■	■	■
Training stipends for participants	■	■				■
Mentorship support	■	■	■			
Language training in workplace			■			
Employer solutions, supports	■	■	■	■	■	■

‘Wrap Around’ Project Elements

	RTW	FCRP Wage Subsidy	EMPP	LANGUAGE & WORK	EITTM	FTIP
LEAD PARTNERS	Tourism HR	Tourism HR	Talent Beyond B	Languages Canada	Tourism HR, IRCC-IEC	RDEE Canada
FUNDING DEPARTMENT	ESDC	ESDC	ESDC/IRCC	IRCC	IRCC	IRCC
Information and orientation	■	■	■	■	■	
Participant recruitment	■	■	■	■	■	■
Registration, intake and referral	■	■		■	Registration	Registration
Participant assessment – plan	■	■		■		
Pre-employ language training				■		
Employability skills/ job readiness	■			■	■	
Occupation specific training	■	■	■	■		■
Job placement	■	■			■	■
Stipends for participants	■	■				
Men						
Language training in work			■			
Employer solutions, supports	■	■	■	■	■	■

EMPLOYER ELEMENTS

- Accreditation/qualification, registration
- Training
- Job matching
- Support

STAKEHOLDER PARTNERSHIP AND ENGAGEMENT

- Employer working group
- Canadian tourism education institutions
- RDPs (Regional Delivery Partners)

PROJECT PROMOTION AND COMMUNICATION

- Participant outreach
- Employer outreach
- Establish digital platform for participant and employer job matching

PROJECT MONITORING, EVALUATION, AND REPORTING

2

BUILDING YOUR IMMIGRANT WORKFORCE HIRING INTERNATIONAL TALENT

INFOGRAPHICS

1. International Mobility Program
2. Temporary Foreign Worker Program
3. International Experience Canada
4. Domestic International Trained Workers Pool
5. Overview, Immigration Programs



2 ³

CONTRIBUTE TO TARGETED RESEARCH EFFORTS



The Conference Board of Canada

Centre for Business Insights on Immigration

Immigration Summit



Tourism Labour Force Survey



Who Works in Tourism



Perceptions of Tourism as a Place of Employment

labour market forum  **forum sur le marché du travail**

WORKFORCE POLICY
IMMIGRATION

Projects and Initiatives



RECRUITMENT Building a Supply

- 1** Foreign Worker
- 2** Domestic Immigrants & Resettled Refugees

RETENTION Development and Support

- 3** Foreign Worker Protection
- 4** Tourism Mentorship, Career Advancement

RECRUITMENT

Building a Supply

1

Foreign Worker

1. RDEE Francophone Immigrants
2. EMPP-TBB
3. Language Canada Pilot

2

Domestic Immigrants & Resettled Refugees

1. Pan-Canadian Job Ready Program
2. FCRP Wage Subsidy
3. Pre-Arrival
4. Rural and Remote Immigrants and Businesses



3

Tools to Support Attraction and Retention

RETENTION Development and Support

3

Foreign Worker Protection

1. Engage TFW Hub
2. Employer Training
3. HR Clinic

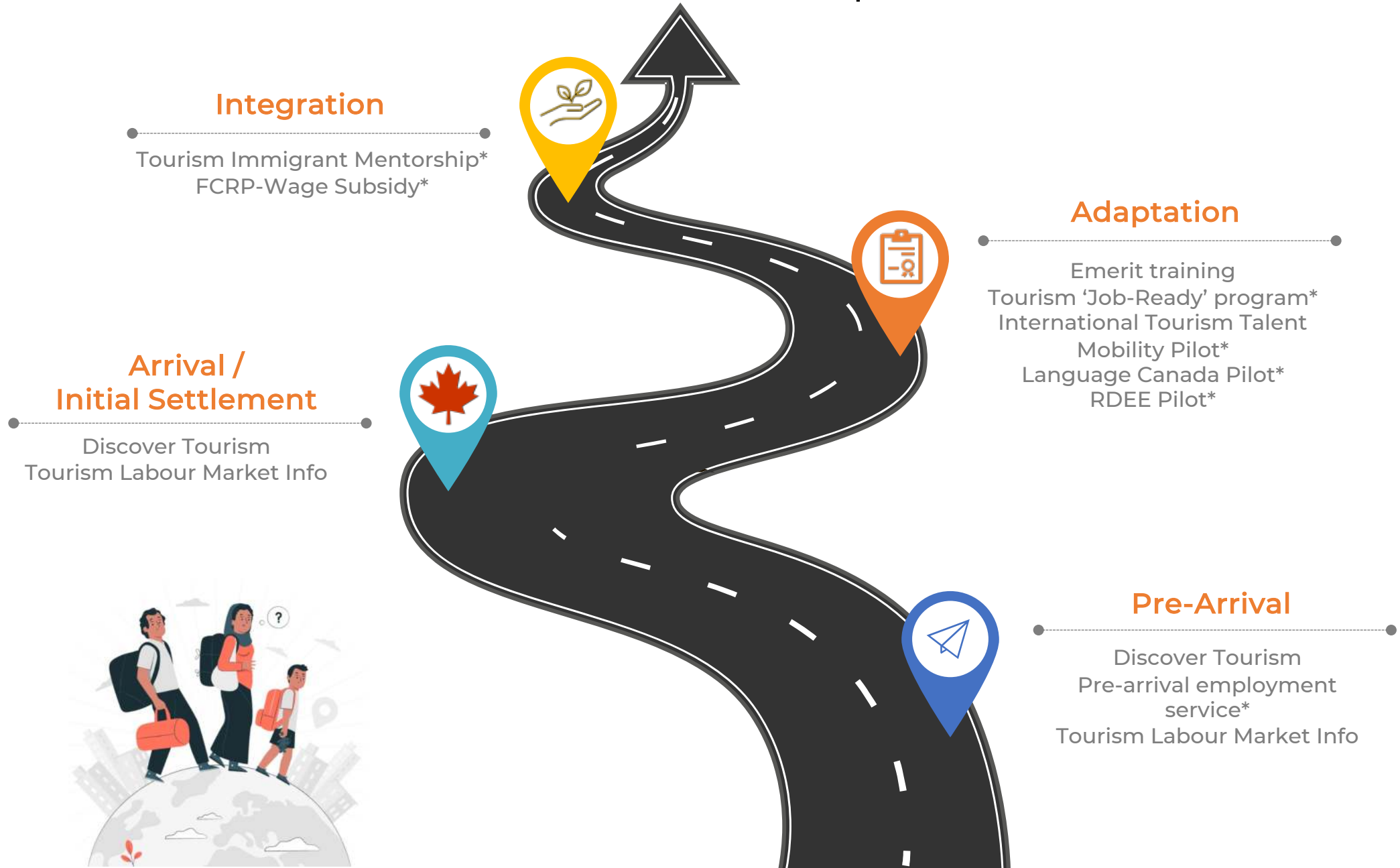
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Immigration Mentorship, Career Advancement

DISCOVER TOURISM[®]
National Tourism Mentorship

3

A Newcomer's Roadmap to Success





TOURISM IMMIGRATION STRATEGY

Building a Resilient, Competitive and Inclusive Workforce

Projet-pilote d'intégration en emploi des demandeurs d'asile dans l'industrie touristique



Marion Guignet
Directrice de projet
CQRHT

Un mot d'introduction

Qui sommes nous ?

Qui est le CQRHT ?



Présentation du projet-pilote

Ce projet-pilote de recherche et d'innovation du **ministère de l'Emploi et de la Solidarité sociale**, d'une durée de 3 ans (2023-2026), offre des services et un soutien professionnel pour les demandeurs d'asile au Québec.

SOUTIEN PROFESSIONNEL

Accompagnement des demandeurs d'asile dans la préparation et la recherche d'un emploi.



INTÉGRATION

Favorise l'intégration et le maintien en emploi dans des entreprises touristiques.

CARRIÈRE EN TOURISME

Offre la possibilité de construire une carrière professionnelle et de développer des nouvelles compétences.

Objectifs



// Services en employabilité

offrir des services d'employabilité à mille (1000) demandeurs d'asile par année pour une période de trois (3) ans (2023 à 2026)



// Pratiques RH

élaborer les meilleures pratiques en matière de soutien et d'accompagnement aux entreprises afin de faciliter l'intégration en emploi



// Optimisation

définir un ou plusieurs continuums de services intégrés et multidisciplinaires qui pourraient être utilisés comme modèles afin de favoriser l'intégration en emploi de clientèles atypique avec des besoins spécifiques.

Clientèle des demandeurs d'asile

- Langue de communication :
Français (80%), Espagnol (14%), Anglais (6%)
- Provenance des demandeurs d'asile :
Haïti (41%), République démocratique du Congo (11%), Sénégal (8%), Cameroun (7%),
Mexique (5%)
- Actuellement en emploi (13%), Sans emploi (76%), sans réponse (11%)
- Niveau d'études :
Secondaire (34%), Collégial, technique ou préuniversitaire (20%), Universitaire (34%), Autres (11%)
- Ouverts à la mobilité hors Montréal (Régionalisation)
Oui (50%), Conditionnel – avec aide au logement par exemple (18%), Non (32%)



“ Vous êtes l'espoir que j'attendais. La journée va être magnifique. - ”

Purejav, demandeur d'asile

Critères d'admissibilité

// Demandeurs d'asile

- Être reconnu comme un demandeur d'asile
(plus de 30k au Québec)
- Détenir un permis de travail valide délivré par le Gouvernement du Canada
- Être disposé à travailler
- Être intéressé par un emploi/métier dans l'industrie touristique

// Entreprises

- Opérer dans le secteur d'activité économique du tourisme (NEQ)
- Offrir des emplois faisant partie de la liste des métiers et professions visées par le projet-pilote

Bénéfices dans le cadre du projet-pilote

// *Demandeurs d'asile*

- Prestation de services en employabilité
- Accès à un micromarché du travail en tourisme
- Accompagnement constant par un conseiller tout au long du parcours
- Formations en milieu de travail et outils pratiques d'intégration

// *Entreprises*

- Accompagnement pour l'implantation de bonnes pratiques RH d'intégration (EDI)
- Accès à des candidats motivés qui répondent aux critères des postes à combler
- Formations des gestionnaires et outils pratiques d'intégration (si nécessaire)

Inscription

Inscription sur la plateforme du CQRHT



Accompagnement

Conseils professionnels et informations sur le marché du travail



Emploi, carrière en tourisme

Soutien en emploi et développement des compétences



Admission

Création du dossier et prise en charge



Maillage

Intégration au marché du travail en tourisme



Présentation de 3 maillages



// Mamadou

Portier chasseur dans un hôtel du centre-ville de Montréal



// Pedro

Préposé aux remontées mécaniques dans Chaudière-Appalaches (régionalisation)



// Abdek

Auditeur de nuit dans un hôtel de Charlevoix (régionalisation)

“Je suis tellement reconnaissant
d’avoir eu cette chance, et fier
d’être aujourd’hui le visage qui
reçoit les voyageurs à l’hôtel”

Mamadou, Portier chasseur



Entrevue Radio-Canada

*Les demandeurs d'asile très en demande
dans les entreprises touristiques*



A propos du CQRHT

www.cqrht.qc.ca

www.maillage-tourisme.ca



OTEC: Exploring Innovative Pathways to Settlement

Grace Scire



Pathways to Prosperity
2023 National Conference
Montreal on November
20-21, 2023



**OTEC offers
Workforce
Development
Research, Training,
and Consulting
Solutions**

Our Social Impact

Support to vulnerable populations: refugees, newcomers, indigenous populations, workers without post-secondary education, + youth.

OTEC Innovative Model

Tourism SkillsNet
Ontario (TSNO)

Newcomer GPS



Tourism SkillsNet Ontario (TSNO)



Tourism SkillsNet Ontario



Collaboration.
Communication.
Coordination

- Builds community partnerships
- Helps businesses access resources and training
- Advocates for local tourism and hospitality operators across Ontario
- Diverse network of projects, partners, funders and investors with a shared goal
- Members give visibility to local issues, provide input into training curricula and future projects, and harness cross-sector collaboration opportunities

300+ Members

Provincial Advisory Council

18 Regional Working Groups

Quarterly Meetings



Members include:

- Tourism & hospitality employers
- Education providers
- Employment service providers
- Community organizations
- Industry associations
- Municipal economic development

Tourism Members & Region



Tourism SkillsNet Ontario Provincial Advisory Council Members:

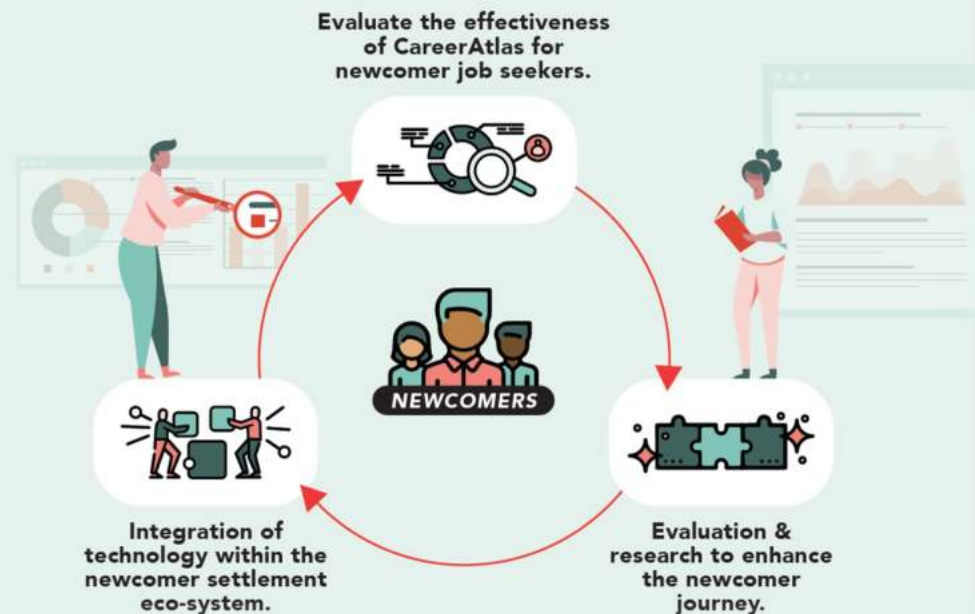


Newcomer GPS: Exploring an Integrated Digital Pathway to Settlement



Research initiative funded by Immigration Refugees and Citizenship Canada (IRCC) that aims to Evaluate the impact of the technology-supported service delivery centered on the newcomer experience

Newcomer GPS Research in Action



Participating Groups

3

Advisory Council Members

Offering insight into the newcomer sector and project support

21

Service Provider Organizations

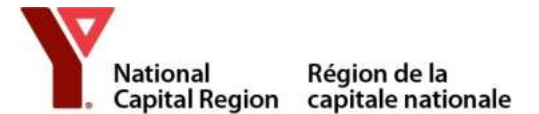
+ Other workforce development organizations

3K+

Newcomer + Pre-arrival Job Seekers

Through partnerships with Service Provider Organizations

Project Partners





CareerAtlas™



Empowers Newcomers

Through comprehensive skill profiling, career exploration, upskilling/learning opportunities, and employment options

Savitri's Roadmap
Make progress towards your career goals by completing your next steps below!
14%
8 steps

Upcoming Completed All

Work Job search

Learn more about where positions might be available
Use the external tool to find out where, in Canada, they are hiring to your po
Mark as complete Continue

Work

Start applying to jobs you're interested in

Careers Job search

Learn more about foreign credential recognition in

Learning Job search

Browse Resources My Resources

Search by resource or keyword

View all resources

Recommended resources for you
Recommended resources based on your profile

Resume and cover letter

Financial planning

Learn Financial Planning
Learn about finance planning and get access to free budget tools.
Free
See more Save

Optimizing Resume for ATS
Jobscan is a tool that gives job seekers an instant analysis of how...
Free
See more Save

LinkedIn and personal brand

Interviews

Successful Career Development
This course is designed to prepare you for success in any chosen career.
Free
See more Save

Interview Mentorship
Practice your interview skills with an industry mentor.
Paid
See more Save

← Back to Jobs

Job tracker

Saved: 1

Applied: 1

Interviewing: 2

Hired: 0

Sr. Manager, Customer Care
HR4U
McKesson Canada
Mississauga
See more 12 days

Marketing Specialist
HR4U
North York
See more 17 days

Specialist, Digital and Direct Marketing
March of Dimes Canada
Toronto
See more 18 days

Industrial Digital Marketing Representative
Eura Drives Canada
Markham
See more 17 days



Benefit to Newcomers Career Exploration ^{*}



88%

Found CareerAtlas helpful in understanding what skills they already possess



89%

were more aware of their employment needs or goals



83%

found CareerAtlas useful in finding information about career options



79%

were more confident in making career decisions



80%

felt more ready to pursue a career path

An Innovative Solution to the Tourism Sector's Talent Shortage

Unlocking Labour Mobility Pathways for Forcibly Displaced Talent



FRAGOMEN



180+ employers
have found valuable
employees through
our Talent Catalog

93% retention rate with
TBB candidates*

90% of employers that hire
with TBB are satisfied or very
satisfied with their hire*

accenture

CLAYTON UTZ



Bonfire



Culture Amp

ATLASSIAN

MinterEllison

ICE RIVER
WATER. BOTTLED. RESPONSIBLY.
EAU. RESPONSABLEMENT EMBOUTEILLÉE.

FOXTEL

Glen Haven Manor
CORPORATION
Where Quality of Life Matters

Deloitte.



HCA

JOHN HOLLAND



PayPal



NHS

CGI



BCG

Nine

*Based on employer survey report 1 year post-hire

WESTERN AUSTRALIA
HARVEY
SINCE BEEF 1919

DAVERT
NORTH AMERICA

Ceramic Oxide Fabricators
(AUST) PTY LTD

ECONOMIC MOBILITY PATHWAYS PILOT (EMPP)

- The EMPP reduces the barriers job-ready refugees face with economic migration pathways, making hiring displaced talent more accessible to employers.
- Permanent residence applications will normally be processed within 6 months, so that newcomers are able to move and start working in Canada quickly.
- There are no recruitment effort requirements associated with the EMPP.
- Government fees for candidate's application and biometrics are waived under the EMPP. Candidates also have access to loans for other potential start-up costs.

FEDERAL EMPP ELIGIBILITY REQUIREMENTS

Typically, candidates must have:

- A full-time, non-seasonal job offer from a Canadian employer.
- At least one year of previous work experience.
- Completed secondary school, a post-secondary education program, or show their ability to perform the job duties through at least one year of experience in a related occupation.
- English or French fluency.

ELIGIBLE PATHWAYS

Federal EMPP
(Stream A & B)

Provincial Nominee
Program (PNP)

Atlantic Immigration
Program (AIP)

Rural Northern
Immigration Pilot (RNIP)



TALENT BEYOND
—BOUNDARIES—

EMPP Trusted Referral Partner

REFUGEES HAVE SKILLS.

Refugees can sign up to the TBB Talent Catalog (tbbtalent.org) from any device to showcase their skills and experience.



70,000+

Skilled refugees registered in dozens of countries around the world

- Lebanon
- Jordan
- Turkey
- Iraq
- Malaysia
- Greece
- Indonesia
- India
- Kenya
- Pakistan

18,933
TOURISM PROFESSIONALS
INCLUDING:

3,515
CLERKS &
BOOKEEPERS

2,444
WAITER
WAITRESS
BARTENDER &
RESTAURANT
WORKERS

3,694
CHEFS & COOKS

4,641
BUSINESS &
MANAGEMENT
PROFESSIONALS

3,714
SALES
PROFESSIONALS

584
HOUSEKEEPERS

341
VALETS



FULL SUPPORT: JOB-MATCHING, IMMIGRATION & RELOCATION



JOB-MATCHING

- Employer selects role(s) they need filled. We provide a shortlist of suitable candidates.
- We facilitate remote or in-person recruitment (e.g. interviews, skills validation, etc.).
- Employer issues job offer(s), TBB supports informed decision making.



IMMIGRATION

- We require employers to use a licensed immigration representative for the visa application.
- Fragomen, our preferred provider, supports the application for employer and employee.



RELOCATION

- We help the employer prepare for the arrival of their new recruit.
- We connect employees with local settlement services so they and their families receive support.

HIRES

Hospitality Industry welcomes Refugee

HUMANITARIAN SOLUTION TO ENTRY LEVEL LABOUR NEEDS

Training



COMMUNITY (PRIVATE REFUGEE SPONSORSHIP) / WORKPLACE INTEGRATION MODEL

Refugees in Kenya

Recruited and selected for immigration to Canada and industry eligibility

Employers

Offer 12 month full time employment contract

Training

Soft skills and industry essential training

Community & workplace support

Building Welcoming communities and workplaces

HIRES Impact

- 59 refugee youth in Kenya matched to entry-level hospitality jobs in BC, and resettled
- 24 workplaces participated in hiring through HIRES
- 6 communities in BC welcomed and supported the integration of HIRES newcomers through the engagement of 19 volunteer teams
- 8 companies financially invested in the continuation of the HIRES pilot following the end of the IRCC grant



LET'S TALK!

Lara Dyer

Canada Director

Talent Beyond Boundaries

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Bassel Ramli

Co-founder and Director, Economic Mobility

Jumpstart Refugee Talent

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FRAGOMEN

Thank You!

talentbeyondboundaries.org

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