



**For immediate release**

## **Tourism leaders launch 365jobs, a Seasonal Employee Exchange Program, to overcome the significant challenge of seasonal employment in BC's tourism and hospitality industry**

**Kelowna, BC, August 13, 2009-** In response to the challenge of seasonal employment in the tourism industry, which is one of the most significant employment issues facing employers and employees alike according to recently released labour market studies from communities across British Columbia, 365jobs - a Seasonal Employee Exchange Program - is being launched today.

Operating throughout British Columbia and funded by the Canada-British Columbia Labour Market Agreement, 365jobs will help workers rotate between summer and winter positions, assisting them as they move from seasonal to long-term employment, while at the same time helping employers avoid the time and cost of seasonal hiring.

365jobs is a pilot program which runs until October 31, 2010. It offers a no-cost service, providing employers with professional and effective recruitment and screening services, supported by innovative technology and a commitment to service excellence. 365jobs will be focused on small businesses, or employers with less than 50 employees.

Seasonality in the tourism industry is one of the most significant employment issues for employers and employees alike as was indicated in a study entitled "The Future of Canada's Tourism Sector: Long on Prospects, Short on People", coordinated nationally by The Canadian Tourism Human Resource Council and The Conference Board of Canada with assistance from go2, BC's tourism human resource association for British Columbia.

[http://cthrc.ca/~media/Files/CTHRC/Home/research\\_publications/labour\\_market\\_information/sd-supply-demand-report-en.ashx](http://cthrc.ca/~media/Files/CTHRC/Home/research_publications/labour_market_information/sd-supply-demand-report-en.ashx)

"365jobs is a recruitment and placement service that shares seasonal labour between employers ensuring competent, trained people are utilized to the maximum to offset labour shortages," says Joss Penny, CEO of the British Columbia Lodging and Camping Association, who were awarded the 365jobs program. "Tourism is a labour intensive industry. Over the past two years our members have been asking us to address a range of staffing challenges including attracting seasonal employees, training gaps, employee retention issues and the changing labour pool demographics. The 365jobs, Seasonal Employee Exchange Program, is a pilot program designed to address some of these issues."

Christine Stoneman, principal and chief operating officer of Chemistry Consulting, is responsible for the research, development, delivery and management of the program province-wide. "The tourism industry has long been seen as a secondary or temporary career choice in large part due to the seasonality of many of the jobs. We want to change that." Stoneman says. "365jobs will ease the burden of seasonal employment on tourism operators, employees and the Province as a higher number of people will be employed year round, thus reducing recruitment and training

costs, the challenge of having to spend time looking for your next job and the savings in Employment Insurance that will all result from this program.”

### **How 365jobs Works:**

Companies with job vacancies and employment candidates can register online. 365jobs staff throughout British Columbia will then personally work to match employment candidates with job postings.

All of the job candidates go through an extensive psychometric assessment which highlights job suitability through the evaluation of abilities, interests and personality. This assessment coupled with personal interviews ensures that businesses receive candidates that are suited to the specific role at hand and that the jobs found for candidates are also a good match. 365jobs works closely with the employers and candidates throughout the entire recruitment process.

365jobs is not a job board, it is a service that directly connects tourism operators with skilled workers looking for continuous employment throughout the year. To learn more about the guidelines for the program and to see if you are eligible please visit [www.365jobs.ca](http://www.365jobs.ca) or call 250.382.3303 ext. 212.

“From a tourism operator’s perspective, this is a program that is much needed and will offer a great amount of stability to our seasonal operations,” says Ingrid Jarrett, the regional general manager for Boutique Hotels and Resorts of British Columbia. “Employees will feel more confident that they can achieve long term employment and they will be more likely to settle in an area and this will allow them to plan for things like education, finances and travel.”

Jarrett also believes the tourism industry will benefit from having high calibre guest service teams, culinary staff and housekeepers stay in communities longer term. “Sharing a work force that is trained and available will ensure we don't have the enormous swings in recruitment costs and training. It also supports career growth and creates a pool for front line workers who are always in demand in our industry,” says Jarrett.

### **Program Partners**

Funded through the Canada-British Columbia Labour Market Agreement, this innovative pilot project was recently awarded to the BC Lodging & Campground Association (BCLCA). With support from the BC & Yukon Hotel Association, BCLCA has contracted Chemistry Consulting Group Inc. ([www.chemistryconsulting.ca](http://www.chemistryconsulting.ca)) to provide the research, development and delivery of this program.

### **For Program Information and to Register:**

If you have any questions or would like to register with 365jobs please contact: Marcia Hammonds, Program Manager at [m.hammonds@chemistryconsulting.ca](mailto:m.hammonds@chemistryconsulting.ca) or at 250.382.3303 ext. 212. More information can also be found at [www.365jobs.ca](http://www.365jobs.ca).

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Online media kit:

<http://www.tartangroup.ca/Default.aspx?PageID=1004&CategoryID=1&ClientID=68>

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