

Community & Employer Partnership Plan (CEP)

2017-2018

Catchment 60 Quesnel



WorkBC Employment Services Centre

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Introduction

Purpose

This Community and Employer Partnership Plan (CEP) developed by Quesnel Employment Services (hereafter referred to as QES), is an outline of strategies that QES will use to facilitate communication and partnerships that will benefit both employers and the clients. Our Partnership Plan starts with our commitment and connection with the Province of BC. Through this partnership we are committed to working with employers to support their demands and working with potential future employees on developing their training goals and plans to meet employer needs. We are active in our community and regional area and work collaboratively to develop and increase community-based partnerships. We are dedicated to increasing the employment opportunities for our clients and for our ongoing business as well. In addition to our commitment to provide exceptional service for our community, this plan will outline the local labour market trends and present a plan for changes from the current trends which will be shared with stakeholders. Through collaboration, gaps in the service delivery can be more readily identified and filled in appropriately to constantly improve the service that WorkBC Employment Services Centre provides to the community. It will also help QES develop a marketing plan to share with the community, communicate the services and programs that are available and share success stories. This document will be reviewed annually to ensure the plan is aligned with the Ministry's Labour Market Development Agreement (LMDA) Annual Plan.

Objectives

Quesnel Employment Services is dedicated to service excellence for employers and clients and all of its provincial and regional partners. Our organization has established objectives to ensure that services provided and partnerships established remain true and focused on ensuring that British Columbians are first for opportunities and that our community has an organization with accessible employment-related services. These include the following:

- To identify the labour market issues and strategies and to address these issues within the Quesnel catchment area
- To establish partnerships with community organizations

- To work strategically with training institutions in the region to ensure that employer needs are met
- To plan an approach to community and employer partnerships
- To make the plan available to other stakeholders in the community
- To develop a marketing plan to make the community and employers aware of the role of the ESC and the services it offers to clients
- To report success stories
- To evaluate activities so that learning can be applied to future events
- To share information between ESC and employers and with other stakeholders
- To respond to changing labour market issues throughout the year
- To respond to needs of specialized populations in the community
- To align our plan with the Ministry's LMDA Annual Plan and government strategic priorities
- To consult applicable stakeholders

Local Labour Market

Community Demographics

Quesnel is a city in the Cariboo Region 5 and our population is 23 146¹ including the surrounding areas of Wells, Nazko, and the Cariboo Regional District areas of A, B, C, and I. Quesnel is the third-most forest dependent district in British Columbia with 48% of the economy being based in forestry.² Due to the mountain pine beetle the Quesnel area has faced an unprecedented downturn in our economy in the past five years. Quesnel, British Columbia would be considered a vulnerable and high risk community.

In the Cariboo Region, we have seen a significant increase in our unemployment rate from 5.6% in April 2016 to 8.9% in April 2017.³ In fact, unemployment in the Cariboo has consistently been higher than in the province as a whole; in 2015 the region's unemployment rate of 7 percent was higher than the provincial rate.⁴

Location

¹ BC Stats 2015, Local Health Area

² Mid-term Timber Supply Socio-economic analysis and BC Ministry of Forests, Quesnel Timber Supply Area review

³ Statistics Canada, CANSIM, table 282-0122 and Catalogue no. 71-001-XIE. Last modified: 2017-05-05

⁴ <https://www.workbc.ca/Labour-Market-Information/Regional-Profiles/2#section-overview>

Quesnel can be found where the Fraser and Quesnel rivers meet in the Central Interior of British Columbia, Canada. Our city is also perfect for shipping as Quesnel is well served by CN Rail. Quesnel is also located on Highway 97 which is the major north-south corridor in BC. Quesnel is located 120km (73 miles) from Highway 16 which is the major east-west corridor connecting central BC to central Alberta.

Current Labour Force

In 2011, the percentage of the population aged 65 and over in Quesnel was 15.2%, compared with a national percentage of 14.8%. The percentage of the working age population (15 to 64) was 67.4% and the percentage of children aged 0 to 14 was 17.4%. In comparison, the national percentages were 68.5% for the population aged 15 to 64 and 16.7% for the population aged 0 to 14.⁵

British Columbia's elderly population is the fastest growing in Canada. Within the next 10 years there will be fewer school age children than people over 65, and more people retiring than entering the workforce. Population growth is concentrated in the 45 and older groups. In 2011, Quesnel's "baby-boomers" made up the largest population, age 45 to 63 (Statistics Canada, 2011 Census of Population). This is not unexpected, and it follows the regional trend of an older and aging population.

The female to male ratio will follow the provincial trend, and increase upcoming years, mostly due to women's longer life expectancy. Whilst the higher percentage of females becomes most noticeable in older groups, there will be a slight shift in the gender proportionality in the prime working years that could negatively impact the numbers of available workers (BC Stats, BC population projection 2009-2036). The youth unemployment rate is at 12%.

In addition, 7.9% of our population identifies themselves as aboriginal. We have a growing Aboriginal population in our community. In Quesnel, Aboriginal children aged 14 and under represented 29.8% of the total Aboriginal population and 26.0% of all children in Quesnel. Non-Aboriginal children aged 14 and under accounted for 14.6% of the non-Aboriginal population.⁶

The statistics for Quesnel's education levels are improving, but we still have 28.6% of our population with less than grade 12 education and 57.3% of our population has grade 12 or below education. These stats are important as in the last 20 years we have seen a shift in our education levels required for employment in our area. Major manufacturing such as mills (one of the biggest industries at 20% of our

⁵ <http://www12.statcan.gc.ca/nhs-enm/2011/as-sa/fogs-spg/Pages/FOG.cfm?GeoCode=952&lang=E&level=3>[tps://www.workbc.ca/Labour-Market-Information/Regional-Profiles/2#section-overview](http://www.workbc.ca/Labour-Market-Information/Regional-Profiles/2#section-overview)

⁶ <http://www12.statcan.gc.ca/nhs-enm/2011/as-sa/fogs-spg/Pages/FOG.cfm?GeoCode=952&lang=E&level=3>[tps://www.workbc.ca/Labour-Market-Information/Regional-Profiles/2#section-overview](http://www.workbc.ca/Labour-Market-Information/Regional-Profiles/2#section-overview)

conomy⁷) have now implemented the requirement for grade 12 for entry level positions. This has been a major issue when we have had mills shut down or curtail operations as the average age of our workers is 45.1 and when many of these workers started employment grade 12 was not a requirement. When we had mill closures in 2009 and 2013, many of the workers could not apply to other mills as they lacked their grade 12 diploma and it severely limited their employment opportunities.

We had 6440 clients access our self-serve area from April, 2016 to March, 2017. This included an average of:

45% aged 17-30

25% aged 31/44

28% aged 45+

55% were males

45% were females

Our community has had difficulty recruiting professionals to our community. The City of Quesnel in conjunction with the Province of BC have a position set up to actively recruit Doctors to our area. As well, the City of Quesnel is currently working with community partners to do a professional recruitment strategy for management positions. Our local school district has also launched a recruitment video as they expect a shortage of teachers in our area.

Current Labour Market

Currently, Manufacturing comprises our largest sector of the labour market, with our primary manufacturing in forestry. In fact, Quesnel is listed of the forestry capital of North American and also the most forest dependent community in BC. Retail trade is our second largest sector comprising 10.7% of employment. Health care and social services is our third sector at 10.3%, followed by agriculture, forestry (harvesting), and fishing at 10%. 8.2% Accommodation and food services and our next highest sector is education with 6.6% followed by construction with 6.5%. Smaller sectors in descending order within our area include public administration, other, transportation and warehousing, administrative, waste management, informational and cultural industries, professional and technical services, and mining.⁸

Jobs posted with our local Work BC Centre:

⁷ <http://new.quesnelinfo.com/wp-content/uploads/2014/11/Quesnel-Investment-Ready-Community-Profile-2015.pdf>

⁸ Source: Statistics Canada 2006, 2011.

2016-2017	265 jobs
2015-2016	297 jobs
2014-2015	282 jobs
2013-2014	273 jobs

2016-2017 had a slight decrease in jobs posted in our local centre, but overall we have had an average of 280 jobs posted each year. These are jobs that are just posted with our local office and do not include Work BC's job bank. The majority of jobs posted in our local Work BC Centre included retail and sales, administration, transportation and trucking, trade positions, social services, management, equipment operating, and the service industry. Our large forestry employers do not normally advertise as they have a number of applicants applying direct at their sites without entry level job ads. Additionally, positions in education are normally posted on the school district website and on education net.

Employment sectors in the Region

Major employers in Quesnel and Area

Largest Employers

Sector	Company	Product/Service	Employment
Forestry	West Fraser Timber Co. Ltd.	Lumber/Pulp & Paper Products	1,243
Education	School District No. 28	Elementary/Secondary	485
Health	Northern Health	Health Service Coordination	415
Forestry	Tolko Industries	Lumber	200
Government	City of Quesnel	Municipal Services	160
Retail	Wal-Mart	Merchandise Variety	150
Mining	Taseko Mines Ltd.	Copper/Gold	112
Manufacturing	C&C Wood Products	Wood Panelling	100
Grocery	Extra Foods	Food/Merchandise	100
Grocery	Save-On Foods	Food/Merchandise	100
Grocery	Safeway	Food/Merchandise	75

Source: QCEDC Research, 2014.

Expanding Businesses – 2014

Sector	Company	Product/Service	Expansion Type	Employment
Forestry	Silva Gro Nurseries Ltd.	Tree Seedlings	New Facilities	30
Industrial Support	All-West Crane	Crane Services	Operations	20
Manufacturing	Barkerville Brewing Co.	Craft Beer	Production Lines	7

Source: QCEDC Research, 2014.

Projected Available Jobs

From the Ministry of Jobs, Tourism and Skills Training, British Columbia Labour Market Outlook, statistics projected for the years 2015-2025:

NOC	Jobs in Demand in the Cariboo region	# openings
3012	Registered Nurses	890
7511	Transport truck drivers	880
0621	Retail and Wholesale Managers	670
650	Nurses' Aides, Orderlies and Patient Services	650
4212	Social and Community Service Workers	640
1411	General office support workers	500
7312	Heavy-duty equipment mechanics	490
7241	Electricians (except industrial and power system)	480
7611	Construction trades helpers and labourers	480
1414	Receptionists	390

In our local area we are projecting a shortage of certified teachers, management professionals, and health care professionals. If the current forest industry stays at current numbers, new jobs are expected to come from retirements- these positions would be in manufacturing in saw mills, plywood plants, MDF plants, pulp mills, transport drivers, and heavy equipment operators. Labourer and trade positions through forestry and mines are also expected to cover retirement as well possible expansion at Barkerville Gold Mines.

Our projected jobs in transportation, health care, management, education, social services, administration, and trades as note above all require some post-secondary training. This is an issue in our community due to the education levels: 28.6% of our population with less than grade 12 education and 57.3% of our population has grade 12 or below education. Many unemployed clients require skills enhancement to access the projected job openings in our community. Even in the manufacturing industries, the majority of our local mills are a requiring a grade 12 diploma to apply for entry level positions.

We do have the College of New Caledonia campus to support trade and technical training as well as offering certificate, diploma, and university transfer courses. The College currently offers business, carpentry, electrical, plumbing, welding, social work and camp cooking.) The College also has a long term partnership with West Fraser Timber Co. identifying the institution as their 'College of Choice' for West Fraser employees. The millwright program operates successfully through this partnership.

The University of Northern British Columbia also operates its South-Central office in Quesnel. The campus offers Bachelor of Arts, Bachelor of Science in Nursing, Bachelor in Social Work, Master of Education, and First Nations certificates and Diplomas. Special courses have included Local History in Barkerville and Creative Writing in Wells and Quesnel.

Forest Industry

Quesnel is one of BC's most forest dependent communities. Quesnel is home to two sawmills, two pulp mills, a plywood mill, a wood plank panelling manufacturer and a medium-density fibreboard plant. The local economy is characterized as having a 'high' (between 30% and 49%) level of dependence on the forest industry and is among the 'least' diversified in the province.⁹

Quesnel has had two mill closures since 2008, West Fraser North Star Lumber (2008, 127 jobs lost¹⁰) and Canfor Quesnel (2013). In addition to these losses the community has had curtailments and work stoppage due to market fluctuations. The recent 2014 closure of Canfor resulted in the loss of 203 direct jobs. Workers are having to transition to different employment in order to be self-sufficient. Due to these closures and layoffs there has been a high number of unemployed labourers who have

⁹ Horne, G., 2009, British Columbia Local Area Economic Dependencies: 2006

¹⁰ West Fraser Mills, media report, stated by CEO Hank Ketchum, Jul 10, 2010, Pine beetle to cost BC 11,250 jobs

not been unemployed for the past 10 to 20 years. In addition, many spouses who have not traditionally worked are now seeking employment as the family household income has dropped.

Another major impact of the downturn in the forest industry was the number of unemployed contractors, specifically forest and logging contractors, who no longer had a business, no access to financial assistance and limited training supports available. These contractors did not qualify for employment insurance. This group had many work related skills but lacked certification and education. This workforce group of the forestry workforce has had to look outside of the community for employment, representing a relocation of their family or a dividing of their family as spouses work outside of the community in camp work.

Future Outlook

The release of the “Growing Fibre, Growing Value” and the “Mid Term Timber Supply Report and Action Plan” have shown the annual allowable cut will be reduced by up to 75% in the next few years. This will have a major impact on the economic viability of our wood industries as the trees will not be available for processing. There is a possibility of further closures during this process. The Mid-Term Timber Supply Project team, formed by the major forest licensees, is proposing a review of the Land Use Plan to see if there is any way of increasing the TSA. This would allow for a few percentage points increase to the timber supply. This will help with the wood deficit but it will only increase it minimally.

The effect of the beetle's devastation is clear from the amount of wood fibre the Province allows to be harvested. Prior to the MPB epidemic, an AAC in the Quesnel Forest District of around 2.3m cubic metres was normal. During the MPB epidemic, the AAC was increased up to 5.28m cubic metres as the industry tried to cut as much dead wood as possible before it became unusable. The AAC is now around 4m cubic metres and falling. The central issue facing Quesnel is that the AAC is expected to fall to somewhere between 1m and 1.5m cubic metres. That represents a significant reduction (35 – 55%) from AAC levels that until recently were considered normal. Such reduced AAC levels are expected to prevail during the 'mid-term', until wood fibre supply levels recover from the effects of the MPB. That is not expected to be until 2050/60. (Figures extracted from TSA Analysis Reports and based on 1996 Census).

Forest companies will increasingly have to get their wood outside our forest district with an anticipated increase over the foreseeable future due to the dwindling supply in the Quesnel Forest District. As the wood supply decreases there are concerns voiced from industry that there may be more curtailments and possible closures in the next two years. Additionally, the pulp mills, medium-density board plants and wood pellet plants may have reduced amounts of fibre for operations due to the sawmill closure and future curtailments which could put their operations in jeopardy.

The Quesnel Timber Supply Area is currently under review and at the time of preparing this document public comment remained open. The current allowable cut for Quesnel is 4,000,000 cubic metres, this has been in place since January 11, 2011. With the mountain pine beetle wood no longer being viable for the forest industry, there will be a major reduction in the annual allowable cut coming in 2017. The annual allowable cut for 2017 has not been released as of yet. The base case was presented from the Chief Forester at 1.6 million cubic meters which was a little higher than expected, but the annual allowable cut could potentially still be reduced by 2.4 million cubic meters. These reductions will

have an impact on our forest industry as a lack of fibre supply will increase operating costs and could also lead to curtailments in production.

Another issue facing our forest industry is the Softwood Lumber Agreement which has currently expired. The US has put tariffs on BC softwood of up to 24% and Canada is still trying to work with the US to get to a new deal on softwood sales. An anti-dumping fee is also expected to be placed on our exports in June of 2017 which will increase operating costs for our forest companies.

Tourism

Due to the variety and abundance of activities and opportunities in the area, Quesnel is becoming more and more recognized as a travel highlight.

Some of the attractive aspects of the community:

- Stop for Rocky Mountaineer Vacations, luxury train operator
- River Front Walking Trail network
- More than 15 municipal parks
- Access to Barkerville Historic Site and Cottonwood Historic Site
- Vast wilderness
- Abundance of lakes and rivers in the area
- Major through-route
- Range of year round sports facilities and sites
- Local events and entertainment
- Agricultural circle tours and day trip opportunities

Mining

While the oil and gas and mining sectors are promising new employment opportunities for the people in the region, our community must be aware that this industry is reliant on global economic conditions. Many of the jobs are full-time permanent positions and a majority of the workforce in this industry is comprised of men. (WorkBC, 2015)

Mining Activity in the region:

Barkerville Mine, located 80 km east of Quesnel started operations in the summer of 2016. Requirement for management and labour positions is ongoing. They currently have 90 positions and a camp set up to service the mine.

Taseko's Gibraltar Mine is the second largest open pit copper mine in Canada and the largest employer in the Cariboo region. The proven and probable reserves were assessed at 752 million tons

as of December 2013 and the estimated life in the mine is 25 years (<http://www.tasekomines.com/gibraltar/ID540174>, 2015). Taseko has another mine in the proposal stage in our region. Aley Niobium Project is north of MacKenzie. Currently, site exploration continues with a drilling program. It is a proposed 10, 000 tonne/ day open pit mine.

Giscome Quarry and Lime project is a proposed lime processing facility near Prince George. The capacity is expected to be 600, 000 tonnes/ year with a mine life of 25 years. The project is in the pre-application phase under the Environmental Assessment Act. (http://www.itst.gov.bc.ca/ministry/major_projects_inventory/index.htm, Sept 2014)

Blackwater New Gold is a proposed gold mine project 100 km northwest of Quesnel. The proposed open pit gold and silver mine has a 17 year mine life with proven and probable reserves of 8.2 million ounces of gold and 60.8 million ounces of silver. The project has hired more than 550 employees to date through on-site and contract work. New Gold expects to hire 1,200 to 1,500 (peak) workers during construction and up to 500 full time workers to operate the mine.

Other projects that are proposed around BC that will provide camp opportunities for local workers include: Red Chris Mine, Kemess South, Mount Polley, Lorraine-JayJay and Kitsault Molybdenum Project.

Agriculture

Beef cattle industry has a strong historic significance in the area and as cattle prices have increased over the past 18 months. Local ranches have been significantly increasing their head count for their herds (100-200% growth).

A local group of farm owners and hobby farm enthusiasts have formed a marketing collaborative, FARMED (North Cariboo Agricultural Marketing Association), that promotes local agricultural awareness, encourages farmers to produce and market new and innovative products, links consumers with North Cariboo farmers, promotes North Cariboo farm experiences and products, supports local agricultural sector through information sharing, marketing, mentorship, networking opportunities and developing partnerships.

Some of the aspects of the area that are appealing to agricultural developers:

- Land is inexpensive here
- Plentiful water

Some areas that have a potential for development include:

- Greenhouses
- Beef processing
- Niche and specialty markets

Liquefied Natural Gas (LNG) – Future opportunities

LNG sector is an important emerging industry in British Columbia. According to the BC 2022 Labour Market Outlook, the needs in BC's workforce from 2018 to 2022 are estimated to create up to 100 000 jobs by this emerging sector. The number of workers will become greater than the number of workers available. The largest demand in the Cariboo region will be for workers in the construction field (WorkBC, 2014) and by 2018 the top ten occupations in demand will be:

- Construction Trades/ helpers
- Steam fitters and pipefitters
- Welders
- Concrete finishers
- Transport drivers
- Carpenters
- Heavy Equipment operators
- Gas fitters
- Purchasing agents and officers
- Crane operators

LNG has had:

- 19 LNG export projects have been proposed.
- 18 export licenses have been approved by the National Energy Board. The NEB is an independent federal regulatory tribunal. When the NEB approves an export license, it gives permission for an LNG export facility to export LNG for a specified amount of time.
- 9 environmental assessments have been completed, with five more underway. This means that a project's environmental impact has been assessed by both BC's Environmental Assessment Office and the Canadian Environmental Assessment Agency.
- An estimated \$20 billion dollars has been spent in BC by industry. This money has been invested by project proponents as they work to develop their projects.

The Woodfibre LNG project has received board authorization to proceed with the \$1.6-billion project that will create 650 jobs during construction and 100 operational jobs over the 25-year lifespan of the project.¹¹

The central location of Quesnel makes it a strong place to live and commute to outlying areas. Quesnel also provides a base for procuring and receiving supplies for these outlying areas.

Proactive and Responsive Strategies & Tools to Address Labour Market Needs and Establish Partnerships

¹¹ <http://Inginbc.gov.bc.ca/tile/woodfibre-lng-project/>

By using a collaboration of supports and programs to improve current labour market activities, the service delivery can be improved for all stakeholders. We will be developing new employer relations and build on existing networks, contacts and working groups. This will increase community and employer awareness of supports, programs and opportunities available. This will also increase the labour market information available to clients. Quesnel Employment Services has a variety of strategies planned to encourage these partnerships and assimilation of information. Since our inception, QES has built partnerships within the communities that we serve and we will continue to develop new connections and foster the existing ones. This increases the labour market participation and by keeping the communication open and consistent, we enable the possibility of growth and change according to the needs of our community. We have strategies in place to ensure the continued information exchange with employers, clients and partner organizations. As outlined below, we have many activities already in effect to foster these partnerships and are open to innovative ways to change or improve our activities as well.

Community and Employer Activities

Employer Activities

1. Participate and give presentations to the Quesnel & District Chamber of Commerce and attend meetings.
2. Attend Chamber of Commerce Luncheons.
3. Direct employer mail outs regarding programs and services for employers.
4. Host a minimum of 6 Employer Luncheons to discuss programs and services.
5. One on one meetings with employers to discuss programs and services.
6. Employer job postings through website, fax, and in person.
7. Participate as a Director on the Quesnel & District Chamber of Commerce.
8. Host an annual Job Fair.
9. QES will continue to provide space and promotion for employers to hold Job Fairs, Recruitment drives, interviewing, etc.
10. QES will maintain a section on the website dedicated to employer information.
11. Providing new and existing employer contacts with information about Employer Support Organizations including: Community Futures, Quesnel and District Chamber of Commerce, and WorkBC.
12. Awareness and promotion of existing EPBC Partnership and Innovation including Job Creation Programs, and Canada Job Grant.
13. Improve relations with employers to promote QES programs to address labour market needs.
14. Staff members involved in community organizations.
15. Continue building relationships with employers to understand their specific human resource needs and challenges.
16. Continued use of social media such as Facebook to post new job listings, WorkBC Centre events, career and job search tools and tips.

17. Continue to provide space for employers to post employment, organizational and training information.

Evaluating Employer Feedback:

- All employers are asked for feedback at the Job Fair.
- Evaluation of employer luncheon contacts and referrals-monitoring referrals and contacts from luncheons.
- Feedback evaluations are given to employers to evaluate effectiveness of luncheons.
- Employer feedback is sought through monitoring of wage subsidies and JCP's.

Community Engagement Activities

1. Host Career Practitioner Meetings quarterly to gather information from other service providers and update service providers on our programs and services. Career Practitioner Meetings include the following agencies:

- Axis Family Resources
- BC Construction Association
- CCATEC
- College of New Caledonia
- Community Futures of the North Cariboo
- Continuing and Adult Education
- Dengarry Professional Services
- ESP Consulting
- Grace Young Activity Centre
- Lhoosk'uz Dene Nation
- Ministry of Social Development
- MLA Cariboo North
- Native Friendship Centre
- Nazko First Nations
- Lhtako Dene Nation
- New Focus Society
- North Cariboo Aboriginal Family Programming Society
- Northern Health
- Quesnel Economic Development
- Quesnel Literacy Society
- Quesnel Shelter and Support Society
- Quesnel Women's Resource Centre
- Service Canada
- Trades STEP program
- University of Northern British Columbia
- Other agencies that may be interested in participating

2. Plan and attend Quesnel Job Fair. This is an annual Job Fair in partnership with the College of New Caledonia and Community Futures.

3. Attend the Youth Team Committee meetings.
4. Meetings with contract stakeholders to consult on program and services with ESC.
5. Community agency presentations.
6. Presentations to the classes at the college in the trades and continuing education programs on programs and services.
7. Attend economic development forums
8. Provide informational booths at community events.
9. Director on the Quesnel Chamber of Commerce.
10. Programs and Services advertised on website.
11. Participate in the North Cariboo Post-Secondary Education Council.
12. Awareness and promotion of existing Job Creation Programs and Canada Job Grant.
13. Continued use of social media such as Facebook to post new job listings, WorkBC Centre events, career and job search tools and tips.
14. Gathering LMI from employers on hiring forecasts, current job postings, sector specific trends, resume preference such as delivery methods, styles etc. in order to relay information to clients.
15. Continue to host and attend conferences and seminars in order to network and gather LMI
16. Participate as a member of Quesnel Accessibility Committee.

Evaluating Feedback :

- Feedback forms are requested at Job Fair from participants and agencies.
- Feedback forms are distributed to at Trade Shows for participants.
- Having staff at all career practitioners meetings.
- Attending a minimum of 80% of youth team and Quesnel accessibility committee meetings.

Strategies to Promote and Develop the Community and Employer Partnership Annual Plan to Stakeholders in the Community

The Community and Employer Partnership Plan is a tool to share information to the stakeholders in our community. By sharing the services and strategies that the WorkBC offices are using to benefit employers and the community and promoting the WorkBC website, we help employers find ways that QES can meet their business needs and the needs of the community. The plan helps to outline the benefits to the employers so that we can facilitate partnerships and collaborate with all other labour market initiatives. It will help the stakeholders understand our services and resources that are available through our office. We are also promoting various programs through the plan such as the Job Creation Partnership, Labour Market Partnership and Research and Innovation.

Through this promotion, we expect to see an increased awareness and participation of the programs and services offered at WorkBC. There will be more labour market participation for local unemployed clients including an increased participation in the Self-Employment Program and Wage Subsidy Program. The number of local training opportunities will increase as will the awareness of programs and services. This will raise the client's knowledge of what employers needs are. Another benefit to promoting this plan is that there will be more opportunities for employment and community attachment for our specialized populations.

The plan will be made available on the QES website for stakeholders to read. It will also be promoted via Face to Face meetings with employers, job seekers, and community organizations. The plan will be revised on an annual basis.

Strategies to Report Success Stories

To share and promote Success Stories throughout the year. Quesnel Employment Services believes that everyone has a success story that may encourage others in a similar situation, and given the right environment and opportunity, they would be willing to share their story.

Planned Activities

Quesnel Employment Services will gather success stories from employers, clients and community organizations using a variety of methods:

- Workshop Evaluations: Each participant will complete a workshop evaluation upon completing an employment focused workshop.
- Staff will promote and ask for testimonials and feedback from clients.

- Activities such as Job Fairs, community events etc. hosted by Quesnel Employment Services will include a “project review and evaluation” for Best Practices and methods to improve future events.
- Newspaper articles highlighting “Success Stories” of our clients, including specialized populations.

Social Media Strategies:

Our Work BC office will use social media to engage potential clients, employers, and community organizations. We currently have a facebook page, twitter, LinkedIn, and Instagram.

Planned Activities

- We will have a weekly job report video posted to facebook each week.
- Highlight services that our office offers through posts and videos.
- Highlight jobs advertised within the centre.
- Post information in partnership with community organizations, re: College of New Caledonia
- Track activities of posts and insights into usage

Strategies and Tools to Quickly Respond to Changing Labour Market Issues:

Quesnel has some emerging industries and Quesnel Employment Services will be proactive and responsive to these labour market changes.

In order to be current and up to date on labour market information, Quesnel Employment Services is a member of the Chamber of Commerce, Small Business Team and the Post-Secondary Education Council. We meet with community agencies on a regular basis for information sharing and partnership building.

If there are labour market needs, our established partnership with the College of New Caledonia and other training providers will allow us to address any training requirements for new labour market opportunities. Quesnel Employment Services will meet directly with employers and identify their training requirements and work with training institutions to establish training programs.

Due to the large amount of labourers in our community we have identified a growing trend of workers living in Quesnel but working throughout the province in camp positions for mine construction, Kitimat Expansion, mine development and LNG exploration.

Some challenges that local employers and agencies are currently undergoing include:

- Lower than average high school completion rate
- Lower level of youth participating in the labour force
- Predominately seasonal work which makes employee retention difficult
- Low literacy skills

- Increased demand for job seekers to look for work outside of the region and maintain their residence in Quesnel
- Competing with northern jobs and wages
- Difficulty in obtaining skilled and/or journeyman trades people

Strategies and tools will continue to be developed to address labour market changes when needed. QES will continue to support employers to meet human resource needs. QES will identify opportunities, challenges and needs in the local labour market using the following planned activities.

Planned Activities

1. Gather and disseminate new labour market information to the community
2. Share labour market information within our organization via weekly case manager meetings
3. Ensure Case Managers are cross trained to respond to increased client volumes in self-serve area
4. Online job board for employers to quickly post jobs.
5. Continue to collaborate with other community organizations to ensure information is shared as quickly as possible.
6. Continue to maintain current sector lists in the self-serve area to assist job seekers. Sector lists provide contact names and phone numbers for:
 - Camp Catering Companies
 - Mineral Mine Companies
 - Coal Mine Companies
 - Metal Mine Companies
 - Diamond Mine Companies
 - Oil and Gas Companies
 - Trucking Companies in BC, AB, and SK
 - First Aid & Safety Companies
 - Mills in the Quesnel Area
 - Construction and Trades
 - Automotive listings
 - Hotels, Motels, Camping
 - Logging Companies
7. Maintaining and enhancing the job board and Website - both online and at the storefront. Resource Workers will direct incoming clients to specific job postings as applicable.
8. Targeting employers who post jobs on our website for the first time, ensuring they are aware of the services and programs applicable to their organization, and available at the WorkBC Centre.
9. Attending and organizing meetings with community agencies to increase program awareness.
10. Work with the following employer groups that may be experiencing labour market shortages and require assistance with recruitment, retention, training and addressing employee concerns:
 - New employers to Quesnel and area.
 - Existing service providers and community agencies.
 - Unemployed and underemployed clients.
 - Job seekers outside of the Quesnel area.

Strategies to Respond to the Needs of Specialized Populations

Survivors of violence and/or abuse

1. Women's Resource Centre as partner promoting programs and services.
2. One on one meetings with community service agencies.
3. Group presentations to target populations within community service agencies.
4. Advertise services at the Job Fair.
5. Provide employment-related services in person at the storefront depending on level of comfort, or Outreach Services will be provided at an agreed upon place.
6. Liaise with partners at Women's Resource Centre to ensure awareness and referral of applicable programs.
7. Referral services to Northern Health & Mental Health and Addictions.
8. Referral to Amata Transition House (shelter for abused women and children).
9. Referral to programs and services at the Women's Resource Society including:
 - Stopping the Violence Counselling
 - Outreach Support Services
 - Luna Woman's Wellness Clinic
 - Respectful Relationships (youth program against violence in relationships)
 - Bridging Employment Program
 - Drop-in Crisis Support Service
 - Sexual Assault Response Line
 - Take Back the Night Campaign

Francophones

1. Immigrant and Multi-cultural Services provide francophone services as required.
2. Advertise services at community events such as the Job Fair and Quesnel Home and Outdoor Adventure Show.

Aboriginals

1. Maintain contact and working relationship with local bands.
2. Provide itinerant service to Nazko.
3. Work collaboratively on plans with CCTAEC employment consultant at Quesnel Friendship Centre.
4. Work collaboratively with Aboriginal Coordinator at the College of New Caledonia.
5. Attend Youth Team Meetings.

Immigrants

1. Advertise and provide immigrant services through Immigrant and Multi-cultural Services (IMSS).
2. Posters of services for immigrants.
3. Referrals to Immigrant and Multi-cultural Services.
4. Assist immigrant clients at the WorkBC Services Centre to determine which services they are eligible for including self-serve and case management services.
5. Provide available information and resources to clients and enquirers including the Welcome BC Newcomers Guide to Resources & Services.
6. Provide clients with information and referrals to the IMSS website to gain information on:
 - a. Skills Connect Program assists job ready clients into professions which build on pre-arrival
 - b. Training, knowledge and experience
 - c. Referrals to Settlement Workers in Schools program (SWIS)
 - d. Provide assistance with foreign credentialing

Multi-Barriered Clients

1. On site case manager for multi-barriered clients partnered through ESP Consulting.
2. Referrals to off-site programs as appropriate.
3. Advertisements via brochures available at the Ministry of Social Development and Social Innovation office.
4. One on one meetings with community service agencies.
5. Advertise services at the Job Fair.
6. Partnering with programs targeted at multi-barriered clients where appropriate.
7. Supporting clients in identifying all barriers in finding and maintaining employment or community attachment. This will be done by ensuring that clients are aware of appropriate and relevant community support(s) programs, and services.
8. Continued liaison with relevant community agencies such as Salvation Army, Women's Resource Center, Season's House, North Cariboo Aboriginal Family Program Society, and Mental Health & Addictions.

Youth

1. Member of Quesnel Youth Team.
2. Advertise services at Youth Team meetings.
3. Attend youth events as appropriate.
4. Provide assistance with the online apprenticeship portal as required.
5. Provide insight to the local labour market to the Career Programs.
6. Referrals to clients seeking information on the Self Employment program.
7. Referrals to Get Youth Working.
8. Have a booth at the Evergreen Grad presentations that are on a bi-annual basis.

Persons with a Disability

1. Provide a site that is fully wheelchair accessible including convenient reserved disability parking.
2. Advertise services available for persons with a disability.
3. On site disability case manager.
4. Contract and partner with Dengarry Professional Services.
5. Attend School District fairs for clients with disabilities.
6. Provide all clients who identify as having a disability that interferes with them gaining or maintaining employment a Disability Related Employment Needs Assessment.
7. Advertise services at the Job Fair.
8. Host diversity event recognizing Disability Awareness month.
9. Referral for specialized assessments will be made when appropriate.
10. Wage subsidy referrals to the Opportunities Program will be provided to clients requiring program supports.
11. Disability related support costs provided to clients when needed.
12. Assistive Technology Devices would be provided to clients with disabilities when required.
13. Liaise with and make referrals to Opportunities Fund for Persons with Disabilities agency Kopar.
14. Member of Quesnel Accessibility Committee.

Rural and Remote Populations

1. Counselling from a distance on website.
2. Provide itinerant services to Nazko and Wells.
3. Advertisements in Nazko and Wells.
4. Website, Facebook, LinkedIn, Twitter, Instagram presence.
5. Advertise services at community events such as the Job Fair.
6. Partnerships have been developed and will continue to be developed with Nazko Community Centre to provide clients with computers, fax, and phone services on an itinerant basis.
7. Partnerships have been developed and will continue to be developed with Wells to provide clients with computers, fax, and phone services on an itinerant basis.
8. Attend quarterly Career Practitioner meetings.
9. Advertise in local community telephone information book: CJ Directory.

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