

# Labour Market Dialogues

## TAPPING INTO THE HIDDEN LABOUR MARKET

Tap into hidden labour markets by re-thinking the way you hire and train staff:

- Create a \$500/month job for people receiving provincial disability benefits  
...LIKE ROGERS' CHOCOLATES
- Hire new Canadians, Aboriginal people or people with disabilities  
...LIKE SWAN'S SUITE HOTEL
- Put your interviewee at ease: focus on concrete job skills and ask soft-skill questions later in the interview  
...LIKE THE COMMUNITY ACTION TEAM
- Build confidence: start training with simple tasks and let new staff know it is safe to ask for help  
...LIKE THE BEACON THRIFT SHOP

You can't always keep your staff by paying more. Consider these other ideas to make you an "EMPLOYER OF CHOICE:"

- Offer job-sharing or alternative work schedules  
...LIKE THE BOTTLE DEPOT
- Cross-train staff to accommodate flexible schedules  
...LIKE EXECUTIVE PLACE SERVICES INC.
- Provide training, apprenticeships or mentors  
...LIKE THRIFTY FOODS
- Encourage and use staff suggestions  
...LIKE COLD STAR FREIGHT SYSTEMS INC.

For more suggestions on how to make your business more attractive to potential employees, join the Labour Market Dialogues.



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The Labour Market Dialogues is offering employers the chance to learn from other businesses about HR strategies that work.

GET INVOLVED! CONTACT:

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Information and outcomes from this Community Council project contribute to the work of the Quality of Life CHALLENGE.

ADDITIONAL RESOURCES:

See WorkBC's website with tips for employers "looking for workers"  
[www.workbc.ca](http://www.workbc.ca)

See the 5-Step Solution website with helpful resources for successfully employing immigrants  
[www.5stepsolution.ca](http://www.5stepsolution.ca)

See the Quality of Life CHALLENGE's "HR Options for Action" booklet with 50 tips about positive human resource practices: Click the "Helpful Resources" link, and go to "Employer Resources"  
[www.qolchallenge.ca](http://www.qolchallenge.ca)

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