

The BC Labour Market Report's

Labour Market Hot Sheet

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December 31, 2020

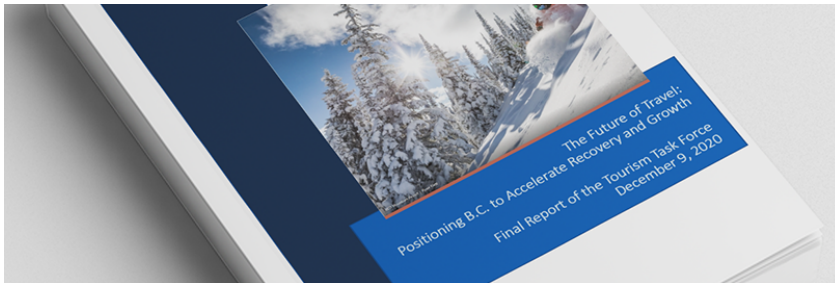


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Noon Years Eve Labour Market Briefing

all of the significant labour market information for British Columbia
for the month of December.

This month only, **FREE** for all career professionals
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B.C. commits \$105 million to support tourism sector

Government Support / Tourism

The **Government of British Columbia** is responding to the recommendations of the **Tourism Task Force** by creating a dedicated relief funding stream to quickly support people and businesses in B.C.'s tourism sector.

"This has been the most challenging year that people working in the tourism sector have ever faced, and while news about vaccines arriving in British Columbia give us reason to be hopeful, we aren't through this storm yet," said Melanie Mark, **Minister of Tourism, Arts, Culture and Sport**. *"This dedicated relief funding for the tourism sector will help people get through these next few months so we can welcome visitors back to our beautiful province once it's safe to do so."*

Upon receiving the final report, the Province acted on the task force's recommendations by committing \$100 million in dedicated relief funding for the tourism sector. In addition, the Province is also allocating \$5 million to Indigenous Tourism BC to administer relief grant funding targeted for Indigenous businesses.

Indigenous tourism is one of the fastest-growing segments of B.C.'s tourism industry. However, Indigenous businesses often

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face additional challenges that may impact their ability to recover, such as barriers to accessing financing and operating in remote locations where connectivity and business services may be limited. In the spirit of reconciliation, government will work in partnership with Indigenous Tourism BC in the weeks ahead on an Indigenous-led funding program specifically designed for Indigenous tourism operators.

“This year has tested the resilience of the tourism industry. It has been a time for the sector to come together. We thank the Province for its ongoing partnership to see Indigenous Tourism BC through to the other side of the impacts of the pandemic,” said Brenda Baptiste, chair, Indigenous Tourism BC.

“Indigenous Tourism BC continues to support Indigenous peoples, tourism, business and community through dedicated relief funds. We are committed to a stronger Indigenous tourism sector than ever before.”

The ministry has simplified the application process and streamlined the criteria, making it easier for all businesses to qualify for grants, particularly those in the hard-hit tourism sector. Tourism businesses will now be eligible for up to \$45,000, an increase compared to the previous maximum of \$40,000, due to a boost in the additional funds now available to help the sector recover.

“On behalf of the Tourism Task Force, I want to thank the Government of British Columbia for its response to the recommendations set out in our report,” said Tamara Vrooman, task force chair, and president and CEO of the **Vancouver Airport Authority**. *“COVID-19 has had a severe impact on our tourism industry and we are confident the funding bridge will provide immediate relief to keep businesses open. This is a good first step to ensure we are well-positioned for recovery when we can once again welcome visitors to British Columbia.”*

Adjustments to the Small and Medium-Sized Business Recovery Grant Program have already been implemented and the Indigenous tourism relief grant program will launch early in the New Year.

Quick Facts:

- The new relief fund more than doubles the \$50 million announced in September 2020 in the StrongerBC economic recovery plan to implement the recommendations from the task force.
- The task force’s report has seven recommendations in three categories: allocation of emergency funds for businesses and the workforce; acceleration of growth for the tourism sector and enhancing sustainability; and informing a renewed strategic tourism framework.

Click here for '[Eligibility Criteria and to Apply Online](#)'
Read the full '[Tourism Task Force Final Report and Recommendations](#)'

BC Labour Market Report
1215C 56th Street, PO
Box 18148, Delta, BC
V4L 1B8
Tel: 604-288-2424
Email:
bclmr@outlook.com
Website: [BCLMR](#)

New mentorship initiative helps job seekers in Canada's fashion community

Manufacturing / Design

The COVID-19 pandemic has been difficult number of industries, particularly those in the fashion and retail space. After March shutdowns forced stores and other businesses to close, many found themselves laid off — continuing to be out-of-work as pandemic restrictions continued.

With the list of available jobs looking bleak, one Vancouver entrepreneur saw a unique opportunity to help struggling job-seekers: meet Christie Lohr.

The **BCIT Broadcast Journalism** alum founded niche job board **Style Nine To Five** back in 2010, acting as the bridge between retail/fashion brands and potential employees to find the job of their dreams. Over the last decade, she's grown her one-woman business to become the top destination in Canada for those in the fashion industry either looking to hire or seeking the next gig.

Now, Christie is giving back to her community in a whole new way. She's offering a new service called "*Ask 1 Career Question*" where purchasers can email her with their top career-related question.

Using her 20 years of experience in the industry, Christie will respond with the personalized, tailored advice to help them reach their next goals.

"The biggest reward of my career has been helping others succeed by pushing them to do their best and chase their dreams. I'm asked career questions daily (most via an Instagram DM where they get buried) but I don't always have the time to respond," Lohr said.

"I thought about it and it inspired me to create a community where we all help each other. This is a guarantee I'll answer," she explained.

With many focused on developing skills or building their education resumes during this time, Christie has decided to use 100% of the proceeds from her new program to help those participating in the program: all funds will go towards question-askers to take a course or program to help their career.

"Rather than keeping the money, I want to pay it forward. I'm helping you, but you're also helping someone else," Lohr said. No topic is off limits from accounting to graphic design, photography and more — and Christie believes education can be key as job-seekers look for their next move.

"I want to give all job seekers a fair chance. I started to notice a lot of the roles listed on Style Nine to Five required certain skills, digital marketing skills for example (SEO, SEM, Facebook Ads, Google Analytics, graphic design, css, web design, etc.) and was getting feedback that many candidates

didn't have them so they were missing out on those jobs," Lohr said.

"While hands-on experience is just as important in many aspects, when it comes to technical skills, you can't skip out as they're a must-have on the hiring manager's list of requirements. Education gives you those important skills that you need to stand out in today's competitive market," she noted.

Major labour market stories from the past week

For all of the major stories from last week, please login to Labour Market Online and visit the 'Breaking News Section'

- Pandemic pushed up timeline for long-sought EI review, Qualtrough says ([Click Here](#))
- Builder chosen for replacement jail, jobs coming to Nanaimo ([Click Here](#))
- BC caps restaurant delivery fees at 15%, temporarily ([Click Here](#))
- Rebound relates to speed of retooling, retraining, reopening ([Click Here](#))
- Vernon Chamber backs BC distilleries' push for equality ([Click Here](#))
- Working conditions are hell': Amazon employees not surprised its warehouses have seen hundreds of COVID cases ([Click Here](#))
- The impact of the COVID-19 pandemic on women in STEM ([Click Here](#))
- Female participation in BC construction trades growing ([Click Here](#))

This Week in Social Media

Please take the time to 'like' or follow:

[Twitter](#) | [Facebook](#) | [LinkedIn](#)

- Working Opportunity Fund Announces Letter of Intent ([Click Here](#))
- One of BC's fastest growing cannabis companies is hiring over 50 positions ([Click Here](#))
- Grant program now accessible to more B.C. businesses ([Click Here](#))
- Hands-on program will have you working in a classroom in 43 weeks ([Click Here](#))

On our social media feeds we only post labour market and job search information, research and the occasional ironic observation. You can trust our [Facebook](#) and [Twitter](#) feeds. We carefully evaluate social media posts to see if they would be valuable to you.

For instance, we're not going to post articles like: '[Bake these New Year's Eve desserts for good luck in 2021!](#)'. Suddenly, it's all clear! COVID destroyed 2020 because last New Years Eve I baked Butterscotch Sticky Buns. I'm so sorry -- but they were delicious; so it was all worth it!

Your time is valuable and we wouldn't want to waste it, follow us on [Twitter](#), [LinkedIn](#) or [Facebook](#) today :-)

Community Calendar

Career Development Events

Noon Years Eve Labour Market Briefing for British Columbia

STARTING AT 11AM THIS MORNING

Thurs. Dec. 31st at 11am

GotoWebinar

THIS MONTH ONLY: FREE FOR ALL CAREER PROFESSIONALS

[Click to Register](#)

CANNEXUS21

January 25 & 27, February 1 & 3, 2021

Virtual Conference

Details: cannexus.ceric.ca

BC Career Development Conference 2021

April 29 and 30, 2021

SFU Harbourside

Details: [Click Here](#)

Job Postings

Career Development Employment

To post a job here, please email: bclmr@outlook.com

(When you write your cover letter, please mention you saw this advertisement in the BC Labour Market Report)

Vocational Rehabilitation Specialist

Buxton Consulting

Fraser Valley, BC

Closes: Dec. 31, 2020

Details: admin.headoffice@buxtonconsulting.org

Manager, Jobs West

Developmental Disabilities Association

Vancouver, British Columbia

Closes: December 31, 2020

Link: [Please Click Here](#)

Employment Counsellor

Mosaic

Vancouver, British Columbia

Closes: January 8, 2020

Link: [Please Click here](#)

Pre-Employment Program Caseworker/Facilitator/Employment Counsellor *NEW*

Cowichan Women Against Violence Society

Duncan, British Columbia

Closes: January 11, 2021

Link: [Please Click Here](#)

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Duncan, British Columbia

Closes: January 11, 2020

Link: [Please Click Here](#)

Job Developer- WorkBC *NEW*

ETHOS Career Management Group Ltd

Duncan, British Columbia

Closes: January 15, 2021

Link: [Please Click Here](#)

Did you know?

Fascinating Facts

Many employees are restless, with 21 per cent planning to switch jobs within the next three months and another 17 per cent hoping to do so within the year.

- Hays Canada

Quote of the Week

Career Inspiration

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new."

- Socrates

BC Labour Market Report | PO Box 18148, Delta, BC V4L 2M4, Vancouver, BC V4L 2M4 Canada

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