

The BC Labour Market Report's

Labour Market Hot Sheet

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www.LabourMarketOnline.com

May 26, 2021



The banner features a red and white starburst on the left with the text "Early-Reg Discount Ends May 28th". Below it, a speedometer graphic shows a needle pointing to "SHAKE UP" and "DISRUPT!". In the center, a circular logo reads "2021 Labour Market CONFERENCE". To the right of the logo, the text says "Career Planning in a Post-Pandemic Labour Market". On the far right, a red box contains the text: "VIRTUAL CONFERENCE", "June 10 and 11, 2021", "30% DISCOUNT FOR ALL REGISTRATIONS RECEIVED BY MAY 28, 2021", and "Details: www.LabourMarketConference.ca".

[Register now for a 30% Discount to attend the 2021 BC Labour Market Conference, Jun. 10 & 11 \(DISCOUNT ENDS FRIDAY\)](#)



Has the pandemic killed BC's \$2 billion cruise ship business?

Editorial by Christian Saint Cyr

Publisher of the BC Labour Market Report

Defying the predictions of Premier John Horgan, the United States government has passed legislation permitting cruise ships to sail directly from U.S. ports to Alaska.

Canada had developed an extensive cruise ship sector thanks to the U.S. **Passenger Vessel Services Act** of 1886 which prohibits foreign-flagged ships from transporting passengers directly from one US port to another. Cruise ships are registered in countries such as Panama to avoid taxes, employment standards and a whole host of other restrictions and this law was put in place to encourage American ship lines to register in the United States.

Nevertheless, the **Government of Canada**, early this year, banned cruise ships from Canadian ports until February 2022, eliminating the 2021 cruise ship season.

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Premier Horgan predicted the law would never pass, but now both the **United States Senate** and the **House of Representatives** have passed the **Alaska Tourism Recovery Act** by huge majorities which will allow U.S. cruise ships to bypass Canadian ports until February 2022.

My first impression was this is unfortunate, but we certainly don't want to flood cities like Vancouver, Victoria, Nanaimo or Prince Rupert with American tourists who may have COVID. And yet, as cruise ships begin to offer cruises in July, they are certifying that nearly all passengers and crew will be fully vaccinated.

If you remember cruise ships being stranded at sea with COVID outbreaks last year, you can appreciate the cruise ship companies are well motivated to ensure all passengers are completely vaccinated.

According to a 2017 economic study, the cruise-ship industry in British Columbia contributed more than \$2 billion to the provincial economy.

The impact in Canada topped \$3.2 billion overall, with about two thirds of that in B.C. alone, according to the study prepared by **Business Research & Economic Advisors** for the **Cruise Lines International Association**, the **St. Lawrence Cruise Association**, **Atlantic Canada Cruise Association** and Cruise B.C.

The report noted cruise-related spending in Canada increased by 34 per cent between 2012 and 2016.

The report measured the economic impact of spending by cruise lines in Canadian ports, on-shore spending by passengers and crew, and commissions paid to travel agents across the country. It said the cruise industry generated more than 23,000 direct and indirect jobs in Canada, an increase of 31 per cent since 2012.

B.C. continued to be the biggest beneficiary of direct cruise-industry spending, accounting for 66 per cent of the national total. Cruise lines produced \$982 million in direct spending and \$1.22 billion in indirect economic impact. Quebec was the next biggest beneficiary at 15 per cent of the market, followed by Atlantic Canada at seven per cent. Other provinces and territories benefited as well, as recipients of spending on ship provisions and equipment, tourism, advertising and agent commissions.

In the years 2020 and 2021, these jobs and this economic activity have been all but eliminated.

While the Alaska Tourism Recovery Act is set to end in February 2022, is this the beginning of the end of British Columbia's cruise ship business? If this legislation is extended or made permanent, could our \$2 billion industry be reduced to the occasional cruise ship that stops for a day in Vancouver or Victoria to provide passengers with a unique experience?

Officials were quick to respond to pandemic but seem to be slow in planning for the future. Fully vaccinated passengers

Resources

Video and
Workshop
Curriculum

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could be a huge benefit to beleaguered tourism and hospitality businesses along British Columbia coasts. And while we may think of tourism as 'big business' the wages earned in these businesses are typically going to many of British Columbia's most vulnerable workers such as youth, women, new immigrants and Indigenous Canadians.

While we may have missed the boat on this season's cruise ship business, I believe it is necessary for Premier Horgan, Prime Minister Trudeau and their ministers to work closely with B.C. communities, ports and international cruise ship companies to place the sector in a strong position to capitalize on the 2022 cruise ship season. This sort of direct action will be essential if we are to rebuild this struggling sector.

Rebranding and re-launching Essential Skills as 'Skills for Success'

Career Development / Skills Development

While **Essential Skills** have existed for years as a competency framework, many believe it's been under-utilized as a tool for employers to evaluate potential candidates and measure their progress in developing their workplace skills. To address this, the **Government of Canada** recently created new branding and announced new funding to promote what they are calling 'Skills for Success'.

At a recent virtual meeting with stakeholders, **Minister of Employment, Workforce Development and Disability Inclusion**, Carla Qualtrough launched **Skills for Success**, a new skills training program to help Canadians improve their foundational skills so they can find and keep good jobs. The program will provide training to nearly 90,000 Canadians and help get them back to work.

Skills for Success will fund organizations to provide tools, resources and training to Canadians of all ages and at all skill levels. Developed with the assistance of key stakeholders, it will focus on the nine main skills they believe Canadians need to adapt and thrive in today's economy:

- Reading – The ability to find, understand, and use information presented through words, symbols, and images.
- Writing – The ability to share information using written words, symbols, and images.
- Numeracy – The ability to find, understand, use, and report mathematical information presented through words, numbers, symbols, and graphics.
- Digital – The ability to use digital technology and tools to find, manage, apply, create and share information and content.
- Problem solving – The ability to identify, analyze, propose solutions, and make decisions. Problem solving helps you to address issues, monitor success, and learn from the experience.
- Communication – The ability to receive, understand, consider, and share information and ideas through speaking, listening, and interacting with others.
- Collaboration – The ability to contribute and support others to achieve a common goal.
- Creativity and innovation – The ability to imagine, develop, express, encourage, and apply ideas in ways that are novel, unexpected, or challenge existing methods and norms.
- Adaptability – The ability to achieve or adjust goals and behaviours when expected or unexpected change occurs, by planning, staying focused, persisting, and overcoming setbacks.

Later this year, the Government will launch a call for proposals to fund organizations to design and deliver this training. The program will respond to Canada's immediate and

long-term training needs, particularly for under-represented groups in the labour market, including Indigenous Peoples, persons with disabilities and racialized Canadians. It will also build the capacity of organizations and employers, and support the work of provinces and territories as the economy recovers.

Budget 2021 committed \$298 million over three years, beginning in 2021-22, to support Skills for Success. This new program is part of the Government of Canada's commitment to create 500,000 new training and work opportunities for Canadians. This initiative will give them the tools they need to thrive in this rapidly changing economy and ensure they have the skills they need to adjust when necessary – allowing us to come out of this pandemic stronger and more resilient than ever before.

Click here to learn more about: [Skills for Success](#)

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'

- BC's top technology companies grow during pandemic ([Click Here](#))
- IEC-BC Partners with Future Skills Centre on Program to Fill Long-Term Care Jobs ([Click Here](#))
- 5 Important Factors to Consider When Hiring a Locksmith ([Click Here](#))
- Ministers' statement on softwood lumber preliminary ruling ([Click Here](#))
- Strengthening the role of First Nations in B.C.'s forest economy ([Click Here](#))
- 6 key questions about behavioural assessments ([Click Here](#))
- Opinion: We have a duty to address the nurse bullying culture ([Click Here](#))
- First Notice: Construction jobs boost ([Click Here](#))
- People analytics: How you can use employee data for internal hires ([Click Here](#))
- Dooly raises US\$80m as Vancouver startup doubles down on sales management tool ([Click Here](#))
- Training program fighting to get more Indigenous representation in the TV/film world ([Click Here](#))
- \$5 million for turning used plastic into new opportunity ([Click Here](#))
- Regardless of education or training, racialized immigrant women earn less ([Click Here](#))
- Pandemic means financial struggles for students ([Click Here](#))
- COVID: B.C. restaurants place bets on when indoor-dining restrictions will lift ([Click Here](#))
- British Columbia issues 82 invitations in tech pilot draw ([Click Here](#))
- B.C. landmark tourism attractions eligible for up to \$1 million in pandemic grants ([Click Here](#))
- New maps of BC wine regions let locals and visitors drink them all in ([Click Here](#))
- NVIT building "culturally safe" healthcare practices ([Click Here](#))
- Employment and Social Development Canada Adopts Verified.Me, Streamlining the Digital Identity Verification Process of Canadians Registering with My Service Canada ([Click Here](#))
- New provincewide program supports B.C.'s anchor tourism organizations ([Click Here](#))
- The benefits of hiring a professional remodeler ([Click Here](#))
- Changed by pandemic, many workers won't return to old jobs ([Click Here](#))
- Virtual meetings now a permanent option for B.C. corporations ([Click Here](#))
- Will 'digital nomads,' grounded by pandemic, return to Vancouver? ([Click Here](#))
- Classically trained BC actor shares tips on how to come off cool and confident on Zoom ([Click Here](#))
- Ottawa looking for 2,000 new energy auditors to get home retrofit program going ([Click Here](#))
- Long working hours are killing people and pandemic could make it worse: UN ([Click Here](#))
- Five reasons to consider careers in carpentry, hairdressing, baking, culinary arts, IT and much more ([Click Here](#))

- Most Vancouver first-time homebuyers worried about making down payments ([Click Here](#))
- Google Canada Commits \$2 Million to Reskill Job Seekers for New Careers in Technology in Under Six Months ([Click Here](#))
- Thompson-Okanagan tourism numbers hanging on as pandemic struggle continues ([Click Here](#))
- B.C. restaurants tackle plastic waste as part of program aimed at reducing trash in oceans ([Click Here](#))
- Nursing school applications on rise, but B.C. doesn't have spaces, staff to teach them all ([Click Here](#))
- Bridging to retirement helps 1,000+ forestry workers ([Click Here](#))
- Amazon ups Metro Vancouver recruitment campaign to nearly 3000 ([Click Here](#))
- Temporary tools become permanent improvements for local governments ([Click Here](#))
- Broadway Subway Project reaches major construction phase ([Click Here](#))
- The 2021 Women of the Year Awards: Entrepreneurial Leader ([Click Here](#))

This Week in Social Media

Please take the time to 'like' or follow:

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

- More than 500 WestJet employees unionize in Calgary and Vancouver ([Click Here](#))
- Western Canadian provinces facing significant trades shortage: CAF report ([Click Here](#))
- Bank of Canada warns of rising risks from mortgage debt, and a hot housing market ([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: [Angelina Jolie gets covered in bees for 18 minutes on World Bee Day](#). *That's what I love about Angelina Jolie, she's not one of those 'Hollywood-types'; she's so relatable. But it does inspire me and I'd like to formally announce that on National Absurdity Day (November 20th, it's a real thing) I'll do something ridiculous, like cover myself in bees; or maybe mashed potatoes.*

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

2021 BC Labour Market Conference

June 10 and 11, 2021

30% Early Registration Discount Ends FRIDAY

Virtual Conference

Details: [Click Here](#)

June 2021 Labour Market Briefing

Thurs. Jun. 27, 2021 | 3-4pm

Free for Labour Market Online Members

[Click to Register](#)

Job Search Cafe: Introduction to the Foreign Credential Loan Program

Wed. Jun. 26, 2021 | 10-11am

Free Zoom Session

[Click to Reserve Your Space](#)

Industry Spotlight on Careers in Public Administration

Thurs. June 24, 2021 | 12:00-4:30pm

Free Session -- RSVP to Reserve Your Space

Registration Link: www.IndustrySpotlight.ca

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)

WorkBC Case Manager and Employment Counsellor *NEW*

COWICHAN LAKE COMMUNITY SERVICES SOCIETY

Lake Cowichan, British Columbia

Closes: May 28, 2021

Link: [Please Click Here](#)

Program Administrator

Buxton Consulting Ltd.

Abbotsford, British Columbia

Closes: May 31, 2021

Link: [Please Click Here](#)

Facilitator/Life Skills Coach

Kopar Administration Ltd.

Smithers, British Columbia

Closes: May 31, 2021

Link: [Please Click Here](#)

Customized Employment Counsellor

Kootenay Career Development Society

Nelson, British Columbia

Closes: June 1, 2021

Link: [Please Click Here](#)

Employment Counsellor *NEW*

Métis Nation British Columbia

Surrey, British Columbia

Closes: June 4, 2021

Link: [Please Click Here](#)

Job Developer / Employment Specialist

Douglas College

Coquitlam, British Columbia

Closes: June 30, 2021

Link: [Please Click Here](#)

Employment Counsellor *NEW*

Lifemark Health Group

Kamloops, British Columbia

Closes: Unknown

Link: [Please Click Here](#)

Employment Counsellor
Immigrant Welcome Centre
Campbell River, British Columbia
Closes: Unknown
Link: [Please Click Here](#)

Did you know?

Fascinating Facts

Currently, 45 per cent of Canadians lack the literacy, numeracy, and digital skills that are increasingly necessary to succeed in jobs in the knowledge economy. It is estimated that a 1% increase in average literacy rates in Canada, over time, would increase the gross domestic product (GDP) by up to 3% and productivity by up to 5%.

- Employment and Social Development Canada

Quote of the Week

Career Inspiration

"When work, commitment and pleasure all become one and you reach that deep well where passion lives, nothing is impossible."

- Unknown

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