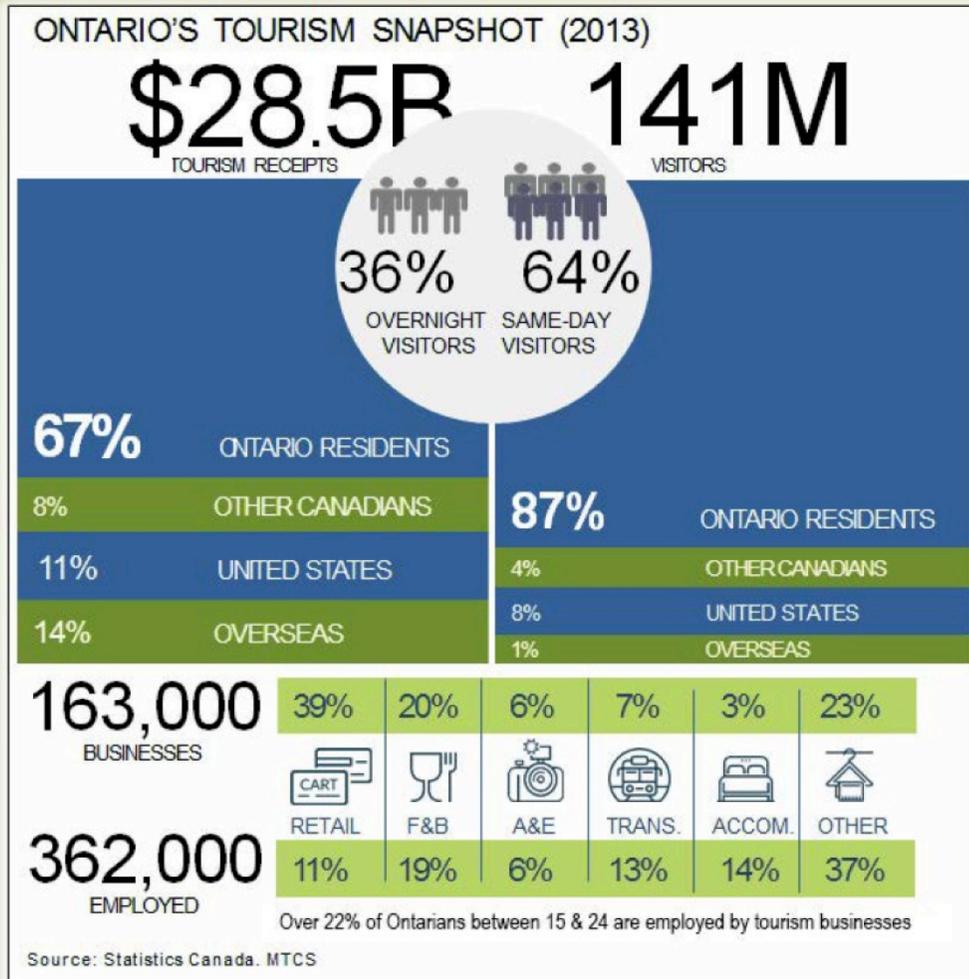


Workforce Landscape

FOR BRUCE GREY SIMCOE TOURISM OPERATORS

Setting the Stage



- Ministry of Tourism, Culture & Sport
- Defined industries in Tourism Economy
- Focus on workforce in these areas

And the survey says?

- Not enough people to fill jobs
- Work Ethic is an issue
- Applicants don't have the skills

Employees say this....

- Transportation
- Minimum Wage
- Precarious

Strategies to help!



Step 1 Incentives

Incentives.....

- Travel Voucher
- Staff Package

Strategies to help!



Step 2 Loyalty

Loyalty.....

- Reward valued behaviour
- Allow input for change

Strategies to help!



Step 3 Training

Training.....

- Quality & Customer Service
- Skills Enhancement



Four County
Labour Market Planning Board
Serving Bruce Grey Huron Perth

Thank You

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