

RTO7's offer of the Implementation Programs for 2024/25 is contingent upon the Ministry of Tourism, Culture & Sports' approval of RTO7's 2024/25 Business Plan.

Recruitment Implementation Program Guidelines

General Program Overview

The Recruitment Implementation Program (RIP) has been designed to assist BruceGreySimcoe tourism stakeholders in their workforce recruitment efforts. As part of RTO7's 2024/25 Business Plan, the revised Recruitment Implementation Program will post job ads to the RTO7 Indeed Job Board and sponsor posts up to a maximum of \$500 including HST per job posting, up to a maximum 5 jobs. Cash contributions are not required from partners to participate in RIP but they will need to demonstrate an investment of \$500 in operational expenses to qualify. Examples of eligible operational expenses that can be used to leverage marketing funds include property taxes, mortgage costs, insurance, inventory purchases, etc.

Partner Eligibility

Who can apply?

- Tourism Operator - The term 'tourism operator' is defined as a tourism, festival, heritage, cultural and sport, consumer-facing organization that has direct access to the consumer and relies on that tourism consumer for their income.
- DMOs, BIA's, Chambers and Municipalities will be considered on a case-by-case basis. Please contact RTO7 staff BEFORE applying.
- You must be located, or the operation where you want to hire staff must be located within Bruce, Grey, or Simcoe Counties.
- Organizations must be legally registered to operate in Ontario.
- **Note that as part of the application, partners will need to attest to having read both the Guidelines and [resource documents](#), including all informational links.**

All projects must be completed before **March 31, 2025**.

Partners are encouraged to consider opportunities to shift to more sustainable tourism practices where possible. Visit our RTO7 Sustainable Tourism website [here](#) for more information.

Project/Partner Requirements

Project Requirements:

Tourism Operators interested in the Recruitment Implementation Program will be required to demonstrate the following:

- Your website is mobile-friendly and should provide employment information outlining the available opportunities with clear instructions for the employment application process.
- You have a current job posting/description.

RTO7 will match your investment in operational expenses (i.e. mortgage payments, rent, insurance, inventory

purchases, etc.) with a \$100/per job posting (maximum of 5 jobs) boosted Indeed job posting on the RTO7 Job Board. You must be able to demonstrate these expenditures by providing copies of the invoice and proof of payment of the expenditure (i.e. cancelled cheque or e-transfer confirmation) with the final report. Please ensure that expenses are only used once when accessing RTO7 programs. Aside from the operational expenditures invested, there is no cost to the operator.

Partner Requirements:

- Carry liability insurance of at least \$2,000,000 and provide RTO7 with a certificate of insurance to demonstrate this coverage.
- You must attest that there are NO outstanding legal issues that would affect the processing and outcomes of this project and collaboration with RTO7 and you can legally operate in Ontario.
- You commit to following up with the applications received through the Indeed job post.
- [Google Analytics is activated](#) on your website prior to the start of the campaign.
- Select 1 or 2 representatives to act as the liaison with RTO7. This person should be responsible for your human resources and can act as the decision-maker. They must have the capacity to execute the project and respond to team communication in a timely manner. Failure to communicate in a timely manner may cause the campaign to be cancelled or fail.
- Once the project is approved, the partner commits to using [Basecamp](#) (RTO7's project management program) for all communications regarding the project. You will supply the names and email addresses of program contacts to add to Basecamp.
- You must identify BruceGreySimcoe and the Province of Ontario as partners:
 - with logos on your website with an active link back to BruceGreySimcoe and DestinationOntario.com. RTO7 will provide [these logos](#).
 - with logos on all printed collateral supported through the program.
- Complete the free [Typsy's Recruiting and Onboarding course](#) or other human resources course by March 31, 2025. All partners must complete at least one course by March 31, 2025. RTO7 staff may ask for a review/testimonial on the courses completed.
- Maintain a current [operator listing](#) on BruceGreySimcoe.com.
- Maintain a current [operator listing](#) on DestinationOntario.com.
- Sign up for the [RTO7 E-Newsletter](#) (funding updates, announcements, etc.).
- You are required to complete a final report and supply proof of payment for \$100 per job post of expenses (receipts) within 30 days of the completion of the project. **Failure to do this may result in ineligibility to participate in RTO7 programs in the future.**

Program Opportunities

RTO7 Indeed Job Board Boosted Posts

Eligible partners may boost up to 5 jobs through the RTO7 Indeed Job board

- Maximum 5 job postings can be listed.
- Each job requires a job description.
- An RTO7 staff person will be your point of contact and will liaise with the partner.
- The partner will receive each of the applications submitted through Indeed.
- The sponsored ads will run for up to 4 weeks or until the job has been filled.
- You are responsible to respond to any questions submitted through Indeed.
- You will receive a final report following the campaign that details:
 - Impressions
 - Click Through Rate (CTR)
 - Cost per click
 - Cost per apply start
 - Cost per apply

- Total Clicks
- Apply start rate
- Apply starts
- Apply competition rate
- Applies
- You will receive support from RTO7 staff to develop customize each post to help find the best possible candidates.
- You will receive one midterm report approximately halfway through the campaign highlighting performance to date.

RTO7 Applications will be accepted on an ongoing basis until January 31, 2025 or until the program is fully subscribed.

Administration Fee

Note: The \$200 Administration Fee will again be waived for 2024/25

Other RTO7 Programs

Tourism operators looking for assistance in promoting their business through social media marketing should consider the [Operations Implementation Program](#).

If partners are looking for visual assets (photo or visual), please apply through [RTO7's Video/Image Production](#) category under the Partnership Program portfolio.

If you have cash that you would like to add to the campaign to increase the size, please see the [Partnership Program Social Media Advertising program](#).

Stakeholders who want to promote sustainability efforts that fall within the pillars of social, environmental, or economic sustainability, may apply through the [Sustainability Inclusivity Program](#). For more information on the pillars and the efforts of RTO7 with sustainability, please visit our [Sustainable Tourism website](#).

For the full list of programs, please visit rto7.ca/programs or talk to RTO7 staff about options.

For Bruce County Applicants and Simcoe County Applicants

Bruce County provides grants to tourism operators. In many cases, RTO7 can leverage these grants with RTO7 funding programs. Please contact RTO7 staff and/or [Bruce](#) staff for more details.

Non-profit applicants from Simcoe County may be eligible for the Tourism, Culture & Sport Enhancement Fund. Please contact Tourism Simcoe County staff for more details. This has closed for 2024.

Applications will be accepted on an ongoing basis until January 31, 2025 or until the program is fully subscribed.

Applicants should be aware that RTO7, through funding arrangements with the Province, is bound by the Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.f 31, as amended from time to time, and that any information provided to RTO7 in connection with their application, project or agreement may be subject to disclosure in accordance with the requirements of the Act.

Partners agree to permit RTO7, if required, to verify/audit information submitted (at the discretion of the Province) to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended.