



GROW YOUR  
FUTURE BC



# Labour: Challenges to Solutions

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Sector Labour Market Partnership Projects

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# Presentation Outline

- ▶ Introduction
- ▶ Sector Labour Market Partnership (SLMP) overview
- ▶ Context - Collaboration
- ▶ Awareness - Challenges and gaps
- ▶ Strategic Directions - Solutions
- ▶ What you need to know
  - ▶ Effective communication strategies
    - ▶ how to be upfront about the difficulty of the job so workers understand what they are signing up for, and don't quit after two weeks
  - ▶ What groups of people to target?
  - ▶ What are students looking for? How to partner with academic institutions?
- ▶ Call to action - get involved

# SLMP .Overview

- ▶ Phase 1 - Sector Engagement (completed 2017)
  - ▶ An identification of workforce challenges and collaborative partnerships with industry to identify a governance committee to lead future SLMP's.
- ▶ Phase 2 - Labour Market Information Research Study (completed 2018)
  - ▶ Quantitative and qualitative research to determine gaps, identify evidence based data to help inform potential solutions to workforce challenges.
- ▶ Phase 3 - Strategy Development (completed 2019)
  - ▶ Quantitative and qualitative research to determine gaps, identify evidence based data to help inform potential solutions to workforce challenges.
- ▶ Phase 4, Project 1 - Implementation (in progress)

# Context

Collaboration, solution-based; industry working together to support industry



# Awareness: Challenges and gaps

- ▶ COVID-19
- ▶ Industry challenges are unique and significant
- ▶ Labour market shortages exist at ALL skill levels
- ▶ Growth and change are happening simultaneously
- ▶ Working conditions are often extremely demanding
- ▶ The labour gap is affecting economic survival
- ▶ Cost-of-living and access to the workplace are every day challenges
- ▶ There are diverse needs and characteristics of all groups of workers
- ▶ Worker wellness is an ever-increasing reality
- ▶ Competition for workers is fierce

# Strategic Directions - Solutions

- ▶ **SD 1: Build capacity to embrace innovation and change**
  - ▶ To embrace new ways of thinking about human resources and apply best practices together with new innovations and technology
- ▶ **SD 2: Improve the quality of work experience**
  - ▶ To build workplaces that infuse positivity, productivity and create possibilities for rewarding careers
- ▶ **SD 3: Build Human Resource capacity**
  - ▶ To create and support and structure for better human resource management and recruitment/development of human talent leading to industry growth
- ▶ **SD 4: Build awareness and appreciation for the industry**
  - ▶ To enhance the industry image through understanding and appreciation as its potential as a career

# What you need to know

## ▶ Progress update

- ▶ A comprehensive project is underway to support the B.C. horticultural industry with their increased recruitment needs due to COVID-19 by raising British Columbian's awareness of job opportunities and career paths in horticulture.
- ▶ Target audience is youth (age 15-29), women, Indigenous peoples and job seekers
- ▶ Strategic social media campaign
  - ▶ Twitter
  - ▶ Facebook
  - ▶ Instagram
  - ▶ YouTube videos (Day in the Life)
  - ▶ Website Grow Your Future (in progress)
  - ▶ Virtual Career Fairs (target high school students)
  - ▶ Job matching

# Virtual Career Fair Banner



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# Banner



# Banner



# Facebook Mock-up



**Grow Your Future**

Just now



Grow into a career to match your goals.



Like



Comment



Share

# Instagram Mock-up



**growyourfuturebc**

Grow into a career to match your goals.



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# Facebook Mock-up



**Grow Your Future**

Just now



Match your lifestyle to your career. visit [growyourfuture.ca](http://growyourfuture.ca)



 Like

 Comment

 Share

# Instagram Mock-up



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Grow into a career to match your goals.

# Day in the Life Videos

- ▶ The 'Day in the Life' videos will be documentary style snapshots of different B.C. Horticulture Industry ambassadors.
- ▶ The ambassadors will speak about their job and invite individuals to explore job opportunities and careers in the B.C Horticulture industry.
- ▶ 2 videos are completed
  - ▶ Greenhouse vegetable
  - ▶ Landscape
- ▶ Nursery video will be filmed next week
- ▶ 2021 more videos
  - ▶ Berry
  - ▶ Floriculture
  - ▶ Arboriculture
- ▶ Collecting a folder of photographs that represent the seasons and the BC industry to show diversity



# Call to action

- ▶ Get involved
- ▶ BCLNA will continue to lead solutions to workforce gaps for the BC Horticulture industry
- ▶ Grow Your Future website will be live in the near future
- ▶ Opportunity to connect/engage collaborate for the future projects
- ▶ Sign up for a Day in the Life Video
- ▶ Confirm interest in the social media campaign
- ▶ Coordinated effort to support the 'domestic' workforce need for the BC Blueberry sector
- ▶ Contact [awalsh@bclna.com](mailto:awalsh@bclna.com)



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