

Progressive Intercultural Community Services Society (PICS)

12725 80Avenue, 205

Surrey, BC V3W 3A6  March 4, 2022

Skills for Success Program  
Coordination Unit Mailstop 402 National Grants & Contributions Delivery Centre (ESDC)  
140 Promenade du Portage Phase IV 4th Floor  
Gatineau, QC K1A 0J9

**Re: Progressive Intercultural Community Services Society, Skills for Success Program**

**Tourism Industry Association of BC (TIABC)** is pleased to provide this letter in support of Progressive Intercultural Community Services (PICS) Society’s application to Employment and Social Development Canada for funding from the *Skills for Success Program – Training and Tools Stream* for the delivery of the proposed **Intercultural Skills for Success Training (ISST)** program***.***

**TIABC** advocates for the interests of British Columbia’s $22.3 billion visitor economy (normalized year). As a not-for-profit industry association, **TIABC** works collaboratively with its members – private sector tourism businesses, industry associations and destination marketing organizations – to ensure the best working environment for a competitive tourism industry. Since the start of the pandemic, **TIABC** has led, partnered in or supported more than two dozen submissions to both the provincial and federal governments, advocating for relief measures for BC’s tourism industry. **TIABC** remains as determined and committed as ever to help British Columbia’s visitor economy recover from the devastating impacts of travel restrictions and other government actions necessary to manage COVID-19.

**TIABC** believes PICS’ proposed **ISST** program supports our goals for industry revitalization by growing and strengthening the pool of available skilled labour, to staffing BC’s recovering tourism and hospitality industry. As such, **TIABC** will support the proposed **ISST** program by:

* Identifying industry-specific labour needs, skills training needs, employment opportunities, and reporting back to the project to inform training curriculum, client action planning;
* Recommending occupation-specific certified skills training organizations serving the hospitality industry to develop needed foundational and transferable skills for the sector; and
* Providing member referrals to support industry insights, guest speakers, employer expectations, and informational interviewers.

**TIABC** looks forward to being an employer association partner to PICS’ **ISST**program, contributing an **in-kind value up to approximately $5000.00**, and providing a link for skilled Canadians to employment opportunities in high-demand hospitality occupations across this region.

Please do not hesitate to contact me with questions or for additional information.

Sincerely,



Walt Judas

CEO, TIABC

778-953-0620