



March 8, 2022

Sectoral Workforce Solutions Program (SWSP)

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

Re: BCHA's BC Hotel Services Sectoral Workforce Solution Skills Training Project

The Tourism Industry Association of BC (TIABC) is pleased to provide this letter in support of **BC Hotel Association's** application to Employment and Social Development Canada for funding from the *Sectoral Workforce Solutions Program (SWSP)* for the delivery of the proposed **BC Hotel Services Sectoral Workforce Solution Skills Training Project**.

TIABC is a non-profit organization that advocates for the interests of British Columbia's \$22.3 billion visitor economy (normalized year) and its 19,300 businesses that employ close to 350,000 workers. Our membership includes private sector tourism businesses, industry associations and destination marketing organizations. We work closely with our members to keep BC's tourism industry competitive.

TIABC welcomes provincial collaboration to address common challenges faced by our membership. We recognize the importance of a diverse, skilled, workforce to build a resilient, post pandemic economy and we welcome cross sectoral collaboration to implement proactive and creative solutions. BCHA's proposed project is timely, inclusive, and proactive. Not only does it tap into a wider pool of human resources by connecting with equity seeking groups to train them for in-demand occupations, but it also engages employers and businesses to take a more holistic and sustainable approach in addressing their business needs.

The Tourism Industry Association of BC also appreciates BCHA's efforts to support underrepresented and racialized Canadians of all skill levels to become employment-ready for work in a variety of high-demand occupations in the hospitality and tourism sectors. **TIABC** is excited about this solution focused initiative designed to involve various stakeholders that can directly influence and benefit from the program, especially employers and workers, instead of using a traditional unilateral approach. We will gladly play a multifaceted role in supporting BCHA's proposed program. More specifically, **TIABC** will:

- Disseminate information about the program and recruit member employers
- Market and support the recruitment of participants for training
- Facilitate employer connections from the Hospitality sectors, but also from other in-demand industries for the purpose of sourcing guest speakers/consultants who can inform on topics such as industry and/or occupation-specific employer expectations, interview tips, skills development opportunities, employment opportunities, etc.

- Work with BCHA to design, develop, and implement the project's dissemination strategy to share project results with project partners and other relevant employment organizations/associations, and employers; and,
- Create access for interested program participants to utilize additional tools, resources, up-to-date industry information, and networking opportunities.

The Tourism Industry Association of BC looks forward to being a partner to BCHA's **BC Hotel Services Sectoral Workforce Solution Skills Training Project**, contributing an **in-kind value up to approximately \$10,000**, and providing a link to employment opportunities for skilled Canadians in various in-demand occupations across the region. Please do not hesitate to contact me for further information.

If you have any questions or wish to discuss further, please contact me at your earliest convenience.

Sincerely,



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