



Celebrating 30 Years of Partnership with BC's Tourism Industry



2008–09 Year in Review

About go2

go2 is an independent, non-profit industry association with a mission to help BC tourism businesses recruit, retain and train employees, thus supporting the growth and success of the tourism industry throughout the province.

Established in 1979 as the Hospitality Industry Education Advisory Council (HIEAC), this year marks the 30 year anniversary of the association. In 2001, an industry task force focused on BC's tourism industry workforce needs was formed. Resulting from the task force research was an industry human resource strategy that called for a coordinating agency to lead this initiative. As an established industry association, HIEAC was a natural choice, and the organization took on this expanded mandate. In 2003, the organization's name and branding was changed to go2 to reflect the new mandate and direction as the go to place for industry HR needs.

Message from the CEO



Every year at go2 brings new and unexpected surprises.

It seems hard to believe that, just a short time ago, employers were experiencing unprecedented labour shortages in every area of the province. Although times have significantly changed in terms of the supply and demand of labour, we know that there are still operators in BC who are not able to get the staff they need to run their businesses. Accordingly, we are continuing to support these employers and work with the federal and provincial governments regarding foreign worker programs.

As all of these changes occur in the labour market, we continue to remind employers that labour shortages will return — and with a vengeance. In fact, we suggested that this is an ideal time for businesses to build on their people-management practices and brand their companies as employers of choice. The labour shortages that are coming will be a result of demographic changes; the Baby Boomers are projected to retire in great numbers over the next decade, and there are not enough young people to fill the gap.

Over the past year, the rapid economic changes reminded us that no matter how the economy is doing, there is always a human resource-related issue to be worked on. Perhaps recruitment is less problematic, but managing and retaining people in these times certainly present unique challenges. This year, we hosted sessions at conferences and events and wrote articles for our website and e-newsletter on these and other relevant topics.

Despite the economic turmoil, we have had an exciting year of progress with our Industry Training division, Propel, and we are thrilled to be launching the new Cook training program in September 2009. Additionally, we were pleased to get the new Occupational Health & Safety Division launched with the endorsement of all major industry associations. Full updates on these divisions can be found later in this document.

We also developed social media marketing initiatives as part of our ongoing MOVE ON UP™ tourism career-awareness campaign. These new media, including Facebook and Twitter, are proving to be a promising way to promote careers in tourism.

Despite so many changes this year, we met our goals, and I am very proud of our accomplishments. None of this could have been accomplished without the hard work and passion of the go2 team, our board of directors, and the many industry committees that have volunteered their time and expertise to help us further the industry's HR development as a whole.

With the 2010 Winter Games, we have an unprecedented opportunity as an industry. The countdown continues, and we look forward to supporting the industry's HR needs during this time and into the future.

Arlene Keis,
CEO

Recruitment



Career Awareness

Recruitment has remained in the spotlight as the industry prepares for the 2010 Winter Olympic and Paralympic Games. Despite the current economic conditions, employers are encouraged to develop initiatives so as to remain employers of choice when labour shortages return in the future.

This year, go2 used a variety of tactics, including new social media applications, to promote tourism as a viable career option. Two new Facebook pages were developed as a way to promote careers in tourism and connect employers with potential employees. go2 also enabled Twitter, RSS Feeds and social bookmarking.

Additional career-awareness tactics included presentations in high schools and career centres; public relations activities highlighting careers in tourism; partnerships with industry to promote specific sectors; local and international career fairs; the MoveOnUp.ca website and e-newsletter; and working with LinkBC to help connect tourism and hospitality students with employers.

JOB/CAREER FAIRS

go2 partnered with the National Golf Course Owners Association of Canada at five BC career fairs to highlight the many and varied career opportunities in this sector.

go2 attended Destination Canada 2008, a series of job fairs presented by the Canadian embassies and public agencies for employment and international mobility in Germany, France and Belgium. The main objectives were to promote BC tourism jobs to young people who are eligible for the Youth Mobility programs, and to help employers connect to this demographic, which represents an excellent fit for seasonal jobs.

At these fairs, go2 represented 17 employers and more than 250 job openings. go2 representatives spoke with an estimated 1,200 attendees and gathered several hundred résumés that were made available to participating employers. A survey will be deployed to determine how many job seekers were hired as a result of these events.

Germany was a new destination this year. go2 found good potential there for employers recruiting for such occupations as cook and chef. While in Germany, go2 made connections with ZAV, a German government organization that offers free recruiting services to employers. Employers who are interested in using this service can contact go2 for more information.

TOURISM CAREER AWARENESS PROGRAM (TCAP) PRESENTATIONS

■ go2 coordinated 153 career-awareness presentations in high schools and to other groups, including new immigrants, youth at risk, Aboriginal Peoples and people with disabilities.



go2's Joyce Lam (middle) promotes careers in BC tourism and the golf sector with John Nick (left) and Doug Ferne from the National Golf Course Owners Association of Canada.



Lynne Henshaw from go2 meets with a job seeker at a job fair in Germany.

Thank you!

go2 would like to acknowledge and thank the following volunteer speakers who have contributed their time during the 2008–2009 season. Our career awareness program would not be possible without their generous donation of time and expertise, which they shared with students and job seekers hoping to pursue a career in the tourism industry.

Ara Yu

Pan Pacific Vancouver

Barry Hobbis

Victoria Harbour Ferry Co Ltd

Ben Leversedge

Prestige Hotels and Resorts

Bernie Senuk

Chow Bella Culinarians

Brenda Eggett

Grand Circle Travel/Princess Cruises

Brent Markham

Sandman Hotels Inns and Suites

Brian Young

Nautical Nellies Steak & Seafood House

Charmaine Carswell

Grouse Mountain Resorts

Cheryl Chapman

Aboriginal Tourism BC

Chris Bankonin

Hyatt Regency Vancouver

Christine McLeod

Boutique Hotels

Craig Norris Jones

Coast Hotels & Resorts

Dale Logan

Mount Washington Alpine Resort

Darren Klammer

Prestige Hotels and Resorts

Dave Clark

Tourism Whistler

David MacKenzie

Atlific Hotels & Resorts

Deborah Kulchiski

Tourism Langley

Doug Ferne

National Golf Owners

Association of Canada

Doug McCandless

Capilano Group of Companies

Ed Gavsie

Tourism Richmond

Howard Blank

Great Canadian Gaming/Casinos

Jaclyn Laic

BC Culinary Tourism

Jason Lowe

Arbutus Ridge Golf & Country Club

Jeff Hope

Fairmont Hotels & Resorts

Jeff St. Denis

Fairmont Hotel Vancouver

Jennifer Dekkers

Sun Peaks Resort

Jessica Cerato

Hostelling International

Pacific Mountain Region

Jo Knight

Destinations Osoyoos

John Nick

JN Golf Strategies

John Timms

Coast Mountain Bus Company

Katie Syroid

Sears Travel Service

Kelli Gilbertson

Tourism Vancouver

Kevin Bourdin

Hemlock Resort

Mandy Farmer

Accent Inns Inc.

Melissa Chhina

Pacific Palisades Hotel

Mike Crawford

Raven Pub Ltd.

Morgan Westcott

LinkBC

Nancy Chilton

Vancouver Attractions Group

Nancy Hamilton

Wilderness Kayaking

Patty Morgan

Quesnel Visitor Center

Rayana Blackwell

Mr. Pickwicks

Richard Varela

Island Pacific Adventures Ltd

Ron Star

Eaglequest at Coyote Creek

Sheida Shakib-Zadeh

Pizza Hut Restaurants

Sheila Brock

The Westin Bayshore

Sherry Powney

Tourism Prince George

Susan Boras

Canadian Tourism Commission

Tammy Campbell

Rocky Mountaineer Vacations

Thomas Mayrhofer

Coast Bastion Inn

Treva Gardner

Sandman Hotels Inns and Suites



Career Awareness Partnership

go2 is pleased to welcome White Spot as a key partner for the career-awareness program. White Spot has generously donated restaurant coupons that volunteer speakers distribute during an interactive trivia contest as part of the tourism career-awareness presentation.

White Spot has also worked with go2 on a number of other initiatives, including the development of White Spot's own in-house apprenticeship program in partnership with go2's Industry Training Division, Propel.

WEBSITE AND E-NEWSLETTER

- The number of subscribers to the MOVE ON UP Career E-newsletter increased substantially from 23,000 to more than 39,000. The subscriber list includes a cross-promotion from go2's Serving It Right website.
- More than 1,300 jobs were posted on go2's Job Board this year despite the slowing economy in Q3 and Q4. The number of companies that posted jobs increased from 370 to more than 470.
- MoveOnUp.ca, go2's career awareness portal, received 92,200 visits. This figure is up 33 per cent over last fiscal year.



go2 CEO Arlene Keis gives a presentation on recruitment using Web 2.0 to members of the Hotel HR Directors Association.

SOCIAL MEDIA

To help generate traffic to go2's website, a social bookmarking tool and RSS feeds have been incorporated. These two features allow users to share web content with others and give go2 the flexibility to re-post articles and job-board postings on two Facebook pages and two Twitter profiles. Facebook and Twitter are now among the top five referring websites to go2's website, driving go2hr.ca site visits up 135 per cent over last fiscal year.

Facebook

- MOVE ON UP with a Career in Tourism is geared towards those within Canada and attracted 488 fans since its launch in July 2008.
- Work Live Play BC is targeted at international job seekers who can take advantage of youth mobility and student work-abroad programs. Nearly 250 people have become a fan of this page since July 2008.

Twitter

- @go2hr provides updates on go2 activities and other industry news. From the first of the year until March 31, 2009, more than 180 followers had subscribed to @go2hr.
- @go2jobboard serves as an archive of the latest job postings on the go2 website. Nearly 100 subscribers have been following this job feed since January 2009.

CONNECTING INDUSTRY TO TOURISM AND HOSPITALITY GRADUATES

go2 is pleased to continue working with LinkBC, the tourism and hospitality education network, on several key projects. One vital goal of the Connecting Industry to Tourism/Hospitality Students and Graduates strategy is to retain graduates of tourism and hospitality programs in the industry. Here are some of the initiatives that were implemented to help students successfully make the transition from school to industry:

- go2 participated on the judging panel for student competitions and sponsored the annual student-industry rendezvous event.
- A new handbook that was developed with input from students, the educational community, employers and go2 entitled "The Orange Book of Success: A Freshly Squeezed Career Planning Guide for BC Tourism/Hospitality Students." This handbook features useful information on education, training, career planning, networking, job hunting, attitude and commitment. It will be available in September 2009.
- Information prepared by LinkBC to promote British Columbia as a Learning Destination was distributed by go2 at international career fairs and at the World Youth and Student Travel Conference. Web links were also added to go2's Work Live Play BC page on Facebook to help drive traffic and promote awareness of this initiative.



Over 400 tourism and hospitality students meet with almost 60 managers representing Vancouver-area hotels at LinkBC's Student-Industry Rendezvous.



(From right) John Leschyson from go2, Peter Williams, Susan Rybar and Peter Walters are the judges for the Degree category of LinkBC's 2009 Student Case Competition.



Honourable Bill Bennett presented the award to Thompson Rivers University, winner of LinkBC's 2009 Student Case Competition, Degree category.



Honourable Bill Bennett presents the award to Selkirk College, winner of LinkBC's 2009 Student Case Competition, Hospitality Diploma category.



Honourable Bill Bennett presents the award to Okanagan College, winner of LinkBC's 2009 Student Case Competition, Tourism Diploma category.



FOREIGN WORKERS

Despite the changing economic climate, this continues to be an important initiative for go2 and the tourism and hospitality industry. Some highlights include:

- Employers continued to make extensive use of the Temporary Foreign Worker (TFW) program during the year. Labour Market Opinions for over 9,000 positions were approved by Service Canada for 25 tourism occupations in BC in 2008. go2 continues to meet with Service Canada and Citizenship and Immigration Canada officials to discuss current and upcoming changes to the TFW program.
- As a result of the economic downturn, the Occupations Under Pressure list was eliminated in January 2009.
- Although employers are still required to meet the prevailing wage rate established by the government, as of March 2009, employers are now able to offer Temporary Foreign Workers working in a unionized environment the same wage as they offer to their unionized staff.
- The Expedited Labour Market Opinion (ELMO) process was modified. As of March 2009, employers are now required to support their ELMO application with appropriate documentation of recruitment efforts.
- The federal, provincial and Mexican governments launched a pilot program in partnership with go2 and other industry groups to facilitate the recruitment of a limited number of entry-level, pre-screened candidates from Mexico.
- An alliance was formed between go2 and the BC Construction Association to market employment opportunities in both sectors that would help entice families to relocate to and within BC.
- go2 attended the World Youth and Student Travel Conference, a conference that brings together over 900 delegates from around the world, who specialize in youth and student travel programs. Our primary goal was to meet and build connections with Working Holiday and Student Work Abroad organizations. As a result of connections made at this conference, go2 implemented a pilot with BUNAC, a UK market leader in work abroad programs, helping Canada West Ski Areas Association members to promote their seasonal jobs.
- A total of five Foreign Worker Roundtables were conducted by go2 staff to over 135 attendees in various locations across BC. go2 staff also coordinated sessions and participated on panels at the BC Foodservice Expo and the BC Tourism Industry Conference.
- go2 staff provided individual advice and guidance to over thirty five employers on issues related to Labour Market Opinions and ELMO issues.
- go2's Foreign Worker Guide, available on go2's website, was updated to reflect changes and continues to be a popular resource for employers.

Research

Research is a key part of go2's mandate and our goal is to provide relevant employment and labour market data that can be used by go2, employers and regions of BC to inform and guide strategic HR planning. This year go2 coordinated a number of research projects.

- go2 worked in conjunction with the Canadian Tourism Human Resource Council to coordinate BC participation in the national 2008 tourism compensation study. 303 BC businesses participated in this study, exceeding the goal of 190.
- Labour market studies were conducted for 3 regions: Vancouver Island, Lower Mainland and Thompson Okanagan to research labour demand, supply and gaps to 2015 in key tourism occupations.
- Labour market and other key employment-related research is on the agenda of the Tourism Research Advisory Council, created by the Ministry of Tourism, Culture and the Arts with a goal to lead more coordinated and user-friendly research programs to the benefit of all stakeholders.



Dr. Roslyn Kunin (middle) of Roslyn Kunin and Associates, Inc. conducts a series of labour market research in the Lower Mainland, Vancouver Island and Thompson Okanagan regions.

Retention



Arlene Keis from go2 (right) and Honourable Bill Bennett (middle) present the 2009 *Employees First Award* to Charmaine Carswell, Director, Human Resources of Grouse Mountain Resorts Ltd.

Keeping good employees is a must in any economy, and go2 has a number of strategies to educate employers on best practices in this area. These include making presentations at industry events and publishing articles in industry publications and on the go2hr.ca website and e-newsletter. go2 also sponsors the prestigious “Employees First” award, which recognizes the exceptional HR practices of a tourism operator in BC.

Human resource information was distributed to operators through a variety of channels, including the go2hr.ca website and employer e-newsletter. Highlights follow:

- go2hr.ca generated more than 490,000 visits, exceeding last year’s website visits by 31 per cent.
- 900 new subscribers received go2’s monthly e-newsletter, which is now distributed to more than 4,100 stakeholders.
- 32 HR-related presentations were conducted to employers in various locations across BC. Topics included innovative recruitment methods, foreign workers, the new Cook training program, and managing staff during tough economic times.

THE “EMPLOYEES FIRST” AWARD

The prestigious “Employees First” Award is presented each year to a BC tourism employer in recognition of exceptional standards of excellence in human resources and people management. The award is presented every year at the BC Tourism Awards gala at the provincial tourism industry conference. Grouse Mountain Resort, located in North Vancouver, was this year’s winner.

go2’s objective with this award is to inspire other companies to emulate the exceptional performance of the winners. Meanwhile, a winning company can use the award as a recruitment tool, branding itself as an employer of choice.

Training & Development

Propel™ – Industry Training

Last year was an exciting and successful year for go2's industry training division, Propel. This year marks the transition from start-up to full-service status. Additional highlights this year include a major restructuring of the Cook apprenticeship training program that will roll out in September 2009. A brief background about Propel and a summary of progress follows.

go2 is the official Industry Training Organization (ITO) for BC's tourism, hospitality and foodservices sector. go2's Industry Training Division, branded Propel, was launched in 2007. This division is responsible for the management of the Cook, Baker and Meatcutter trades and evaluates the need for new trades in the sector.

Propel is guided by a Training Advisory Committee, which is a statutory committee of go2's board. The committee is comprised of tourism and hospitality industry professionals, education experts, Industry Training Authority (ITA) and union representatives.

ORGANIZATIONAL DEVELOPMENT

This year, the transition to full-service status was a major undertaking, an effort that continues into the current fiscal year. At a broad level, the full-service role means that Propel will become the face of the apprenticeship system for tourism, hospitality and foodservices apprentices and employers.

A full-service audit was completed in Q2. The audit covered governance and financial management and was conducted on behalf of the ITA by an external audit firm. go2 passed the audit and has now officially moved into full-service status.

By the end of Q4, preparations for the execution of full-service responsibilities were completed, and all other full-service activities for Propel were substantially underway.

INDUSTRY TRAINING NEEDS ASSESSMENT

A broad industry-needs assessment was completed this year and the research identified some potential industry training programs for a number of occupations. Further consultation determined that formal industry training programs were not the most effective training method for these occupations.

Propel was approached by two industry groups that lobbied for the creation of an industry training program for Tidal Angling Guide and Mechanized Outdoor Adventure Guide. Based on research results, Propel will be proceeding with program development of a Tidal Angling Guide industry training program and credential, in partnership with the Sport Fishing Institute of BC.

Work on the Mechanized Outdoor Adventure Guide project will be re-evaluated next year, pending more industry engagement and support for an industry training program and credential.



(From left) go2's Dennis Green, John Carlo Felicella of Vancouver Community College, and Ben Weber of Hatzic Senior Secondary School judge the Culinary Arts category of the BC Skills Competition.



Dennis Green from go2 at the BC Food Service Expo in Vancouver.



Charlene Prystupa (left) and Linda Halington from go2 promote industry training for cook, baker and meatcutter at Kwantlen Polytechnic University's Trades & Technology Open House.



Students from Vancouver Community College's culinary program prepare food for the new Cook Program launch.

INCREASED PARTICIPATION IN COOK TRAINING AND OTHER TOURISM TRAINING PROGRAMS

In this area, Propel's efforts complement go2's existing career-awareness and human resource development activities.

- Trade-specific marketing materials were distributed at industry trade shows, career fairs, school presentations, and through advertising and promotional activities.
- Propel sponsored a number of cooking competitions.
- Sessions were conducted at the BC Foodservice Expo, Culinary Tourism Conference, and for a variety of employer groups.

COOK

A major milestone this year was the revision of the Cook apprenticeship training program. Starting in 2008, Propel led a substantive consultation and review of the existing cook program involving all stakeholders. The result was a major restructuring of the program into three progressive levels: Professional Cook 1, 2 and 3 (Red Seal).

In October 2008, there was a formal launch of the new Cook Program at Vancouver Community College, BC's largest training college, to celebrate this accomplishment. The event was well attended by industry, apprentices, trainers and other stakeholders.

Multiple Assessment Pathways (MAP) Project

Propel was selected to work with the ITA on a pilot project to develop alternative methods of assessment to the multiple-choice written exam. The newly restructured Cook program was used as the basis of this development work, with a variety of assessment methodologies (including practical) that were developed and piloted in May 2009.

BAKER

On the recommendation of the Baker Task Group at the end of last fiscal year, new exam banks for each level were peer-reviewed and field-tested in Q1. The peer review of the exams revealed a number of issues that require correction. A group of Foundation students tested the new Level 1 exam with reasonable results; however, a follow-up item analysis confirmed the need to correct a number of questions. Exam-development workshops for the baker exams wrapped up in October, with revisions submitted to the ITA.

MEATCUTTER

During this fiscal year, the majority of standards revision work was completed with the submission of the Program Profiles, Program Outlines and Table of Specifications. Work on the exam banks was far more intensive than anticipated. This work will continue into the next fiscal year to complete work on the exams for both levels.

Occupational Health and Safety

GO2'S NEW OCCUPATIONAL HEALTH & SAFETY DIVISION

It was a long time coming, but this initiative finally came to fruition this year. In 2006, WorkSafeBC first approached go2 to take on the role of “safety association and certifying partner” for the tourism, hospitality and foodservices industries. After considerable consultation, all major industry associations endorsed this concept and signed letters of support for go2 to take on this role on behalf of the industry.

A contract with WorkSafeBC was signed in January 2009, and go2 formed an Occupational Health & Safety (OH&S) Division to develop and execute a plan to deliver these services. The goal of this new division is to reduce injuries and improve workplace safety for the industry.

Currently, go2's OH&S Division is providing resource information for employers and employees at hotels, restaurants, pubs, ski hills, lodges and campgrounds. The goal is eventually to make this information available to all BC tourism and hospitality employers. A key part of the mandate of this new division is to work closely with the industry to design occupational health and safety programs that are relevant to each sector.

BENEFITS FOR EMPLOYERS

In addition to providing resources on reducing injuries and improving workplace safety, go2 is also the certifying partner to implement and administer the Certificate of Recognition Program (COR program), which offers participating employers rebates on their WorkSafeBC premiums.

- A committee of go2's board of directors, representing all major sectors of the industry and chaired by a go2 board member, was formed to provide strategic direction and represent the voice of industry to the OH&S Division.
- Robert Clark was hired for the newly created position of Manager, Occupational Health and Safety in March. A Certificate of Recognition (COR) Coordinator was hired early in the new fiscal year, and recruitment efforts are underway to hire an Administrative Assistant for the division.
- go2 is currently recruiting volunteers to participate on industry sub-committees. These sector-specific committees will work together to create audit tool kits for each sector that will form the basis of the COR program.
- A section of go2's website was created specifically for OH&S. This will become a valuable hub of resources, links and information as the division grows.



Robert Clark and John Leschyson from go2 attend Day of Mourning, a public ceremony to remember workers who have lost their lives as a result of work-related accidents or occupational diseases.

Certification Programs



Serving It Right™

Serving It Right (SIR), BC's responsible beverage service program, was substantially updated and the new version launched in 2007. Endorsed by industry, the new SIR places an increased emphasis on signs of intoxication, legal liability and the need to create and enforce responsible beverage-service policies. Currently, more than 80 per cent of SIR certifications are completed online.

On April 1, 2009, the BC-Alberta Trade, Investment and Labour Mobility Agreement (TILMA) and the Canadian Agreement on Internal Trade (AIT) came into effect. Both TILMA and AIT provide for inter-provincial recognition of responsible beverage service certification, including Serving It Right.

Some research was completed this year and based on the results, program enhancements were implemented.

- An online survey of program users compared the new online program to the old version. The survey results showed increased ease of use and an increase in participants' understanding of the legal consequences of over-service of alcohol.
- Focus groups were conducted with new SIR certificate holders to ensure that the online program is meeting the needs of all stakeholders. The research results are being used to make improvements to the SIR program. A number of technical enhancements were completed on the SIR website this year:
 - Overall user navigation and the registration process were improved.
 - An online customer inquiry function was added.
 - Online processes for SIR administrative staff were streamlined.

go2 will continue to improve the SIR program website this fiscal year, and a comprehensive usability review is also planned.



FOODSAFE

The distance education version of FOODSAFE exceeded revenue targets by 10 per cent last fiscal year. It continues to be in demand, especially for customers in rural and small communities where classroom courses are not offered regularly and high-speed internet access is not widely available. This year, the distance education FOODSAFE manual was updated to align it with the FOODSAFE manual used in the classroom courses.

emerit

This year, *emerit* exceeded annual revenue targets, and there was increased interest in the use of online modules, reducing go2's cost for shipping, handling and labour.

Registrations increased slightly from the previous year, but sales slowed during the latter half of the year as a result of the economy. As well, the price of *emerit* certification and learning materials increased by 15 per cent, which further hindered sales.



Looking Ahead

Key Projects for 2009–2010

- go2 will survey employers located in the main venue areas to determine their short-term recruitment and retention needs prior to, during and after the 2010 Winter Games. The survey results will be used to determine the role go2 should play, if any, during this time period.
- go2 will develop additional information and tools that will help employers effectively recruit foreign workers who are eligible for various working holiday and student work-abroad programs, and who are a good fit for many seasonal jobs.
- After finalizing a labour-market research project in Vancouver Island, go2 will assist in developing a long-term human resources plan for the region.
- To promote culinary careers and the new Cook training program, go2 will partner with the BC Chefs' Association at regional BC career fairs.
- go2 will assess and make improvements to the Serving It Right (SIR) program based on research results. A marketing and communications plan will be developed to create awareness of SIR and responsible beverage service to employees, employers, patrons and other stakeholders.

PROPEL INDUSTRY TRAINING DIVISION

- Propel will roll out the new Cook training program. A comprehensive communications plan, targeted at apprentices, employers and educators, will be implemented to inform stakeholders about changes to the program.
- The BC Baking program will be evaluated to determine if there is a need for a progressive credential and a separate Pastry Chef credential. The BC Meatcutter program will also be evaluated and will include a review and a pilot for employer-delivered technical training. A pilot will be conducted for the new Tidal Angling Guide training program.

OH&S DIVISION

- go2 will develop, implement and coordinate activities related to the Certificate of Recognition (COR) program. This will include creating a base audit tool as well as sector-specific audit tools for ski hills and hotels.
- A comprehensive communications plan will be implemented to educate employers, employees and other stakeholders about go2's OH&S division and COR. This initiative will include distribution of information about the "New and Young Worker" and "Working Alone" legislation, and about prevention of the most common injuries.

Organizational Update

This fiscal year saw several staffing changes and additions to support go2's Industry Training and the new Occupational Health & Safety Division. Linda Halingten was appointed to the newly created position of Customer Service Manager, Propel. She advanced from her former position at go2 as manager for *emerit*. To fill the *emerit* role, Tania Loken was appointed as *emerit* coordinator, Industry Human Resource Development. Joyce Lam joined go2 in the position of communications and marketing specialist. Robert Clark was appointed manager of go2's new Occupational Health and Safety Division.

With go2's mandate to help the tourism industry recruit, train and retain employees by using best HR practices, the organization is always looking for ways to improve and lead by example. This year, go2 implemented a formalized Employer of Choice plan. Overseen by a joint employee/management committee and based on employee surveys, some new additions this year included an RRSP matching plan and a transit and fitness subsidy.



The go2 Team

First row (left to right): Jocelyn Lee, Arlene Keis, Lynne Henshaw, Joyce Lam

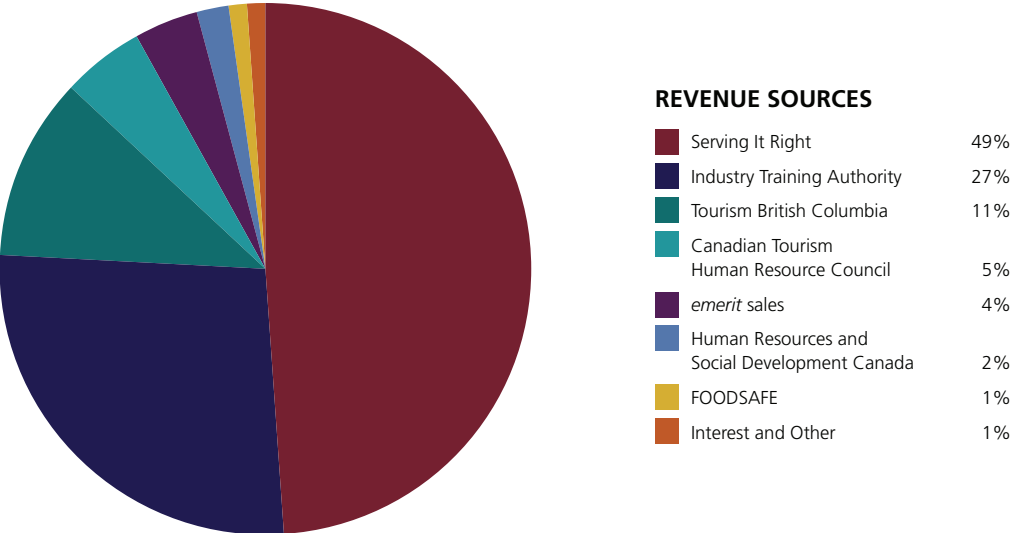
Second row: Tania Loken, John Leschyson, Cassandra Anderson, Helen Sawchuk, Debbie Yule

Third row: Charlene Prystupa, Linda Halingten, Peter Soszka, Jennifer Connors, Dennis Green

Missing from photo: Cherry Rosario, Robert Clark, Terry Bertram

Financial Summary

go2 ended the fiscal year 2008–09 in a surplus position. Healthy investments and operating revenue streams ensure that there are funds to continue go2’s key activities for 2009–2010 fiscal year and beyond.



go2's Board of Directors

The go2 board represents a cross-section of BC's tourism industry, including tourism operators, industry associations and educational institutions from a variety of regional areas of the province.

Rob Fussey (Chair)

Director, Urban Concept Design
A&W Food Service of Canada Inc.

Ian Powell (Vice Chair)

Managing Director, Paul's Restaurants Ltd., and
General Manager, Inn at Laurel Point

Mark von Schellwitz (Past Chair)

VP, Western Canada
Canadian Restaurant & Foodservices Association

Kirby Brown

President & COO
Panorama Mountain Village

Kate Dodd

Director of Finance
Mt. Washington Alpine Ski Resort

Walt Judas

VP Marketing Communications and 2010 Strategies
Tourism Vancouver

Rick Lemon

Vice President, Visitor Services
Tourism British Columbia

Susan Rybar (ex officio until June 09)

Vice President, Visitor Experiences
Tourism British Columbia

Simon Evans

President & CEO
BC Human Resource Management Association

Rusty Noble

Director, Guest Experience and Resort Operations
Kicking Horse Mountain Resort

Greg Lee

President
Capilano University

Heather Schroeter

General Manager
Manteo Resort

Kim Haakstad

Executive Director
ABLE BC

Susan Barcham

Director, Business Development
Oak Bay Marine Group

go2's Members

go2's members are industry-related associations and organizations representing all sectors of the tourism industry and educational partners. Our 2008–2009 members are as follows:

Alliance of Beverage Licensees

BC Hotel Association

BC Chefs' Association

**BC Lodging and
Campgrounds Association**

**BC Restaurant and
Foodservices Association**

**BC Human Resources
Management Association**

Canada West Ski Areas Association

**Canadian Association of
Foodservice Professionals**

**Canadian Restaurant and
Foodservices Association**

**Council of Tourism Associations of BC
Kootenay Rockies Tourism Association**

Tourism BC

LinkBC

Tourism Kelowna

Tourism New Westminster

Tourism Richmond

Tourism Vancouver

Tourism Vancouver Island

Tourism Victoria

Tourism Whistler

Vancouver, Coast & Mountains

Whistler Chamber of Commerce



For more information, please visit www.go2hr.ca

go2 - The resource for people in Tourism

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