



2010-11 YEAR IN REVIEW

Creating the Foundation for BC Tourism's Future Workforce





MESSAGE FROM THE CEO

## The Olympics are behind us, now what?

Over the last couple of years we focused an incredible amount of energy on assisting the industry in preparing for the Olympics and I think I can speak on behalf of the team in saying it was an amazing experience we will never forget. But while we were sad to see it end, it was time to return our focus to key program areas, and to look ahead to the future.

This past year we saw our ongoing efforts come to fruition in a number of areas. After a year of foundation work, our industry health and safety program successfully took off with six operators achieving their Certificate of Recognition (COR). The certification is voluntary and employers must meet high health and safety benchmarks to qualify. We congratulate these companies for being leaders and continuing to raise the bar in our industry. The Health & Safety section of our website was also enhanced and now provides a comprehensive tool kit of information and resources to help

employers to develop health and safety programs, understand legal responsibilities and access other valuable information.

The industry training team made substantial headway in streamlining the registration and reporting process for the Professional Cook Program, making it easier for both sponsors and apprentices to use. Additionally, after three years of work with the Sport Fishing Institute of BC and a number of other partners, the Tidal Angling Guide (TAG) certification program was launched for challengers and is already well-received by the industry.

We were honoured to be approached by 2010 Legacies Now to help expand on their vision of Accessible Tourism. We received funding to develop a pilot project to accelerate the inclusion of persons with disabilities working in the tourism and hospitality industry. The pilot is based on an employer demand driven model with a focus in the Lower Mainland and initially

targeting businesses that have gone through the Global Accessibility Initiative for visitor accessibility.

On a final note, we are excited to be updating the Tourism Human Resource Action Plan, which was produced in 2003 and led to the expansion of go2. The revised strategy will identify current tourism sector issues and provide recommendations on how to utilize the industry's human resources to ensure robust, sustainable growth over the next five years and beyond. All these projects will set the tone for go2 going forward and industry participation will continue to be a key to our success. We look forward to hearing from you.

Arlene Keis,  
CEO



MESSAGE FROM THE CHAIR

## Supporting the success of BC tourism.

After years of buildup and weeks of excitement, the 2010 Winter Olympic and Paralympic Games ended and the timing was perfect for our organization to step back and think about the future. Looking to the industry's Human Resource Action plan for direction, we realized that the plan was in need of an update. Since 2003 the Action Plan has served go2 and the tourism industry very well and there has been much progress made on all fronts. However, given recent and ongoing changes in the economy and the labour force, the anticipated tourism growth due to the Olympics, ADS and other factors, it became apparent that if the Action Plan was going to continue to serve the industry well, it must also evolve.

Specifically, there is a need to update relevant research and statistics, consult with industry stakeholders and revise the

strategic recommendations and tactics to guide us for the next five to ten years. As well, there are now provincial workforce strategies in place and we need to ensure our sector is well aligned with the overall provincial framework moving forward.

We consulted with many of the original participants in the Task Force that produced the HR Action Plan and then developed a vision, objectives, framework, and a working plan. With the funding support of the provincial government and in-kind contributions from industry, we launched the 2011 Tourism HR Action Plan Update project late in the fiscal year and we plan to conclude it by the middle of the next fiscal year.

Working together with all of our partners and stakeholders, we are looking forward to a renewed, refreshed strategy that will carry us forward for years to come. Our vision continues to be one of supporting the success of BC tourism by optimizing its human resource potential.

Ian Powell,  
Board Chair



**15,200**

Number of people reached by our Tourism Career Awareness presentations in high schools and in career centres since 2004

**8,000**

Number of jobs posted on the go2hr.ca job board by over 2,200 different companies since 2004



Representatives from Hell's Gate Airtram and Minter Gardens volunteered at the career fairs.

## Recruitment

### Career Awareness

Career awareness continues to be a major focus of our recruitment strategy. With labour shortages projected to return soon, it's imperative that we are actively raising the awareness of careers in the industry, and dispelling long-standing myths that discourage people from choosing to work in tourism.

Our career awareness campaign branded MOVE ON UP™ primarily targets young people and their influencers, but we also reach out to other groups including mature workers, people with disabilities, aboriginals, new immigrants and others. Activities include career presentations in high schools and career centres, public relations activities, partnerships with industry to promote careers in specific sectors, the MoveOnUp.ca website, e-newsletter and social media applications.

A main key to our success can be attributed to working together with industry employers and partners and last year we had the opportunity to partner with the Vancouver Attractions Group at several career fairs. "Visitor attractions offer our guests family fun, adventure, entertainment, culture and a look into our history," said Nancy Chilton, Marketing Manager of the Vancouver Attractions Group. "This diverse sector calls for a broad and varied need for skilled and unskilled labour and we are pleased to be working with go2 to promote awareness about the many opportunities in the attractions sector."

Following are highlights of our career awareness activities:

### Job/Career Fairs

- Several thousand high school students were exposed to tourism careers through our presence at five regional education and career fairs in Abbotsford, Kamloops, Kelowna, Victoria and Vancouver. We thank the representatives from the Capilano Group of Companies, Hells Gate Airtram, Horne Lake Caves, Kamloops Museum & Archives, Minter Gardens and Wildplay Element Parks who volunteered their time at the fairs.
- Over 300 job seekers were reached through exhibiting at the Vancouver Community College hiring fair. We thank the representatives from the Vancouver Lookout and Grouse Mountain Resorts who worked with us at the fair.

- Over 200 resumes were collected at Destination Canada, a series of job fairs presented by the Embassy of Canada in France and public agencies for employment and international mobility in France and Belgium. Working in partnership with BC's Provincial Nominee Program, this marks the third year that go2 has attended these fairs on behalf of the BC tourism industry with a goal to connect international job seekers to employers and to promote BC tourism job opportunities.

### Tourism Career Awareness Presentations (TCAP)

- The TCAP booking process was streamlined resulting in increased flexibility in scheduling for all parties and more efficient program administration.
- Over 2,310 high school students and others including post-secondary students, new immigrants, aboriginals and people with disabilities learned about tourism careers through the TCAP program.
- Over 70 volunteers from industry are currently signed up to deliver career awareness presentations across the province.
- White Spot continued to generously sponsor the TCAP program by donating restaurant coupons used as prizes during presentations.

### Website and E-Newsletter

- MoveOnUp.ca, go2's career awareness portal, received over 154,500 visits, up 16 per cent from last fiscal year. A Google AdWords campaign successfully drove over 13,500 visitors to the career section of the website and Job Board with a high percentage being new visitors.
- Over 26,000 people receive the MOVE ON UP career e-newsletter every month.
- The Job Board saw a 20 per cent increase in postings with a total of 1,492 jobs posted by 400 different employers during the year.



We would like to acknowledge and thank the following volunteer speakers who presented during the 2010–11 season. The program would not be possible without their generous donation of time and expertise.

- |                   |   |                     |                             |
|-------------------|---|---------------------|-----------------------------|
| Suzanne Allemeier | Holiday Inn   | Deborah Kulchiski   | Tourism Langley             |
| Lila Blair        | Vancouver Aquarium  | David McKenzie      | Pemberton Valley Lodge      |
| Howard Blank      | Great Canadian Casinos  | Nicole Morgan       | Panorama Mountain Village   |
| Lesley Braby      | Canadian Tourism Commission   | Patty Morgan        | Quesnel Visitor Info Centre |
| Nancy Chilton     | Vancouver Attractions Group   | Alexandra Nicolas   | Coast Hotels & Resorts      |
| Mike Crawford     | Raven Pub   | Janet Pearson       | Cruise Experts Travel       |
| Rene Digard       | La Société de développement économique de la Colombie-Britannique (SDECB) | Sheida Shakib-Zadeh | Pizza Hut Restaurants       |
| Christina Donovan | Delta Grand   | Jeff St. Denis      | Fairmont Hotel Vancouver    |
| John Espley       | Accent Inns   | Katie Syroid        | Sears Travel Service        |
| Mandy Farmer      | Accent Inns   | John Timms          | Coast Mountain Bus          |
| Tej Kainth        | Tourism New Westminster   | Leonard Weins       | Comfort Inn                 |
|                   |   | Inge Wilson         | Hope Visitor Centre         |



## Social Media

### Facebook

- The MOVE ON UP Facebook page, targeted to Canadian job seekers, had 1,184 fans as of March 2011 and referred 2,500 visits to the go2 website.
- The Work Live Play Facebook page, targeted to international job seekers, had 339 fans as of March 2011.

### Twitter

- @go2hr had 1,170 followers as of March 2011. This feed provides updates on go2 activities and other industry news.
- @go2jobboard had 1,351 followers as of March 2011 and serves as a feed for job postings from go2's job board as well as referral of jobs found on tourism employers' Twitter feeds.

## Special Projects

### Collaborative Brochure

Working in partnership with LinkBC and the Aboriginal Tourism Association of BC, a brochure promoting career, employment and education opportunities in BC's tourism industry was produced and is being used to cross-promote all three organization's programs and services.

### Workforce Inclusion Initiative (WII-STEP) Pilot

We received funding through 2010 Legacies Now to create a lasting legacy of the 2010 Olympic and Paralympic Winter Games—to develop a pilot project with the objective of accelerating the inclusion of persons with disabilities in tourism and hospitality occupations. The pilot will run in the Lower Mainland and will initially target those employers that have gone through the Global Accessibility Initiative for visitor accessibility. Following are the highlights accomplished to date:

- A partnership was established with the BC Construction Association's (BCCA) Skilled Trades Employment Program (STEP)—a well established, employer demand driven employment program. A tourism employment specialist with substantial tourism human resource experience was hired to lead the tourism pilot.
- An industry advisory structure was established and key linkages have been made with stakeholders in the disability community.
- Actively engaging employer participation and establishing a pool of employee candidates as of March 2011.

## Foreign Workers

The activities in the foreign worker portfolio remain an important focus in our business plan and we continued to work with industry and government to enhance alignment between industry needs and government programs.

### Following are highlights of our activities:

- Provided input to federal and provincial governments regarding the review of the Temporary Foreign Worker Program and the Provincial Nominee Program. In particular, go2 supports the permanent establishment of the entry level pilot for the Provincial Nominee Program. Since the program's inception in 2008 more than 2,800 tourism and hospitality workers have been successfully sponsored for permanent residency in Canada by their employers through this program.
- Provided input to provincial officials to identify possible occupations that could be exempted from requiring a Labour Market Opinion (LMO) as part of the province's LMO Exemption initiative that is underway.
- The *Foreign Worker Guide* was updated to reflect a number of changes made to programs in 2010.
- Tracked and evaluated foreign worker requests and specifically approval and denial rates to inform industry on trends. Research has shown a more balanced labour market with lower overall requests for foreign workers and lower approval rates for those requests when compared with pre-recession levels. However, the tourism labour market appears to be tightening once again, with a total of 2,375 LMOs being confirmed in 2010—up slightly from 2,100 in 2009.





**9,000**

Number of people who have attended our HR presentations and roundtables since 2004.



## Research

Following are highlights of research projects we participated in last year:

- In conjunction with the Canada West Ski Areas Association, the annual human resources survey was implemented and found there are fewer challenges in meeting the recruitment needs of the ski sector than in past years, although specific occupations such as ski/snowboard instructors remain difficult to fill through domestic labour.
- Worked with the Canadian Tourism Human Resource Council (CTHRC) to execute the national 2010 Compensation Survey which was released in June 2011 and results made available to industry employers at no cost.
- Participated in an Omnibus survey to gain a better understanding of resident perceptions about working in tourism, and to gauge the effectiveness of go2's career awareness activities.
- Participated in a government initiative to update provincial

- labour market projections with a goal to ensure that the tourism and hospitality labour market information reflects real industry trends and experiences. The province anticipates more than 1.1 million job openings in the next 10 years with more than 60 per cent of them due to retirements or replacement (40 per cent due to industry growth).
- A post-Olympic Games survey of BC's tourism and hospitality operators was conducted by go2 and NRG Research Group. The research report provides valuable information on the workforce challenges and business impacts during the Games. It is available online so the information can be shared with other jurisdictions hosting the Olympics in the future.
- go2 was invited to speak in London and Wales by People 1st, the sector skills council for hospitality, leisure, travel and tourism in the UK, to share knowledge gained from the 2010 Games with UK operators and stakeholders preparing for the 2012 Summer Olympic Games.

## Retention

A major goal in this area is to establish tourism as an "industry of choice" by helping employers to continuously improve human resource management practices.

We have found one of the most effective ways to educate operators is by example and by recognizing and highlighting real BC tourism employers that demonstrate excellence in people management practices, others can learn and grow. For example, we sponsor the "Employees First Award" presented each year to a BC tourism employer to recognize exceptional standards of excellence in human resources and people management. White Spot Hospitality won the award last year and Denise Buchanan, White Spot's vice president of human resources spoke to the importance of good leadership. "We're fortunate to have a leader, Warren Erhart, who demonstrates his commitment to people every day," said Ms. Buchanan. "Our employees reward our investment in them every day by taking wonderful care of our 17 million guests, one guest at a time."

Following are retention program highlights:

- The Employees First Guide, originally produced by go2 and Tourism British Columbia, was updated and provides essential information on how to attract, retain and develop an effective workforce with easy-to-use templates. It is now available in an online format only and can be downloaded at no cost.
- 15 employers were recognized for their best practices in people management through success stories which were featured on the website, e-newsletters and published in industry trade journals.
- 29 presentations on a variety of HR topics were conducted across BC at industry meetings, conferences and events.
- Over 121,700 visits were recorded to the "For Employers" section of the website.



TAG assessors at a training session.



TAG assessor Harry MacDonald.



## Industry Training

Working in partnership with the Industry Training Authority (ITA), go2 is responsible for the management of the Cook, Baker, Meatcutter, and Tidal Angling Guide trades with the mandate to evaluate the need for new trades in the tourism, hospitality and foodservice sectors.

In December we were pleased to announce that three years of hard work came to fruition with the approval of the challenge option for a new Tidal Angling Guide (TAG) certification. During the past three years the Sport Fishing Institute (SFI) of BC and go2 worked to develop best practices, standards, assessment tools, and a comprehensive training curriculum for saltwater fishing guides in partnership with the Industry Training Authority, federal and provincial agencies, First Nations and representatives from across the sport fishing industry.

Sport Fishing Institute president, Robert Alcock sees the potential that this certification will have for those working in the industry, but also for consumer confidence and marketing the product. "While the TAG certification can't guarantee that customers will catch a fish, it will provide customers with the peace-of-mind that they are fishing with the best and safest guides in the business," he said.

Following are program highlights for provincial industry training programs under the ITA:

### Professional Cook Program

The transition process to the 3-tiered progressive credential system for the Professional Cook program is well underway and significant progress has been made. The following shows the certification numbers for this past year:

|                                 |            |
|---------------------------------|------------|
| Professional Cook 1:            | <b>438</b> |
| Professional Cook 2:            | <b>174</b> |
| Professional Cook 3 (Red Seal): | <b>124</b> |

Additionally, there were 132 Cook certifications awarded to individuals who registered and completed their technical training prior to the transition to the new system.

Following are highlights of changes and initiatives that have been implemented to make the process more user-friendly and raise awareness of the program.

- A single document called "Request for Recommendation for Certification" was created to replace three ITA forms, simplifying the process for both sponsors and apprentices.
- A direct contact campaign was implemented to reach out to potential sponsors and promote awareness of the program.
- An education and communication plan for sponsors and apprentices was launched and includes a new apprentice and sponsor information guide, as well as a video presentation targeted to apprentices that will also be available on the go2 website.

### Tidal Angling Guide Program

A major milestone was the approval of the challenge option for the Tidal Angling Guide (TAG) certification. The new made-in-BC program is voluntary and allows those working in the sport fishing industry to obtain a provincially-recognized certification of proficiency and professionalism. It is the first provincial industry training program developed entirely in a new competency-based format featuring robust Occupational Performance Standards (OPS) and enhanced assessment options. Following are additional program highlights:

- A training program was developed and delivered to 10 TAG assessors who were from locations all over the coast of BC.
- 62 challengers for this credential will receive a provincial credential for certified Tidal Angling Guide from the ITA.

### Baker Program Development

- 40 Baker certifications were completed.
- A proposed new program structure is in progress for the baker apprenticeship program for further consultation with industry in 2011-12.

### Meatcutter Program Development

- 15 meatcutter certifications were completed.
- The exam banks for the meatcutter apprenticeship program were improved and upgraded.

## Assessments

- 124 Professional Cook challenge applications were assessed and practical evaluations for 284 total candidates were also completed.

## Multiple Assessment Project (MAP) Roadmap Project

This project was initiated by the ITA and the two industry training organizations (go2 and the transportation ITO) that were involved in pilot projects for enhanced assessment methodologies to develop a provincial strategy. However, due to various complexities, the project did not advance as anticipated. A new strategy working group has started to develop an operational “handbook” for the existing trades, and a strategy for a wider roll-out.

Professional Cook enhanced assessments are scheduled for full roll-out early May 2011, and TAG assessments are planned to resume in the fall.

## White Spot Pilot

- A pilot project with White Spot was completed this fiscal year, with Professional Cook 1 (PC1) and Professional Cook 2 (PC2) classes being trained in a purpose-built White Spot facility and being assessed to the provincial standards by third-party industry assessors.
- A contractor was engaged to review and develop policy recommendations around sponsors being training providers. The recommendation was delivered, and White Spot is now going through the ITA designation process to be a training provider for PC1 and PC2 apprentices.

We would like to acknowledge and thank the following people who contributed their time and expertise on our industry training committees, standards development and assessments.

### INDUSTRY TRAINING ADVISORY COMMITTEE

|                         |   |
|-------------------------|---|
| Caroline Schein (Chair) | Vice President, People Development, Boston Pizza  |
| Denise Buchanan         | VP, Human Resources, White Spot Restaurants   |
| Helena Fehr             | Lead, Programs, Industry Training Authority   |
| Jason Forbes            | Director of Training, Keg Restaurants Ltd.  |
| Lissa-Maria Pietracupa  | VP of People and Culture, Coast Hotels  |
| Heidi Romich            | Owner, Heidi's Restaurant   |
| Susan Spratt            | National Representative, CAW  |
| Paul Street             | Director, Food & Beverage, Whistler Blackcomb   |
| Kate Tognotti           | Dean of Instruction, Schools of: Digital Media and Music, Hospitality and Tourism, Industry and Trades Training |

### BAKER

|                    |  |
|--------------------|--|
| Martin Barnett     | Chair/Instructor, Professional Baking Program, Vancouver Island University       |
| Perry Bentley      | Department Head, Okanagan College  |
| Fionna Chong       | Instructor, Vancouver Community College  |
| Wolfgang Dauke     | Food & Beverage Manager, Sutton Place Hotel                                      |
| Susie Findlay      | Instructor, Vancouver Community College  |
| Dawne Gourley      | Pastry Chef  |
| Elizabeth Jang     | Acting Department Head, Baking and Pastry Arts Dept, Vancouver Community College |
| Jack Kuyer         | Owner, Valley Bakery Ltd.  |
| Mary MacKay        | Terra Breads   |
| Parry Robinson     | Instructor, Vancouver Community College  |
| Laurie Vestergaard | Baker Apprenticeship Trainer, Thrifty Foods                                      |
| Alfred Voss        | Instructor, Pacific Institute of Culinary Arts                                   |
| Luzia Zemp         | Instructor, Vancouver Community College  |

### COOK

|                    |  |
|--------------------|--|
| Willy Beaudry      | Executive Chef, Crest Hotel, Prince Rupert   |
| Bernard Casavant   | Executive Chef, Manteo Resort  |
| Tim Ellison        | Manager of Special Programs, Pacific Institute of Culinary Arts                                  |
| Reinhard Foerderer | Chef Instructor, Okanagan College  |
| John Garrett       | Executive Chef, Horizons Restaurant  |
| Andrew George Jr.  | Culinary Arts Program Manager, Klahoweya Aboriginal Centre of Surrey Aboriginal Cultural Society |
| Donald Gyurkovits  | President, BC Chef's Association   |
| Nathan Hyam        | Chef Instructor, Metis Nation British Columbia - Metis Skills and Employment Centre              |
| Kimberly Johnstone | Chef Instructor, Thompson Rivers University  |
| James Kennedy      | Apprenticeship Program Coordinator, White Spot   |

|                            |   |
|----------------------------|---|
| Christopher A. Klufftinger | Regional Executive Chef, Business & Industry Group Western Canada, ARAMARK Canada   |
| Simon Manvell              | Sales Representative, Gordon Food Service   |
| Bruno Marti                | Owner, La Belle Auberge   |
| Chris Monkman              | Chef Instructor, Metis Nation British Columbia - Metis Skills and Employment Centre |
| Daryle Nagata              | Director of Food and Beverage, Edgewater Casino                                     |
| Gilbert Noussitou          | Chef Instructor, Camosun College  |
| Andrew Paumier             | Corporate Hospitality, Bayview Properties   |
| Dino Renaerts              | The Bon Vivant Consulting Group   |
| Sean Rogers                | Chef Instructor, Vancouver Community College  |
| Heidi Romich               | Owner, Heidi's Restaurant   |
| Settimio Sicoli            | Assistant Department Head, Culinary Arts, Vancouver Community College               |
| Terry Tanasiuk             | CAW Local 4275, Chef de Partie, Hotel Vancouver                                     |
| Dennis Thistlewaite        | Chef Instructor, Northwest Community College  |
| Steve Walker-Duncan        | Chef/Owner, Ambrosia Catering   |

### MEATCUTTER

|                    |   |
|--------------------|---|
| Paul Benson        | Proprietor, 3P Natural & Exotic Meats                                   |
| Ian Chisnall       | Meat Apprentice Trainer, Thrifty Foods                                  |
| Adrienne Danielson | Director, Training & Development, HY Louie                              |
| Corey Davidson     | Program Coordinator, Retail Meat Processing, Thompson Rivers University |
| Mark Hills         | Owner, Hills Foods  |
| Bruce Jackson      | Union Rep, UFCW 247   |
| Ken Jakes          | Industry Consultant   |
| Steve Pearce       | Intercity Packers   |
| Peter Pidhirniak   | Meat Manager, Thrifty Foods   |

### TIDAL ANGLING GUIDE

|                  |  |
|------------------|--|
| Owen Bird        | Director, Best Standards and Practices Sport Fishing Institute of BC |
| Kevin Conway     |  |
| Bernie Egan      |  |
| Robert Havers    |  |
| Ian Hickenbotham |  |
| David Korsch     |  |
| Harry MacDonald  |  |
| Bill Murray      |  |
| Roy Tanami       |  |
| Mandy Wesley     |  |
| Lisa Winbourne   |  |



*Delta Vancouver Suites' executive chef Ian Thompson and apprentices.*



## Certification Programs



### Serving It Right™

- The online course and print manual were revised to reflect changes in BC legislation around .05 Blood Alcohol Content (BAC) enforcement penalties.
- Operational efficiencies were achieved through changes made to the administrative processes.



### FOODSAFE

- FOODSAFE exceeded its annual sales target.
- The pricing structure and associated administrative processes for the program were revamped, eliminating the requirement for users to return the DVDs.



### emerit

- *emerit* sales met its annual targets this year. However, it is anticipated that future program revenues may fall significantly as a result of a major customer discontinuing the purchase of workbooks due to an internal training policy change.



We would like to acknowledge and thank the following people who contribute their time and expertise on our Industry Health & Safety committees.

**HEALTH & SAFETY COMMITTEE**

- Shelley Baldrey  
Joel Chevalier
- Kate Dodd
- Treva Gardner
- Kim Haakstad (Chair)
- Ken Hammell
- Heather Schroeter
- Lorne Scarlett
- Mark von Schellwitz
- Industry Specialist (COR), WorkSafeBC  
Director Employee Experience, Whistler Blackcomb
- Director of Finance and Administration, Mount Washington Alpine Resort  
Human Resources Manager, Sandman Hotel Group
- Deputy Chief of Staff, Operations, Office of the Premier, Province of British Columbia  
Risk Management & Safety Programs  
Director, Sun Peaks Resort
- General Manager, Manteo Resort  
Industry Specialist (HSA), WorkSafeBC  
Vice President, Western Canada, Canadian Restaurant & Foodservices Association

**SKI HILL TECHNICAL ADVISORY COMMITTEE (TAC)**

- Miriam Bougie  
Alison Crick
- Sue Dixon
- Owen Embree
- Claire Halley
- Ken Hammell (Chair)
- Brian Leighton
- Steve Parsons
- Adam Sherriff
- Ryan Stimming
- COR Supervisor, Whistler Blackcomb  
Human Resources Manager, Silver Star Mountain Resort
- Manager, Health & Safety/Operations, Grouse Mountain
- Human Resources & Safety Coordinator, Mount Washington Alpine Resort  
Human Resources Manager, Cypress Mountain
- Risk Management & Safety Programs  
Director, Sun Peaks Resort  
Risk and Safety Manager, Whistler Blackcomb
- Director of Mountain Operations, Revelstoke Mountain Resort  
Environment & Sustainability Coordinator, Kicking Horse Mountain Resort
- Risk Manager, Panorama Mountain Village



## Industry Health & Safety (IH&S)

Working in partnership with WorkSafeBC, go2 is the health and safety resource and the certifying partner for the Certificate of Recognition (COR) Program for BC's tourism and hospitality industry. The principal vision of these initiatives is to establish the tourism and hospitality industry as a leader in industry health and safety practices. Key staff were hired and program implementation began.

A major milestone was achieved this year by awarding the first COR certifications. The Delta Vancouver Suites hotel had the distinction of being the very first tourism/hospitality operator in BC to successfully complete go2's COR program and become certified, followed shortly thereafter by a number of others that are mentioned below.

"We are delighted to be among the first in our industry to become certified under the COR program," said Tety Partaatmadja, Director People Resources, Delta Vancouver Suites. "The health and well being of our employees is of paramount importance to the Delta brand, and we are committed to continuously improving our HR practices to ensure a safe environment within our hotels."

From providing employers with information on how to implement an IH&S plan to specific legislation around Young and New Workers or Working Alone, we created an easy-to-navigate website section that contains useful information, links, videos and other resources to help employers provide safer workplaces.

"By having go2 develop a health and safety tool kit, and being responsive to our questions and needs, it makes a good safety program attainable for the average tourism business," said Kate Dodd, Director of Finance, Mount Washington Alpine Ski Resort.

**Following are program highlights for Health and Safety:**

- 17 companies were registered in the COR program (13 hotels and 4 ski resorts). Of those companies, 6 have completed the COR audit, including the Delta Vancouver Suites, Delta Whistler Village Suites, The Fairmont Vancouver Airport, The Westin Bayshore Vancouver, Mount Washington Alpine Resort, and Panorama Mountain Village. The first round of COR-certified companies was recognized at events in Vancouver and Whistler as well as through other communications channels.
- The Health & Safety website section was enhanced with new images and resources, including 26 new articles. It received 7,000 visits with over 1,000 downloads of tools and resources.
- A campaign celebrating Canada's Healthy Workplace Month was launched with a goal to promote the COR Program and new website resources.
- Meetings with individual employers and presentations were conducted at a number of industry meetings, conferences and events to educate and raise awareness of the program.
- A Health & Safety 101 Webinar was created and served to facilitate online training for all Coast Hotels in BC and across Canada. This tool is now available to all operators on the website.
- An in-depth statistical analysis of injury data, trends, characteristics and rates of ski hills, hotels, restaurants and pubs/bars/lounges was completed with a goal to identify key accidents for each sector and develop effective strategies to aid industry to reduce the injury rate, cost and duration. A Ski Hill Technical Advisory Committee was formed to develop strategies on reducing the identified issues and work has begun to engage the other sectors to form similar committees.
- A comprehensive risk assessment tool template was designed in partnership with the Westin Bayshore Hotel in Vancouver. The tool provides an example on how to use a risk assessment and outlines the many common hotel departments with examples of hazards, their associated risk and control methods.
- COR Internal Auditor Training was held on two occasions to provide auditors with an overview of the program, details of the COR audit tool, guidance for performing an internal gap analysis, and best practices on improving health & safety and return-to-work programs.
- Print materials were refreshed and promotional items were procured.

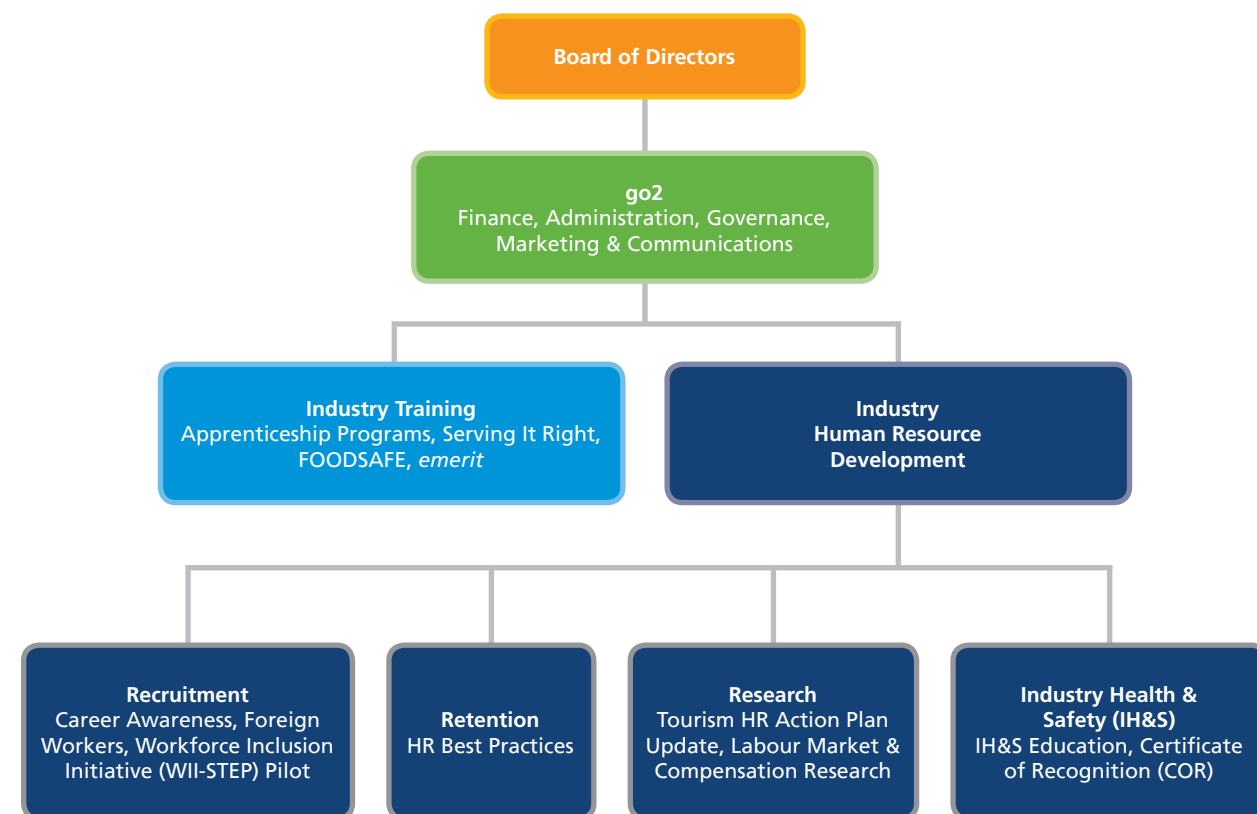
## About go2

go2 is an independent, non-profit society with a mandate to help British Columbia's tourism businesses recruit, retain and train its workforce, thus supporting the growth and success of the tourism industry throughout the province.

The organization was established in 1979 as the Hospitality Industry Education Advisory Committee (HIEAC). In 2001, an industry task force was formed to focus on the needs of BC's tourism industry workforce. The task force research resulted in an industry-wide 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 were changed to go2 to reflect the new mandate and direction as the "go-to place" for the industry's HR needs.

**The following chart shows how all of our key activities are structured within these core business areas:**



## Organizational Update

This past year, three long-term staff left go2 and we wish our former colleagues the best in their new pursuits. John Leschyson, Director, Industry Human Resource Development retired after eight years with go2. Lynne Henshaw, Vice President, Marketing and Communications, with go2 since 2004, left to pursue another career opportunity. Peter Soszka, Webmaster, moved back to his home town of Toronto after five years at go2. Additionally, we have added several new staff members; please visit the website to see our full staff roster.

We were pleased to receive our official Climate Smart certification and were recognized as a Corporate Climate Leader by the City of Vancouver. We will continue to look at innovative ways to further reduce our carbon footprint.

Our bi-annual employee survey was completed this past year and armed with fresh input and ideas from the staff, we continually look to improve our HR practices and overall operations.

## Acknowledgements

We would like to acknowledge and thank all of our partners and stakeholders, including the provincial and federal governments, the Industry Training Authority, WorkSafeBC, 2010 Legacies Now, the educational community, industry employers, industry and business associations, and all of the other organizations that have been supportive and essential to this year's successes.

## Our 2010–11 Board

|                            |   |
|----------------------------|---|
| <b>Ian Powell</b>          | (Chair) Managing Director, Paul's Restaurants Ltd. & General Manager, Inn at Laurel Point                                 |
| <b>Caroline Schein</b>     | (Vice Chair) Vice President, People & Operations Development, Boston Pizza International                                  |
| <b>Rob Fussey</b>          | (Past Chair) Director, Urban Concept Design, A&W Food Service of Canada Inc.  |
| <b>Kim Haakstad</b>        | Former Executive Director, ABLE BC  |
| <b>Susan Barcham</b>       | Director of Business Development, Oak Bay Marine Group  |
| <b>Walt Judas</b>          | Vice President, Marketing Communications & Member Services, Tourism Vancouver   |
| <b>Steve McNally</b>       | General Manager, Hyatt Regency Vancouver  |
| <b>David Northrop</b>      | Director of Rooms, Fairmont Chateau Whistler  |
| <b>Susan Rybar</b>         | Assistant Deputy Minister, Tourism Partnerships, Tourism BC, Ministry of Jobs Tourism and Innovation                      |
| <b>Paul Street</b>         | Director, Food & Beverage, Whistler Blackcomb   |
| <b>Jamie Tattersfield</b>  | Mountain Operations Manager, Sun Peaks Resort   |
| <b>Kate Tognotti</b>       | Dean of Instruction, Schools of Digital Media & Music; Hospitality & Tourism, Industry & Trades Training, Selkirk College |
| <b>Mark von Schellwitz</b> | Vice President, Western Canada, Canadian Restaurant & Foodservices Association  |

## Our 2010–11 Members

- Alliance of Beverage Licensees (ABLE BC)
- BC Hotel Association
- BC Chef's Association
- BC Human Resources Management Association
- BC Lodging and Campgrounds Association
- BC Restaurant and Foodservices Association
- Canada West Ski Areas Association
- Canadian Association of Foodservice Professionals (CAFP)
- Canadian Restaurant and Foodservices Association
- Tourism Industry Association of BC (formerly Council of Tourism Associations of BC)
- Kootenay Rockies Tourism Association
- LinkBC
- Ministry of Jobs, Tourism and Innovation
- Tourism Kelowna
- Tourism New Westminister
- Tourism Richmond
- Tourism Vancouver
- Tourism Vancouver Island
- Tourism Victoria
- Tourism Whistler
- Vancouver, Coast & Mountains Tourism Region
- Whistler Chamber of Commerce



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