



The Essential Resource  
for Tourism Workforce  
Development



go2 is a non-profit society responsible for coordinating the BC tourism industry's Workforce Development Action Plan. This includes developing strategies to enable BC tourism and hospitality businesses to recruit, retain and train employees, thus supporting the growth and success of the tourism industry.

Working closely with industry as well as with partners in the provincial and federal governments, private and public educators, and other industry and business associations, go2 anticipates and responds to workforce challenges affecting BC's tourism industry.

The go2hr.ca portal website contains valuable information and resources for tourism and hospitality employers and career seekers. Following are just a few examples of what you can find on go2hr.ca:

- Compensation research
- Foreign worker information and guide
- Industry health & safety resources
- Industry training programs
- Job board
- Legal and other human resource information



Visit [www.go2hr.ca](http://www.go2hr.ca) to learn more.

Since 1979, go2 has served BC's tourism and hospitality industry with programs and services that support its growth and success. Formerly known as the Hospitality Industry Education Advisory Committee (HIEAC), the organization was re-branded as go2 in 2003 to reflect a new direction and expanded mandate as the go-to place for all the industry's people management needs.



Effective recruitment strategies can reduce turnover, improve employee morale and increase productivity — all of which contribute directly to the bottom line. To help businesses meet current and future staffing needs, and ensure tourism remains a desirable career choice in the public eye, we are engaged in the following initiatives.

## TOURISM CAREER AWARENESS

go2's multi-channeled career awareness campaign branded MOVE ON UP™ is designed to attract people to pursue tourism careers. The campaign targets multiple demographic groups and tactics include career fairs, public relations activities, school and career centre presentations, moveonup.ca website, e-newsletter and social media.



## JOB BOARD

This niche job board is the source for job seekers looking for jobs and careers in the hospitality and tourism industry. There is no charge for BC employers to post jobs.

## FOREIGN WORKERS

As the pool of Canadian workers shrinks, employers are increasingly looking outside of Canada for staff. We have created resources to help employers to access federal and provincial foreign worker and international mobile youth programs.

## SPECIAL PROJECTS

We are proactive in developing strategies to help the industry with workforce issues created by unique circumstances such as the extreme labour shortages experienced several years ago, or the temporary employment needs of the 2010 Winter Olympic and Paralympic Games.



Retention strategies have a direct effect on more than just business culture. Employees who are more content tend to work harder, stay longer and ultimately provide better service. The results are higher spending among guests, repeat business and positive word of mouth. go2 provides a wealth of information that highlights successful people management strategies including success stories from real BC tourism companies.

## RESEARCH

We conduct a variety of workforce-related projects such as compensation and labour market research with the goal to provide tourism operators with current knowledge needed to stay competitive.

## INDUSTRY COMMUNICATIONS

Information and resources are made available to employers through a variety of channels including the go2hr.ca website, e-newsletters, articles and columns in trade publications and presentations at industry conferences and events. Register online to get the latest HR news and information delivered via email.



Training provides tremendous advantages for a business. It can directly improve customer service or productivity, motivate staff and build consistency - all of which can help increase sales and improve the bottom line.

By working closely with employers and private and public educators, we ensure that educational programs are relevant and aligned with the needs of industry.



There are many articles, resources and links on training and development available on our website, as well as a searchable BC tourism training directory.

## INDUSTRY TRAINING & CERTIFICATIONS

Working in partnership with the Industry Training Authority, we are responsible for coordinating and managing the Cook, Baker, Meatcutter, and Tidal Angling Guide certifications, and also evaluating the need for new industry credentials in BC's tourism, hospitality and foodservices sector.



The Professional Cook Program was the first hospitality credential to undergo full industry revision. The certification was broken down into three levels that are more aligned with industry needs. The levels are Professional Cook 1, 2 and 3 with the interprovincial Red Seal for "Cook" affixed to the Professional Cook 3 Certificate.

The first of its kind in North America, go2 and the Sport Fishing Institute of BC launched the Tidal Angling Guide (TAG) certification program. Best practices, standards and assessment tools were developed to recognize experienced saltwater fishing guides in BC.



## Industry Certifications

go2 manages and distributes the following industry certification programs in BC:

### **SERVING IT RIGHT**

BC's mandatory responsible beverage service program is a self-study program visit [servingitright.com](http://servingitright.com) for more information.

### **FOODSAFE BY CORRESPONDENCE**

This self-paced, distance learning version of the FOODSAFE Level 1 classroom course is ideal for those that require flexible training times.

### ***emerit* TOURISM TRAINING AND CERTIFICATION**

This line of Canadian-made training products includes self-study, workbooks and online programs for multiple occupations and career levels.

**Serving *it* Right™**

BC's Responsible Beverage Service Program



**emerit**

# INDUSTRY HEALTH & SAFETY

## INDUSTRY HEALTH AND SAFETY

Working in partnership with WorkSafeBC, our goal is to establish the tourism and hospitality industry as a leader in best occupational health and safety practices for employers.

We provide programs and resources to improve workplace safety and administer the Certificate of Recognition (COR) program that offers rebates on WorkSafeBC premiums.



### Interested in earning up to 15% rebate on your WorkSafeBC premiums?

Participation in the COR program enhances your organization's health and safety program while providing rebates on your annual WorkSafeBC premiums.





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