



2021-2022 ANNUAL REPORT

Driving strong workforces and safe workplaces that
deliver world-class tourism and hospitality experiences
in British Columbia



ABOUT go2HR

go2HR is BC's tourism and hospitality human resource and health & safety association.

We empower and equip employers with complete human resources and health & safety management programs designed to support strong business performance.

Our programs offer tools, information, and consulting services to elevate employers' human resources and health & safety practices.

We also offer education and training for current and future workforces.

We work as a resource to inform government, stakeholders, and communities on labour market conditions and strategies in relations to the tourism and hospitality sectors in BC.

To learn more visit: www.go2HR.ca

OUR TRAINING PORTFOLIO

CUSTOMER SERVICE

- [SuperHost® Foundations of Service Quality](#)
- [SuperHost® Service for All®: Foundations of Inclusive Service](#)
- [SuperHost® Destination Ambassador®](#)

HEALTH & SAFETY

- [Safer Spaces: Training for Employers and Supervisors](#)
- [Foundations of Workplace Safety](#)
- [OHS Program Fundamentals](#)
- [FOODSAFE Level 1](#)
- [BC Safety Assured for Everyone \(BSAFE\)®](#)
- [CCOHS Health & Safety Courses](#)
- [COR Internal Auditor Training](#)

HUMAN RESOURCES

- [Workplace Compassionate and Respectful Employer \(CARE\) Certificate Level 1](#)



CHAIR'S MESSAGE

More often than not this year I've felt fortunate. This feeling isn't meant to minimize the deep impact that COVID-19 has had on our businesses and our people. We have seen first-hand how our industry was decimated by the pandemic only to see extensive wildfires and massive flooding hamper the beginnings of our recovery.

Yet, I feel lucky. Lucky to be part of a Board committed to driving strong workforces and safe workplaces that deliver world-class tourism and hospitality experiences across our province. In our people-powered industry, there is no more important effort.

I found my place in the industry upon entering a restaurant kitchen in Austria where my sister was the chef. Soon, my passion for tourism and hospitality paused my original plan to study astrophysics. After teaching tourism management in Malaysia, I opened my own restaurant in 1999.

Post-pandemic, go2HR is refining our place as an organization. We're laser focused on core services that empower employers to build and maintain a strong human resources and health & safety culture. I encourage you to review these core services and this year's results starting on page 7.

Nearly three years of adversity challenged this more than 40-year-old organization. To quote Ralph Waldo Emerson, "Bad times have a scientific value. These are occasions a good learner would not miss." At go2HR, we are good learners. The Board worked with the go2HR team to redefine the organization and design its new future, and we thank Krista and her staff for their steadfast commitment to the challenging work of renewal. I encourage you to read more about go2HR's transformation on page 5.

As Chair, I want to recognize the contributions of our departing Board members. **Jonathan Rouse** leaves our board after six years, including two terms as Director from 2006-08 and 2016-22. His leadership as Chair of our Finance Committee has been instrumental in go2HR's sustainability. His passion for education, learning and development remains critical to the growth of future tourism and hospitality leaders.

Eoin Foley leaves our board after six years, beginning in 2016. Eoin served on our Finance Committee and brought his expertise as a business owner to the Board's work. Eoin's entrepreneurial spirit and commitment to Prince George serves as a reminder of the role of our industry in community vitality.

To our industry partners and their members, my thanks for your support of go2HR.

With gratitude,



HEIDI ROMICH

Owner/Operator, The Heid Out Restaurant and Brewhouse

"I want to thank our Board for their commitment to collaboration in support of go2HR's success. They brought their diverse set of skills, lived experiences, and problem-solving approaches to the table while they navigated the deep impacts of COVID-19, and climate, on their day-to-day leadership roles in our industry."

CEO'S MESSAGE

I believe that collaboration may be one of our industry's greatest renewable resources. Each time our industry was tested, we have tapped into the wellspring of collaboration, proving the whole is, indeed, greater than its sum of parts. We've learned through adversity that we work better, when we work together. For this, I remain grateful to our go2HR team, our Board, our funders, our stakeholder partners, and our members.

In addition to moving forward in **collaboration**, I see three other important Cs that will be watch words for go2HR in the years ahead.

Complexity. Our industry consists of important players across unique tourism regions, each with deep expertise and critical connections to employers and workers. We plan to increase our knowledge of each others' infrastructure to fuel coordination and connection, not simply benefit from it. The size of the available workforce has declined, and we don't know exactly what the future labour demand will look like. And many pre-pandemic issues remain, such as housing and transportation availability, retaining staff and competition from other industries. The good news is that we've taken a deep dive into labour market data and labour recovery solutions; I encourage you to read about these projects on page 13.

Capacity. Time, money, and energy are not inexhaustible. We are grateful to our partners for their faith in our ability to develop strategic solutions to tourism and hospitality industry challenges and execute them in alignment with shared goals and intended results. Many of this year's success stories are directly attributed to partnerships developed with federal and provincial governments and non-profit organizations. In each of our core service area reviews, which begin on page 7, we have noted the importance of these partners in delivering critical services to employers and workers.

Consistency. We are committed to putting tools and resources in place consistent with our mission: empowering employers to have a strong human resources and health & safety culture that supports strong business performance. We are also driven to provide consistent value to industry associations, regional destination management organizations, and partners such as Indigenous Tourism BC, who are fundamental to developing our products and services and amplifying them to their own members. We also strive to add value to local, regional, provincial and national tourism and hospitality discussions. To those organizations that have asked us to join them in their work, we appreciate your inclusion and will support your efforts as we deliver on our own.

I welcome your feedback on this report and appreciate your continued support in the year ahead.

Stay well,



KRISTA BAX
CEO

"The achievements in this annual report are reflective of our mission and values, and the incredible passion and productivity of our staff. The photo on page 16 is from our recent go2HR 'team day' which offered us the opportunity to reflect on where we have been over the last few years, and set our sights on the future."

go2HR's TRANSFORMATION

Until recently, go2HR was primarily known for three products: Serving it Right, SuperHost[®] and our popular Job Board. Together with a foundational role in tourism and hospitality career awareness, this positioned go2HR as an important contributor to the province's tourism and hospitality industry.

Pre-pandemic, the tourism and hospitality industry served as a relatively unheralded economic engine for British Columbia.

In 2019, tourism and hospitality's \$8.7B GDP contribution outpaced the province's primary resource industries of agriculture, forestry, mining, and oil and gas extraction. Over the past decade, tourism and hospitality employment also grew steadily, from about 300,000 jobs in 2011 to a pre-pandemic 2019 high of almost 350,000.

A global pandemic stalled our engine. In 2020, tourism GDP declined 67%, a reduction unmatched by other industries, including agriculture (-2.7%) and mining (-0.4%).

While employment rebounded in 2021, it remains 14% lower than pre-pandemic levels.

For go2HR, crisis was a change agent.

In summer 2020, as the pandemic raged on, we began to develop a new strategic plan for the organization.

With research, input from industry and workers, and the leadership of our Board of Directors, a new **purpose** was identified, **to drive strong workforces and safe workplaces that deliver world-class tourism and hospitality experiences in British Columbia.**

Our new mission is to empower employers to have a strong human resource and health & safety culture that supports strong business performance by:

- Offering **programs**, tools, information and consulting services to elevate employers' human resources and health & safety practices;
- **Educating and training** the current and future workforces; and
- **Informing** government, stakeholders and communities on labour market conditions and strategy.

OUR VALUES

These values drive our decisions and our performance and how we show up as a team.

We will be inclusive. All employers, all workers, all sectors, all regions; committed to Indigenous rights and social equity.

We will be collaborative. Two-way, meaningful engagement for mutual benefit, providing value for stakeholders.

We will be curious. Understanding needs, how can we help/solve problems; finding the best, most innovative ways to do things.

We will be trustworthy. Be the credible, 'go2' source for ideas, insights and information; you can count on us to deliver, trusted for quality programs/services.

We have established the following strategic goals to guide us through to 2024.

Awareness and Reputation. Increase awareness of go2HR as the primary source of human resource, health & safety, training and research services for BC's tourism and hospitality industry.

Relevant and Effective Services. Deliver human resource, health & safety, training and research services that are relevant and effective in empowering employers to realize strong workforces and safe workplaces.

Financial Sustainability. Improve financial sustainability by growing and diversifying go2HR's revenue streams.



This annual report is designed to share progress on the four core service areas and directions embedded in our strategic plan:



**HEALTH
& SAFETY**



**INDUSTRY
TRAINING**



**HUMAN
RESOURCES**



**RESEARCH
& STRATEGY**

Overall, as an organization, our future focus is to 'Grow as we Go.' We need to solidify the foundation of service enhancements that we have put in place. We will continue to prioritize workplace health & safety, inclusive of the critical issues of mental health and harassment. We must maintain the momentum created by our BC Tourism and Hospitality Labour Market Information Research and Labour Recovery Framework projects and support employers to find the talent they need. We will also grow as individuals and as a team to meet the important issues of equity, diversity, inclusion, truth, and reconciliation.

This growth will require collaboration and partnership. We stand ready to listen and learn from experts in these issues, including go2HR members and industry leaders, provincial and federal governments, provincial and regional destination management organizations, and key partners such as Indigenous Tourism BC and Tourism HR Canada who bring deep knowledge and experience from which we must draw on to have the impact we envision.

HEALTH & SAFETY

COVID-19 cemented the value of a strong health & safety culture and effective occupational health & safety systems. go2HR offers tools, templates, information, and consulting services to help employers attract, develop, and retain their workforce. This year our intent for health & safety services was to expand employer participation in go2HR occupational health & safety programs and services.

Service Spotlight: COVID-19

go2HR remained committed to helping employers navigate their COVID-19 response, including adjusting to new public health orders and transitioning to communicable disease prevention programs.

This included:

- Website improvements and frequent targeted e-blasts to direct employers to updated resources
- Updated Safety Plan templates for tourism and hospitality employers
- COVID-19 workplace assessment tool
- COVID-19 Safety Plan review service for employers
- Communicable Disease Prevention Plan template for tourism and hospitality employers
- Communicable Disease Prevention Plan review service for employers

go2HR also supported industry employers as workplace sick pay and vaccination leave best practices shifted.

go2HR communicated legislative changes to industry, offered guidelines for implementation, created toolkit resources for employers, and hosted webinars to support recruitment, retention, employee engagement and mental health during COVID-19.



54

COR re-certifications and maintenance audits



3.6K

Pageviews on go2HR's safety plan template



"Designing Safer Spaces was an important initiative that required a thoughtful and collaborative approach. We are indebted to the industry partners that supported its development. Each of them brought a deep commitment to shaping the project with compassion and authenticity."

Arun Subramanian | VP, Industry Health, Safety and Human Resources

Service Spotlight: WorkSafeBC

The WorkSafeBC Certificate of Recognition (COR) Program is a certification and incentive program that rewards employers who go above and beyond the legal requirements of the Workers Compensation Act and Occupational Health and Safety Regulation.

Amidst a challenging operating environment, this year's COR program resulted in:

- 59 COR certified employers
- 7 new COR registrations
- 3 new COR certifications
- 10 external auditors trained and re-certified
- 24 new internal auditors trained for the first time
- 18 internal auditors certified or re-certified

go2HR is proud of WorkSafeBC Certificate of Recognition (COR) participants for meeting program requirements while managing the day-to-day impacts of COVID-19 on their people and operations.



HEALTH & SAFETY



Initiative in Action: Safer Spaces: Creating Sexual Harassment Free Workplaces

All workers have the right to a workplace free of sexual harassment. Informed by an industry advisory committee and subject matter expert working group, and funded by Justice Canada, go2HR began a three-year initiative to raise awareness and help prevent sexual harassment in BC's tourism and hospitality workplaces. This resulted in the creation of an extensive Public Legal Education Information Awareness Campaign (PLEIAC) and the launch of a training module for employers and supervisors. This is the first of two online courses aimed at empowering BC's tourism and hospitality workforce to reject sexual harassment and play a role in building strong, supportive workplaces for everyone.



Future Focus: Mental Health & Well-Being

Post-pandemic, the tourism and hospitality industry has an opportunity to build back differently. As we welcome back workers, and recruit new ones, we can evolve and adapt to create safer and more supportive workplaces. This includes eliminating systemic inequities, discrimination and harassment and addressing important issues such as bullying and mental health. In the coming year, go2HR will expand engagement across the tourism and hospitality industry to ensure employers understand and access mental health capacity building and training and sexual harassment tools and training. This includes two new Workplace Learning Coaches focused on psychological health & safety.

Partner Profile: WorkSafeBC



For over 10 years, WorkSafeBC has been a foundational partner in go2HR's operations.

Like all British Columbians, we witnessed the professionalism and expertise of the WorkSafeBC team as they proactively led go2HR through operating our businesses during a global pandemic. We are proud to partner with an organization that shares our deep commitment to worker health & safety.

Partner Profile: Justice Canada



Government
of Canada

Gouvernement
du Canada

Justice Canada provided go2HR with financial support to address the serious issue of workplace sexual harassment. Their commitment to a three-year initiative gave us an opportunity to engage with industry experts to build the informed, robust, gender and diversity sensitive content required by employers and workers.



HUMAN RESOURCES

Strong, strategic human resources practices are central to attracting, developing, and retaining BC's tourism and hospitality workforce. As we emerge from the pandemic with more jobs than workers, we wanted to broaden the scope, and the reach, of go2HR's human resources programs and services.



48

go2HR webinars and presentations for employers



100+

HR consultant engagement with employers, industry associations and job seekers



Service Spotlight: COVID-19

go2HR responded to the constantly evolving legislative and regulatory landscape with regularly updated information, training, toolkits and webinars to help employers navigate necessary operational changes and determine individual workplace policies. This year, go2HR webinars offered expert advice and training on recruitment, onboarding, retention, hiring best practices, customer interactions, supporting employees in crisis, diversity, equity and inclusion, occupational health & safety, and meeting requirements during each step of BC's Restart Plan.

Service Spotlight: International Workers

go2HR actively engaged with Immigration, Refugees and Citizenship Canada (IRCC) and BC's Provincial Nominee Program to provide employers with access to immigration and foreign worker hiring information.



Initiative in Action: Mental Health and Wellness

During the pandemic, tourism and hospitality employees, particularly those on the front line, faced the hardest impact. In partnership with the Canadian Mental Health Association (BC Division), go2HR is raising awareness about mental health and supporting employers and workers to create psychologically safe workplaces with a resource hub and training for managers and supervisors and workers.

"Strong workforces and safe workplaces prioritize mental health. Removing stigma, increasing awareness, and creating tools for employers, including training and coaching, can help ensure that while tourism and hospitality businesses begin their economic recovery, the mental health of workers is equally strengthened."

Ginger Brunner | Manager, Industry Human Resources

"We are creating one-to-one, on-the-ground connections with employers to assess their human resources needs, from recruitment and standards and practices to expert advice about what solutions exist to help them fuel recovery and future sustainability."

Cindy Conti | VCM HR Consultant



Initiative in Action: HR Consultant Program

Together with Destination BC's Vancouver Coast & Mountains (VCM) destination development region, go2HR launched a two-year partnership to provide VCM region employers with dedicated human resources services, tools, templates, and recruitment supports. Cindy Conti joined go2HR in October 2021 as VCM's Regional Human Resources Consultant, a critical resource for employers identified in the VCM Tourism Labour Market Action Plan commissioned by Destination BC to address the immediate and short-term needs of tourism and hospitality employers.

HUMAN RESOURCES



Future Focus: Regional HR Consultant Network

With funding from BC's Ministry of Tourism, Arts, Culture and Sport, go2HR has launched a human resources consultant network across BC's tourism economic regions. This two-year initiative builds on the success of the Thompson Okanagan Tourism Association regional role piloted 2015 and the Vancouver Coast & Mountains role initiated in 2021. Each consultant will work closely with their regional destination management organization to provide human resources advisory services, execute regional human resources initiatives, engage with local partners to influence labour recovery, and source emerging human resources trends, best practices, and policies.



Future Focus: Workplace Learning Coaches

Building on our partnership with the Canadian Mental Health Association (BC Division), go2HR's two Workplace Learning Coaches will engage with employers and workers on mental health awareness and available programs and services. This will include an expanded Workplace Mental Health CARE training program and one-to-one coaching on addressing mental health issues in the workplace, available training and support, and building their workplace psychological health & safety program.

Partner Profile: CMHA (BC Division)



The BC Division of the Canadian Mental Health Association (CMHA) has been instrumental in go2HR's ability to address mental health and well-being in BC's tourism and hospitality industry. Their depth of knowledge, research, and leadership has guided development of industry-focused programs and services. We share CMHA's commitment to listen empathetically to understand what we each need to maintain and protect our mental health.

Partner Profile: Destination BC



Destination BC's proactive, strategic approach to taking action on tourism and hospitality labour market issues allowed go2HR to move quickly to create the VCM Tourism Labour Market Action Plan. Together Destination BC and go2HR operationalized the plan, and put in place regional consulting resources for VCM in time for winter 2021 operations.

Partner Profile: BC Ministry of Tourism, Arts, Culture & Sport



BC's tourism and hospitality industry has been the beneficiary of Ministry of Tourism, Arts Culture and Sport's tireless advocacy for our industry's survival and recovery. Over the next two years, the Ministry's support for a

regional human resources specialist network that expands the program launched in Vancouver Coast & Mountains can help rebuild the tourism and hospitality industry's economic contributions to our province.



INDUSTRY TRAINING

go2HR is driven to design and deliver training for new and experienced workers, including early identification of training specific to future needs. This year, our goal was to take a leadership role in providing comprehensive programs that respond to the needs of employers and workers, and do so in a way that solves for challenges of accessibility, flexibility, and labour shortages while creating a safe, supported learning environment for participants.



66%

Increase in training participation growth



2,712

SuperHost® Foundations of Service Quality registrants



"When our customers feel respected and welcome, so do our employees. There is no better pathway to retention than showing our tourism and hospitality workers that our industry values their truest self and that we can adjust our workplaces to be more empathetic, sensitive and reflective of our shared humanity."

Andrea Hinck | Director, Industry Training

Service Spotlight: Training Hub

go2HR has repositioned itself as a hub for industry training. This gives employers visibility to the full training portfolio offered by go2HR and the ability for the go2HR team to ensure a comprehensive approach to providing training solutions to fit the human resources and health & safety training needs of employers and workers.

Service Spotlight: Collaboration

go2HR partnered with Destination BC to support delivery of their digital training academy and specific training for Visitor Centre staff. We also partnered with Indigenous Tourism BC to upskill workers for tourism and hospitality careers and collaborated with the BC Hotel Association (BCHA), Canada West Ski Areas Association (CWSAA) and ABLE BC on free access to CCOHS training.



Initiative in Action: BC Safety Assured for Everyone (BSAFE)™

As we began the difficult recovery from COVID-19, we learned the importance of worker, guest and community confidence in our ability to safely deliver tourism and hospitality experiences. go2HR proactively identified the need for foundational health & safety knowledge and training and then moved quickly to deliver high-quality online training within a tight timeframe. The resulting BC Safety Assured for Everyone (BSAFE) program demonstrated go2HR's ability to lead in the development and delivery of training that supports human resources development and workplace health and safety.



INDUSTRY TRAINING



Initiative in Action: SuperHost® Service for All™ Foundations of Inclusive Service

The days of a one-size-fits-all approach to customer service are over. As our tourism and hospitality industry begins to build back better, SuperHost® Service for All provides a framework for customer service professionals to understand how to adjust to the diversity of their customers, both locals and visitors. Customer-centric service that is inclusive of the LGBTQ/2S community and peoples of all ages, abilities, languages, and lived experiences is good for business.



Future Focus: Equity, Diversity and Inclusion

We want workers to see the tourism and hospitality industry as a source of continuous development. Expanding go2HR training to support equity, diversity and inclusion in tourism and hospitality workplaces, and support for conflict resolution, will ensure that employees own values are reflected in their workplaces and they feel supported by employers. As BC's tourism and hospitality industry recovers and grows, we must ensure that our training reflects employer and workers' values and commitment to equity, diversity and inclusion.

Partner Profile: BC Ministry of Tourism, Arts, Culture & Sport



The team at BC's Ministry of Tourism, Arts, Culture and Sport has demonstrated leadership by their willingness to lean in and learn how they can drive solutions in support of tourism and hospitality sustainability.

BSAFE™ is an example of the Ministry's willingness to fund programs designed to help our industry build back customer confidence in BC's valuable tourism and hospitality industry. Their collaborative and flexible approach has ensured they are listening to the diverse voices across the sectors of our industry.

Partner Profile: Pacific Economic Development Canada



Government
of Canada

Gouvernement
du Canada

Pacific Economic Development Canada joined the province as a partner in BSAFE™. Their support has allowed go2HR to move quickly to implement plans to support our resilience and recovery and, importantly, adjust programming as needed.



RESEARCH & STRATEGY

According to Sherlock Holmes “it is a capital mistake to theorize before one has data.” At go2HR, our activities are underpinned by our intent to provide government and industry with the data needed to support effective decision making. This year we wanted to position ourselves as a trusted source of labour market information, research and strategies and fuel our role in supporting tourism and hospitality industry association advocacy efforts.



19

Proposed new initiatives within go2HR's Labour Recovery Framework



1,000+

Participants in go2HR's employer and employee sentiment survey



“The LMI Research Project has given us a common definition of the tourism and hospitality industry's workforce and universal agreement that pre-pandemic our industry employed 348,083 people. In 2021 that number shrunk to 298,250 people. Now that we've invested in drilling deep to define our workforce, we can deliver data-driven strategies and actions that, together with consistent collaboration, deliver results.”

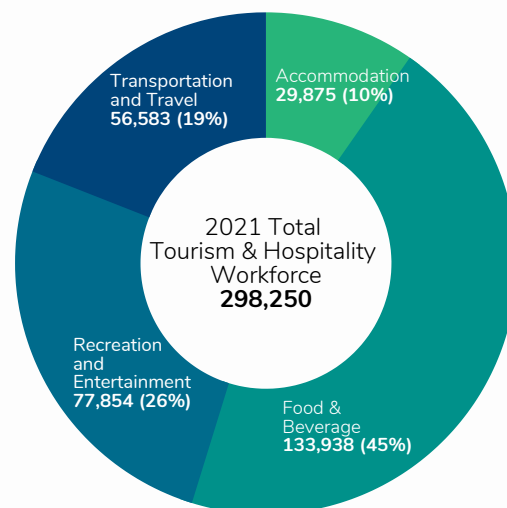
Judy Frankel | Director, Communications

Service Spotlight: Employment Tracker

go2HR's LMI Employment Tracker is an interactive online tool to explain and report on monthly employment statistics for BC's tourism and hospitality industry.



INDUSTRY EMPLOYMENT BY SECTOR (2021)



Initiative in Action: Labour Market Information (LMI) Research Project

BC's Tourism Task Force called for improved data on the provinces' tourism and hospitality industry, including impacts of COVID-19 on our workforce. The BC Tourism and Hospitality LMI Research Project delivered on that promise, outlining labour demand projections, worker and employer sentiment, and recommended solutions. It provides insights into the gender diversity (evenly divided), demographics (50% under 35 years old) and the important role that tourism and hospitality plays in employing BC's Indigenous Peoples (tourism and hospitality employs 28% of BC's total Indigenous workforce). The LMI Research Project also resulted in detailed workforce profiles for the industry's four sectors – Accommodation, Food & Beverage, Recreation and Entertainment, and Transportation and Travel – and each of the industry's economic regions.



Initiative in Action: Labour Recovery Framework

go2HR's Labour Recovery Framework Project represents industry consensus on targeted, prioritized solutions to advance tourism and hospitality labour recovery and fuel BC's economic strategy. The framework is shaped around six pillars, each grounded in key priorities and objectives and proposed new initiatives to deliver results. The framework will be used to advance the important issue of labour recovery with government and secure support for implementation.

RESEARCH & STRATEGY



Future Focus: Labour Recovery Framework

go2HR's Labour Recovery Framework includes 19 initiatives that require new capacity and investment. Going forward we will seek support for implementation through ongoing dialogue with our Industry Engagement Working Group and federal and provincial governments. We are also committed to sharing the framework with Tourism HR Canada to inform their workforce recovery and growth efforts.

Partner Profile: BC Ministry of Advanced Education & Skills Training



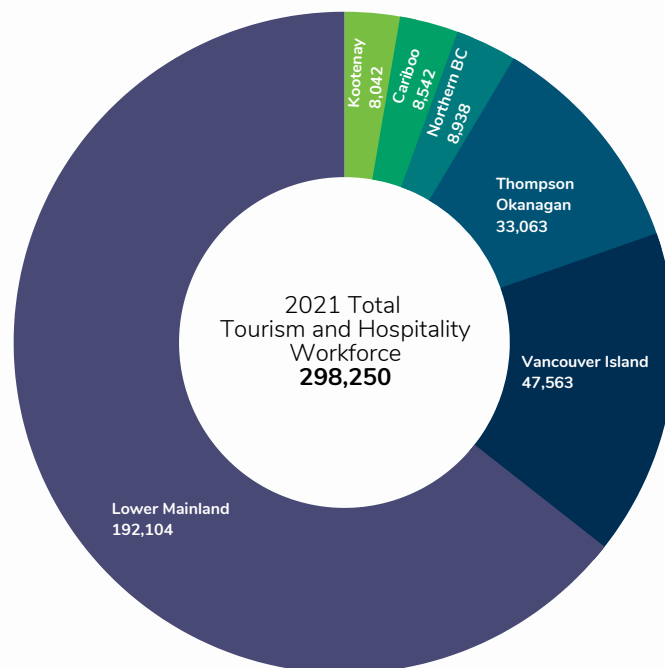
The critical data needed to inform our industry's recovery would not exist without BC Ministry of Advanced Education and Skills Training and Sector Labour Market Partnerships Program investment in the

BC Tourism and Hospitality Labour Market Information Research Project. We are also indebted to our LMI Governance Committee for their direction and input.

Partner Profile: Industry Engagement Working Group

The development of go2HR's Labour Recovery Framework was made possible by members of our Industry Engagement Working Group who provided their industry association and destination management organization expertise to the project as they admirably served their own members and teams in support of tourism and hospitality industry recovery.

INDUSTRY EMPLOYMENT BY REGION (2021)



YOUR 'go2' TEAM

Like many teams, ours faced the challenges of working, and leading, during the pandemic. While separating us physically, it brought us closer together as we dedicated ourselves to the work detailed in this report.

We are growing. We are adding resources to support employers and workers, and deliver a new network of health & safety and human resources services.

You will see some new faces in the photo on page 16, taken at our go2HR 'team day' in June. It was remarkable to be together in person to celebrate progress on our strategic goals and plan for the future.

Service Spotlight: **Ellen Langton**



After more than nine years as CFO of go2HR, Ellen Langton retired in June 2022. Those of us fortunate to work with Ellen saw first-hand her unflappable demeanor and authentic, honest, and kind leadership style.

Her work ethic is unmatched and her knowledge and professionalism were instrumental in go2HR's sustainability – and position us well for future growth. This avid cyclist, dedicated daughter and sister, and proud mother and grandma has recently joined the community of Penticton. They are lucky to have her in their midst.



Future Focus: Team Development

Our focus for the upcoming year will be to develop our team, build our go2HR culture, and refine the systems that measure the value of our partners' investments in our activities. As we grow as an organization, we must ensure that our own training, policies, team building and knowledge reflect our purpose, mission and values.

go2HR TEAM

HEALTH & SAFETY

- Arun Subramanian, Vice President, Industry Health, Safety and Human Resources
- Stephanie Mallalieu, Manager, Industry Health & Safety
- Lonnie Burnett, Specialist, Industry Health & Safety
- Sherry Henriquez, Coordinator, Industry Health & Safety
- Rachel Udy, Workplace Learning Coach, Psychological Health & Safety
- Shane Lobsinger, Workplace Learning Coach, Psychological Health & Safety

TRAINING

- Andrea Hinck, Director, Industry Training
- Viktoriya Kammaeva, Program Coordinator, Industry Training
- Jenny Hunyh, FOODSAFE Program Assistant

HUMAN RESOURCES

- Ginger Brunner, Manager, Industry Human Resources
- Sarah Best, HR Consultant, Northern BC
- Christie Blaquierre, HR Consultant, Cariboo Chilcotin Coast
- Peter Charles, HR Consultant, Vancouver Island
- Cindy Conti, HR Consultant, Vancouver Coast and Mountains
- Sarah Moseley, HR Consultant, Kootenay Rockies


RESEARCH AND STRATEGY AND ADMINISTRATION


- Judy Frankel, Director, Communications
- Ravina Sidhu, Digital Marketing Lead
- Alissa Wong, Social Media Specialist (Intern)
- Ellen Langton, CFO
- Marta Brisco, Director, Finance and Operations
- Christina Gao, Accounting and Administrative Assistant
- Krista Bax, CEO

THANK YOU

We appreciate your support as we work to be your 'go2' source of knowledge and experience. Our team is also grateful for the expert guidance of our Board of Directors:

- Heidi Romich - Owner/Operator, The Heid Out Restaurant and Brewhouse (Chair)
- Craig Blize - Chief Operating Officer, Earls (Vice Chair)
- Ian Powell - Managing Director & General Manager, Paul's Restaurants (Past Chair)
- Dave Butler - Director, Sustainability, Canadian Mountain Holidays
- Eoin Foley - Owner/Operator Nancy O's Restaurant, Betulla Brewing
- Jeff Guignard - Executive Director, ABLE BC
- Eda Koot - General Manager, Inn at Laurel Point
- David MacKenzie - Owner and General Manager, Pemberton Valley Lodge
- Neil McInnis - Chief Financial Officer, Destination BC
- Jonathan Rouse - Director, Food Wine and Tourism, Okanagan College

 **26%**
Increase in visits to go2HR's website

 **32%**
Increase in usage of go2HR's Job Board



"When I think of how our team was continually challenged and tested this past year, and how they responded, I have deep gratitude for their resiliency and commitment to one another's health and well-being. They were open to leaving their comfort zone, stretching themselves, remaining nimble, and staying aligned with our purpose: to drive strong workforces and safe workplaces, including our own."

Krista Bax | CEO



The go2HR team held its 'team day' in June on Grouse Mountain, which operates on the traditional unceded territory of the Squamish Nation. Back row (left to right): Marta Brisco, Ravina Sidhu, Shane Lobsinger, Stephanie Mallalieu, Krista Bax, Viktoriya Kammaeva, Christie Blaquiere, Ellen Langton, Andrea Hinck, Peter Charles, Alissa Wong, Arun Subramanian, Ginger Brunner. Front row (left to right): Christina Gao, Sherry Henriquez, Cindy Conti, Judy Frankel, Rachel Udy, Lonnie Burnett, Jenny Hunyh, Sarah Best. Missing from photo: Sarah Moseley.

go2HR's Vancouver office is located on the traditional, unceded territories of the Coast Salish peoples, including the Musqueam, Squamish, and Tsleil-Waututh nations. We also acknowledge that go2HR's work throughout British Columbia takes place on the traditional, unceded territories of many of British Columbia's Indigenous Peoples.



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www.go2hr.ca