



Economic Development Cowichan » [ecdevcowichan.com](http://ecdevcowichan.com)

## Cowichan Employer Resource Guide

Welcome to the Cowichan Employer Resource Guide, created by Economic Development Cowichan (EDC).

The Guide is a repository of tools and strategies to help Cowichan businesses address challenges stemming from labour shortages. While each business is unique, our aim is to list a wide variety of tools and suggestions in order to increase awareness and spark new ideas.

Each topic listed below includes a brief description, followed by at least one link to more information. The content will be updated regularly with new tools, information, and links. EDC will also explore each topic further in [our blog](#), with examples of how each strategy has been used to create success in the workplace. [Subscribe to our newsletter](#) to be notified when new blogs and updates to the Resource Guide are posted.

*If your business has a hiring success story you'd like to share with the Cowichan business community, please contact our team at [edc@cvrd.bc.ca](mailto:edc@cvrd.bc.ca).*

Economic Development Cowichan would like to acknowledge the support and contributions of our local chambers of commerce, business improvement associations, and tourism partners in the development of this Guide.

### Diversity/Inclusion

Attracting and retaining underrepresented workers is one potential strategy for addressing the labour and skills shortage. Accessing untapped labour pools, such as those who identify as having mental and physical disabilities, represents a robust labour market. Hiring for diversity not only increases the pool of candidates, but further benefits businesses in the long-term; studies show diverse teams are more productive and perform better with problem solving.

<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>

## **First Nations**

Included within the 94 Calls to Action from the Truth and Reconciliation Commission of Canada, is the call upon the corporate sector to ensure that Aboriginal peoples have equitable access to jobs and training. As the fastest growing demographic in Canada, but underrepresented in Canada's historical economic development, hiring Indigenous employees presents an opportunity for businesses to address staffing challenges and move towards reconciliation.

<https://eco.ca/new-reports/indigenous-recruitment-guide/>

## **Living Wage**

A Living Wage is the hourly amount a family needs to cover basic living expenses and live above the poverty line. Beyond a higher hourly rate to attract potential employees, providing a Living Wage benefits the employer through lower absenteeism and employee turnover, and increased retention and productivity, resulting in savings on rehiring and retraining. Employers providing a Living Wage also receive public recognition and become more attractive to consumers and the broader community.

<https://www.livingwageforfamilies.ca/what-is-a-living-wage-employer>

## **Open Hiring**

Open hiring is an employee attraction and recruitment strategy to reduce the resources required in hiring, and reduce barriers to employment. On the one extreme, open hiring consists of "first-in, first-hired" practices with no resumes, no interviews, and no background checks. While this just may not be feasible for some businesses, eliminating or reducing the burden of certain hiring practices can result in benefits for both employers and potential employees.

<https://www.aihr.com/blog/open-hiring/>

## **Foreign Workers**

Foreign workers are a key component of Canada's labour force. Immigration drives national and provincial population growth, and foreign workers add to our dwindling labour pool. A variety of programs exist for foreign workers and their prospective employers, including the Provincial Nominee Program for workers who intend to become Canadian permanent residents, and the Temporary Foreign Worker Program that is popular for seasonal hiring in agriculture and tourism.

<https://www.canada.ca/en/immigration-refugees-citizenship/services/work-canada.html>

## Wage Subsidies

Businesses can access a variety of programs to help re-hire laid off employees or hire new staff. These programs can assist in scaling up operations during uncertain times, or after a period of low revenues. They may also allow employers to offer more competitive wages. The WorkBC Wage Subsidy Program offers up to 50% subsidy for most employees, and up to 75% for priority groups. The federal Canada Recovery Hiring Program (CRHP) is also available to qualifying employers.

WorkBC: <https://www.workbc.ca/Employment-Services/Wage-Subsidy.aspx>

CRHP: <https://www.canada.ca/en/revenue-agency/services/subsidy/recovery-hiring-program.html>

## Optimize Your Job Advertisements

Finding the right people for your team is a challenge. Building and refining your recruitment strategy is key to getting the best applicants to respond to your postings. Consider your ideal candidate. What are they looking for in a job? Why should they be excited about applying for this position? Be authentic in your postings and communicate what makes your company a great place to work.

<https://www.charliehr.com/blog/how-to-write-a-job-advert/>

## Exit Interviews

Employees quit their jobs for a number of reasons. It's important to conduct exit interviews with employees who are leaving to investigate trends in attrition and implement changes to address any issues. The insights gathered in exit interviews can help you foster positive relationships and create programs to improve retention.

<https://www.glassdoor.com/employers/blog/4-reasons-you-must-conduct-exit-interviews/>

## Automation

From self-checkouts to smart software solutions and robots, automation is increasingly present in the modern workplace. Automation is about creating systems for completing tasks without the need for human labour. This can take many forms, including email marketing automation, online booking systems, and more. Think about your business processes, and consider what might be replaced by technology.

<https://www.bmc.com/blogs/workplace-automation/>

⇒ **Check back for more resources as we continue to develop the Cowichan Employer Resource Guide!**