
NEWS RELEASE

For Immediate Release
2008ECD0030-000941
June 19, 2008

Ministry of Economic Development
Ministry of Small Business and Revenue

EMPLOYERS GET NEW TOOLS TO ATTRACT, RETAIN WORKERS

VANCOUVER – The WorkBC Employer’s Tool Kit and two online tools will engage B.C. employers, providing them with a suite of materials on how and where they can find, attract and retain the workers they need, Economic Development Minister Colin Hansen announced today at the Looking Forward: Workforce of the Future Forum.

“The labour and skills shortage in this province is possibly the greatest current threat to B.C.’s booming economy,” said Hansen. “By giving employers the tools and the information they need to bolster, strengthen and improve their workforce, we are working to address these challenges and ensure continued economic growth in the province.”

Partially funded by the Ministry of Small Business and Revenue and developed in consultation with both Venture Kamloops and the Small Business Roundtable, the Employer’s Tool Kit is divided into four booklets:

- How to Attract, Retain and Engage Employees;
- Under the Labour Radar – Aboriginal People, Women, Youth and People with Disabilities;
- It’s About Ability – The Mature Worker; and
- Diversity at Work – Recruiting and Retaining Immigrants.

“We continue to work in partnership with the small business community to find solutions to the challenges around labour shortages,” said Small Business and Revenue Minister Rick Thorpe. “We must always remember a few years ago people were chasing jobs, now jobs are chasing for employees. This tool kit is just one more tool for businesses to have at their disposal.”

The Building Small Business Resource Guide and HR Quiz are also available to help employers build and improve their employee recruitment, retention and leadership practices. The resource guide provides a searchable database of courses, training opportunities and other resources. The HR quiz is a diagnostic tool that helps identify where small business owners might need assistance and, by referencing specific pages and sections of the tool kit, gives employers immediate access to resources, solutions and tips.

“The tool kit provides businesses with timely information on attracting new employees and retaining their current workforce,” Linda Larson, vice-chair of the Small Business Roundtable. “The Province continues to support initiatives to help business in B.C. overcome the challenges of success.”

For more information on WorkBC, to view or download the Employer's Tool Kit, and to use the HR Quiz or Resource Guide, visit www.WorkBC.ca.

Media Rena Kendall-Craden
contact: Communications Director
 250 952-0152

For more information on government services or to subscribe to the Province's news feeds using RSS, visit the Province's website at www.gov.bc.ca.