



Investing in Workforce Development Partnerships to Ensure Tourism and Hospitality's Competitiveness in a Transitioning Labour Market

OTEC & ORHMA launch robust strategy bringing together Ontario employers, training groups, and workforce planning agencies to support a shared vision to ensure growth and prosperity in a time of labour market uncertainty.

Ontario Tourism Education Corporation (OTEC) in partnership with Ontario Restaurant Hotel, Motel Association (ORHMA) will bring together regional stakeholders including employers, educational institutes, employment service providers and workforce planning boards to develop strategies that align training with the skills needed by businesses to enable the sector to grow and compete in the new economy.

Workforce strategies supported by the Sector Partnership Planning Grant awarded to OTEC and funded by the Government of Ontario, will help connect job seekers at all skill levels, including entry level candidates, to the training they need to access jobs. "Supporting growth in tourism builds successful and vibrant communities, says Adam Morrison, Vice President, Projects and Partnerships, OTEC. "Together we are bringing together the powerful voices of employers, stakeholders and practitioners to identify what employers are looking for, and, what employers can do to attract motivated candidates. This project will identify and provide recommended supports required by the workforce to fill jobs and contribute to business and community success."

This project is led by OTEC with partners across Ontario. Tourism & Hospitality Sector Partnership Planning Meetings will be held in:

- **Windsor:** Tuesday, October 17, 2017 | **Register at:** bit.ly/sppmwindsor
- **Kitchener/Waterloo:** Thursday, October 19, 2017 | **Register at:** bit.ly/sppmkw
- **Kingston:** Wednesday, October 25, 2017 | **Register at:** bit.ly/sppmkingston
- **Toronto:** Friday, October 27, 2017 | **Register at:** bit.ly/sppmto

In the recent 2016 Tourism HR Canada study "Labour Challenges Threaten Tourism's Growth", sixty percent of employers surveyed felt that labour issues were a significant challenge, with respondents identifying that the greatest labour difficulty was finding qualified, reliable employees. "We are committed to working in partnership with OTEC on this important initiative and to developing strategies that will help connect job seekers and employers at all levels," says Tony Elenis, President & CEO for ORHMA.

Tourism in Ontario is projected to continue to grow through to 2035. Businesses and destinations need to have the skilled labour to provide the level of service expected by today's visitors and consumers. Victoria Behune, OTEC President & CEO states that "A key message at industry consultations was that businesses want education and training programs to better fit their employment needs and to be more responsive to the demand for broad-based skills development. OTEC is focused on delivering these objectives in a responsive and cohesive delivery model".

For more information about the **Sector Partnership Planning initiative** please contact:

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ABOUT OTEC:

OTEC is an Ontario-based independent, not-for-profit training, consulting & workforce development organization that delivers high quality, creative and branded solutions for the development and growth of a professional, skilled workforce. It is the leading source support for communities to build workforce capacity and for companies to attract, retain, and develop high performing employees and become Employer of Choice organizations. OTEC is the premier source for Customer Service training and strategy development, Tourism Ambassador training, leadership skills training and certifications and education products and services for tourism, hospitality and service oriented organizations in a wide range of industry sectors both nationally and internationally.

www.otec.org

ABOUT ORHMA:

The Ontario Restaurant Hotel & Motel Association (ORHMA) is the largest provincial hospitality association in Canada. With over 4,000 members, representing more than 11,000 establishments across the province, the ORHMA is uniquely positioned to represent the issues that most impact your business.

ORHMA represents the industry's interests at both the Provincial and Municipal levels of government. Through our specialized in-house government relations experts, our provincial Board of Directors and our local Regional Boards, the Association provides pertinent and timely advice on industry-specific issues to politicians across the province. The Association's dedicated and professional Membership Team provides ORHMA members with meaningful cost-saving programs and unique educational services.

ORHMA is dedicated to fostering a positive business climate for Ontario's hospitality industry, while providing value-added services to its members.

www.orhma.com