

VIEA

ARBUTUS TEAM



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MANDATE

To propose a strategy to VIEA to make Vancouver Island into a paradise for recent graduates and young job seekers.

AGENDA



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Analysis

Diagnostic

Strategy

Recap

MISSION

Provide opportunities for stakeholder collaboration to develop the region's economic vitality.

VISION

Raise the profile of Vancouver Island as a major economic actor in the region.

ECONOMIC ANALYSIS

- Employment demand increase by 1.1%/year

- Weak Canadian Dollar

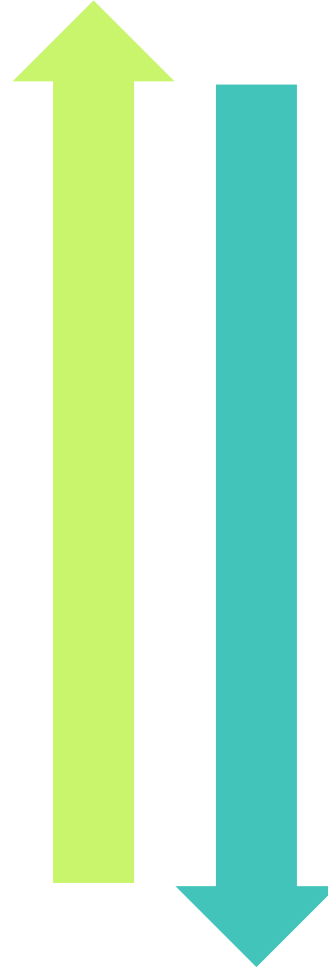
- Growth in services and construction sectors

→ Specialized sectors

- Increase in self- employed entrepreneurs

→ 82.6% of BC jobs in small business, with 98% of businesses having less than 50 employees

- Increase in building permits and infrastructure investments



- 25-49 year olds: Population and labour force participation stable or declining

- Small number of entrepreneur immigration applications accepted

→ Decrease in nominations granted in 2015

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Analysis

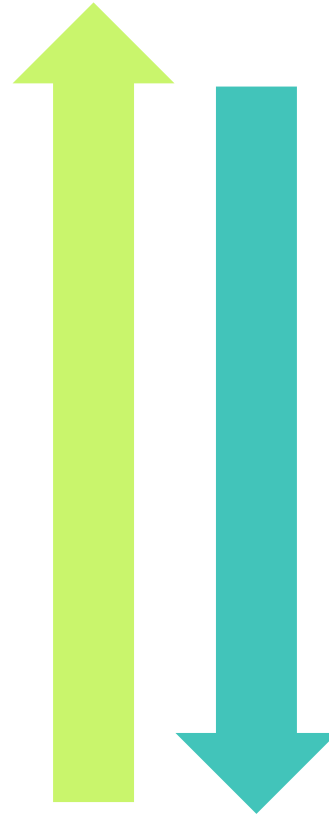
Diagnostic

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CULTURAL ANALYSIS

- Proximity to Vancouver
→ “Gateway city”
- Education destination



- Net loss of rural youth to urban “creative centres”
- Potential negative connotation

Feedback loop:
labour/investment/social
attractiveness

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CHALLENGES

1.

To respond to the imminent demand for labour created by both economic growth and retirement.

2.

To make the prospect of working on Vancouver Island as attractive as the prospect of studying there.

OBJECTIVES

Engage new graduates with
Vancouver Island businesses

Increase the number of workers
employed by Vancouver Island
businesses

Retain these graduates in local
businesses
over the long term

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VANCOUVER ISLAND: Your Foot in the Door

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PILLARS

1.

ATTRACTION

2.

MOBILISATION

3.

RETENTION

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ATTRACTION

What can VIEA & businesses do?

- Employment actions: emphasize the five college and universities on the island
- Educational Institutions: implement a sustainable communication channel in schools
- With national & international firms: offer mobility opportunities

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ATTRACTION

Employment actions

- “Career Fairs” for students

What?

Concrete job opportunities in various sectors

Where?

Focus on the 5 schools on the island and extend to the province

Who?

Businesses of various sizes need to be represented

When?

Once per semester

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ATTRACTION

Employment actions

- “Opportunity days” for local workers

What?

Job opportunities for qualified and unqualified individuals

Where?

In community centres and gathering places

Who?

Businesses with job opportunities

When?

Once a year, to create
buzz and anticipation for the event

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ATTRACTION

Educational Institutions

Brand ambassadors
recruited amongst
students

Long lasting
communication
elements (prints
and posters)

Emailing,
social media,
newsletters

→ Toolkit for sustainable communication
channels in schools

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ATTRACTION

What VIEA & local communities can do?

- Balance communication between rural and urban aspects: to live on an island does not mean to be isolated → culture and transportation
- Put the stress on local development → housing and facilities
- Benefit from globally recognized attractiveness → global liveability ranking

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MOBILISATION

One of the most important pillars of organizational performance

Voluntary behaviour

Loyalty

Care about performance and results



Basis for positive image and results

MOBILISATION

What conditions will mobilize employees?

- Mutual trust
- Support & appreciation
- Just treatment
- Empowerment
- Commitment

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MOBILISATION

What can managers do?

- Develop of their leadership
- Transmit the vision, mission and organisational values

LEADER DAYS

3 days seminar

- Development of skills (mutual trust, participatory management, etc...)
- Communication tools and importance

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MOBILISATION

How should managers mobilize new graduate ?

Typical profile of a new Graduate:

- under 30
- Ambitious
- Y generation



Flexibles hours

Advancement
opportunity

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RETENTION

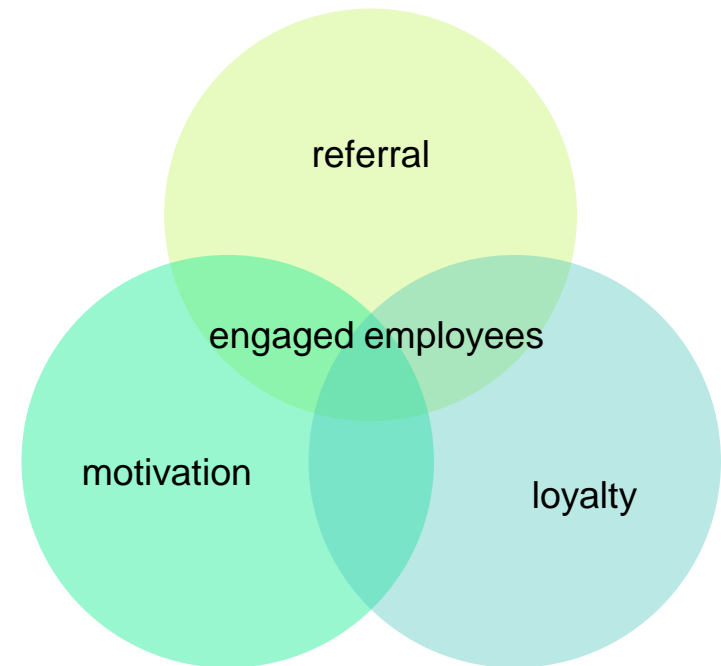
Providing information to graduates about future opportunities

- Marketing campaign directly in universities and colleges
- Jobsite
 - Helps graduates find job opportunities on Vancouver Island
 - Helps establishing a link between graduates and employers

RETENTION

Providing support and training to businesses

- Trained volunteers visit small/medium sized businesses twice a year
 - Advise on HR retention keys
- Online executive pulse data management system
 - Informational Webinars



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RETENTION








Creating a community and rewarding performing businesses

- Yearly Gala organized by the VIEA
 - Business managers invited
 - Support interactions among Vancouver Island businesses
 - Rewards (divided by economic sector):
 - most innovating
 - best retention
 - best growth

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IMPLEMENTATION

Timeline	Y1	Y2	Y3
Web based toolkit			
Career fairs & opportunity days			
Jobsite			
Volunteers			
Gala			
Seminars			

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CONTROL MEASURES

People settling on
Vancouver Island

Jobs Created

New Businesses created

Young population
demographics

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RECAP

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Vancouver Island: Your foot in the door

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Thank you!

Questions?

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