

# 2011

## Campbell River Community Accord in Support of Workforce Development





*Community Accord in Support of Workforce Development, February 22, 2011*

## **NORTH ISLAND EMPLOYMENT**

*... connecting people with work since 1986*

### **Congratulations on Becoming a Signing Organization for the Community Accord in Support of Workforce Development!**

Please find enclosed your Signed Copy of the Community Accord in Support of Workforce Development and a Copy of the Community Proclamation in Support of Workforce Development. It is our hope that the proclamation will be publicly displayed by your organization at your place of work. An electronic version of the Accord is available at [http://www.niefs.net/Community\\_Accord\\_February\\_2011.pdf](http://www.niefs.net/Community_Accord_February_2011.pdf)

The Community Accord was developed over the past two years and represents the collective efforts of Campbell River Employers, Educators, Business, Economic Development, Aboriginal, Immigrant, Community and Employment organizations to respond effectively to the changing needs of our community, workforce and employers. The signing of the Community Accord in Support of Workforce Development was a unique event in British Columbia. The newest organizations signing the Accord include the Strathcona Regional District and the Campbell River and Homalco Indian Bands.

The next steps in implementing the Accord are already underway! The Chamber of Commerce has almost completed its Campbell River Labour Market Study. The findings from this initiative will help to guide further implementation of workforce development in Campbell River and the needed steps to link economic, business and workforce development. Watch for the release of the Campbell River Labour Market Study final report in May 2011.

Our Community Accord in Support of Workforce Development has clearly demonstrated that communities have the ability to effectively respond to change through coordination and the commitment of organizations and their leaders to work together. Thank you for your participation! The next meeting of the Coordinated Workforce Development Committee will take place in June 2011.

Sincerely,



Doug Preston  
Executive Director  
North Island Employment Foundations Society



## City of Campbell River

From the Office of the Mayor

### **- PROCLAMATION -**

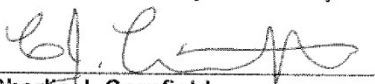
- WHEREAS** The complexity and fast-paced changes of today's economy create new opportunities and difficult challenges for Campbell River employers, employees and job seekers;
- AND WHEREAS** Campbell River's economic development and the ability of our businesses and industries to compete in the global economy depend on the availability of a qualified and skilled workforce;
- AND WHEREAS** The businesses and organizations of Campbell River are committed to creating a highly skilled workforce that will meet the human resource needs of our employers;
- AND WHEREAS** Learning develops individual and organizational knowledge and expertise and is critical to growing and sustaining a competitive advantage;
- AND WHEREAS** Our workforce development systems will work to ensure that Campbell River youth, adults, and adults re-entering the workforce obtain the job skills that are essential to achieving prosperity and a high quality of life;
- AND WHEREAS** An effective and coordinated system to educate, train, and retrain Campbell River residents depends upon a strong partnership between community, economic, aboriginal, education, employment organizations and the business community;

**NOW THEREFORE I, Charlie J. Cornfield, Mayor of the City of Campbell River** do hereby proclaim the week of February 21<sup>st</sup> to February 27<sup>th</sup>, 2011, as

**"WORKFORCE DEVELOPMENT WEEK"**

in the City of Campbell River, Province of British Columbia

Dated this 22nd day of February 2011.

  
**Charlie J. Cornfield**  
**MAYOR**



# **Campbell River Community Accord in Support of Workforce Development**

*February 22, 2011*

We, the signers of this Accord, formally establish a collaborative partnership to support workforce development for Campbell River and area.

## **1.0 Purpose**

We endeavour to build community capacity to sustain and continuously improve workforce development services that will assist people to become employed or self-employed and that will result in employers human resource needs being met.

## **2.0 Vision**

An appropriately skilled workforce is a key asset for our traditional resource industries and the development of emerging industries. It is a powerful attractor for new investment and it supports an enabling environment for business success.

Broad, long-term partnerships across sectors and stakeholder groups enable employers to acquire skilled workforces and individuals to meet their employment, skill development and career goals.

Workforce development capacity is strong because economic development, social, education and skill development and employment services are linked through rich local economic and labour market information systems. Where there is shared interest in goal attainment, strategic planning across our organizations is linked.

We support the employment of those affected by economic change and those who are under-represented in the workforce – aboriginal peoples, immigrants and others. They are valued human resources that contribute to meeting employer's human resource needs.

Through our participation in this accord, employers will recruit and sustain skilled workforces that relate directly to their business's needs; job seekers will access the resources they need to develop and pursue their work and career goals.

Achievement of this Vision will result in businesses meeting their current and future human resource needs. Job seekers and employees will be able to develop and maintain sustainable and quality lifestyles for themselves and their families. Shared prosperity will result in healthy, growing communities that are able to sustain their economic, social, cultural, and environmental well being.

# **Campbell River Community Accord in Support of Workforce Development**

*February 22, 2011*

## **3.0 Goals**

The Goals of this Vision include:

- 3.1 Workers meet their employment, skill development and career goals.
- 3.2 Employers meet their human resource needs in a timely and cost efficient manner.
- 3.3 The community is able to accurately describe its economic and demographic base, how it is changing, the required skills and those occupations that are and will be in demand.
- 3.4 Campbell River, its businesses and its communities achieve an economic competitive advantage.
- 3.5 The community successfully attracts working age families, immigrants and skilled workers.
- 3.6 There is increased retention and labour market participation of youth, aboriginal people, Immigrants, people with disabilities and people dislocated from traditional economic sectors.
- 3.7 There is an appropriate and coordinated supply of occupational skill development that meets the diverse needs of job seekers, employers and employees.
- 3.8 The relationships that are developed and the successes experienced through workforce development initiatives enables and enhances other community accords, development projects, initiatives, approaches and actions.

## **4.0 Principles**

The Partners to this Accord agree that:

- 4.1 Workforce development is relevant and important to their organization's purpose and mandate.
- 4.2 Each partner organization has unique strengths to build upon and to contribute to the advancement of workforce development.
- 4.3 Collaboration between the Partners will advance the Vision and Goals of workforce development.
- 4.4 Community capacity, goodwill and productive relationships will arise from collaborating, communicating and planning in an effective and efficient manner.
- 4.5 Our shared Purpose, Vision, and Goals will be achieved with the support of leadership that is committed to concrete, specific, and measurable actions.
- 4.6 This Accord is inclusive and will link with other community initiatives that seek to build a healthy and prosperous future for our communities and region.

## **5.0 Endorsement of Accord and Signing Officer Signature**

# **Campbell River Community Accord in Support of Workforce Development**

*February 22, 2011*

## **Appendix 1**

### **1.1 Rationale**

In June 2007 Statistics Canada released a feature article entitled, “Labour Force Projections for Canada, 2006 – 2031, which contained some sobering predictions about the combined impact of a low birth rate and aging population of Canada’s labour force as well as its overall economy.

<http://statcan.ca/english/ads/11-010-XPB/pdf/jun07.pdf>

Since October 2008 a temporary recession has masked what were and will be significant skill and labour shortages across most sectors of the BC, Canadian and global economies. As we move out past 2011, a shrinking working age population and the attrition of an aging workforce will create skill and labour shortages that will challenge the ability of BC’s communities, businesses and industries to fully participate in the economic prosperity that will result from a growing economy. These labour force and economic changes are driven by: the demographic shifts of an aging workforce; sharp declines in birth rates; globalization of financial systems, economies and supply chains; a shift to service driven economic growth; the impact of new technologies; the greening of economies; and the need for increased productivity to retain economic competitiveness. For Campbell River and the North Island our traditional resource sectors and goods producing industries will continue to be an important part of our regional economy. However, the shift over the past 10 years for Campbell River employment growth to be driven by service sector industries will continue to accelerate. The up-skilling of occupations will also continue to accelerate as employers work to increase the productivity of their workforces in response to global market competition.

### **1.2 Accord Definitions**

#### **Workforce Development**

*Workforce development is the education, employment and job-training efforts designed to help individuals to succeed in the workplace and to help employers get a skilled workforce.*

#### **Coordinated Workforce Development**

*Coordinated workforce development is the alignment of public policy and resources, employment services, education, and training and skill development systems so they meet the human resource needs of employers and the employment, learning and career goals of employees and job seekers.*

# **Campbell River Community Accord in Support of Workforce Development**

*February 22, 2011*

## **Community**

*A community is a specific group of people who all hold something in common. Community is associated with two key aspects; firstly, people who share locality or geographical place; secondly, people who are communities of interest. Communities of interest are groups of people who share an identity and/or a purpose.*

## **Community Capacity Building**

*Community capacity building is the activities, resources and support that strengthen the skills, abilities and confidence of people and community groups to take effective action and leading roles in the development of their communities.*

## **Appendix 2**

### **2.0 Accord Action Plan**

To build the foundation upon which this Accord will stand, partners to the Accord will:

- 2.1 Move the Accord through internal organizational approval processes by October 30<sup>th</sup>, 2010
- 2.2 Participate in a formal, public signing of the Accord on February 22<sup>nd</sup>, 2011
- 2.3 On an on-going basis, create strategies to seek and receive endorsements of other stakeholders and the community at large for joining onto this Accord
- 2.4 Identify leaders and champions who will take forward the Accord's purpose, vision, goals, and principles within their respective organizations, industries and sectors
- 2.5 Meet in October 2010 to identify how and when to link future initiatives, and to establish a work plan for achieving the Accord's purpose, vision and goals
- 2.6 Reflect in their strategic and operational plans their commitment to support this Accord, its purpose, vision, goals and principles
- 2.7 Work to help the community proactively identify demand and supply side labour market information and the needed infrastructure, skills and human resources to support a robust, sustainable community
- 2.8 Where there are common goals and/or strategies, organizations will seek to link actions that will enhance workforce development



# **Campbell River Community Accord in Support of Workforce Development**

*February 22, 2011*

- 2.9 Develop a SMART action plan that includes concrete actions with measurable and reportable outcomes in four areas:
  - 2.9.1 a strategic plan for coordinated workforce development in Campbell River and the North Island, partly based on mapping the interests, services, resources, and current partnerships of the organizations involved with workforce development
  - 2.9.2 a coordinated approach to collecting, sharing, and disseminating community-based economic and labour market information
  - 2.9.3 a strategic communications and marketing plan for coordinated workforce development in Campbell River and the North Island
  - 2.9.4 engagement with the City of Campbell River to have workforce development reviewed and included in the Sustainability Section in the redevelopment of the Official Community Plan

## **Appendix 3**

### **3.0 Communication and Correspondence**

Communication regarding this document should be sent to:

Doug Preston, Executive Director  
North Island Employment Foundations Society  
870C – 13th Avenue, Campbell River, BC V9W 4H2  
Email: Doug.Preston@niefs.net Tel: 250-286-3441

# Campbell River Community Accord in Support of Workforce Development

February 22, 2011



**North Island Employment Foundations Society**

Nickie Polson, Board Chair



**Campbell River Chamber of Commerce**

Gary Thulin, President



**City of Campbell River**

Andy Laidlaw, City Manager



**Cruise HR Solutions**

Brian Cruise, President



**Strategic Forest Management**

Jonathan Lok, Principal, General Manager



**North Island College**

Jan Lindsay, President



**Pioneer Home Hardware**

Gary Thulin, Owner, General Manager

# Campbell River Community Accord in Support of Workforce Development

February 22, 2011



**Skyline Consulting**

A handwritten signature in black ink, appearing to read 'Jim Forsyth', written over a horizontal line.

Jim Forsyth, CEO



**School District #72**

A handwritten signature in black ink, appearing to read 'Tom Longridge', written over a horizontal line.

Tom Longridge, Superintendent



**North Vancouver Island Aboriginal Training Society**

A handwritten signature in black ink, appearing to read 'Bob Anderson', written over a horizontal line.

Bob Anderson, Manager



**Campbell River Multicultural and Immigrant Society**

A handwritten signature in black ink, appearing to read 'Rachel Blaney', written over a horizontal line.

Rachel Blaney, Executive Director



**Community Futures Strathcona**

A handwritten signature in black ink, appearing to read 'Marc Crane', written over a horizontal line.

Marc Crane, General Manager



**Vancouver Island North Film Commission (INFILM)**

A handwritten signature in black ink, appearing to read 'Roger McDonnell', written over a horizontal line.

Roger McDonnell, Board President



**Campbell River Creative Industries Council**

A handwritten signature in black ink, appearing to read 'Cheryl O'Connell', written over a horizontal line.

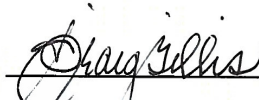
Cheryl O'Connell, Board President

# Campbell River Community Accord in Support of Workforce Development

February 22, 2011

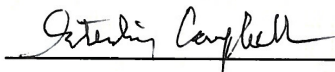


**Campbell River Daybreak Rotary**

  
Craig Gillis, President



**Campbell River Noon Hour Rotary**

  
Sterling Campbell, President



**Campbell River Economic Development  
Corporation (Rivercorp)**

  
Cheryl O'Connell, Board Vice Chairperson




**London Drugs**

  
Warren Cook, Store Manager




**West Coast Wealth Management Ltd.**

  
Dave Gordon, Director




**Marine Harvest Canada**

  
Ken Crewe, Human Resources Director



**Meyers Norris Penny LLP**

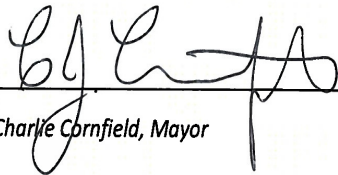
  
Cathy Voth, Senior Manager

# Campbell River Community Accord in Support of Workforce Development

February 22, 2011



**City of Campbell River Council**

  
Charlie Cornfield, Mayor



**City of Campbell River Council**

  
Andrew Adams, City Councillor



**City of Campbell River Council**

  
Roy Grant, City Councillor



**City of Campbell River Council**

  
Ryan Mennie, City Councillor



**City of Campbell River Council**

  
Claire Moglove, City Councillor



**City of Campbell River Council**

  
Ziggy Stewart, City Councillor



**City of Campbell River Council**

  
Mary Storry, City Councillor



# Campbell River Community Accord in Support of Workforce Development

February 22, 2011



**Canaccord Wealth Management**

  
\_\_\_\_\_  
*Andrew Leitch, Insurance Advisor*

**Shook Wickham Bishop Field**

  
\_\_\_\_\_  
*Michael Boulet, Associate*

**Periscope Promotions**

  
\_\_\_\_\_  
*Ed Falstrom, Owner*

**NVI Mining Ltd**

  
\_\_\_\_\_  
*Robert Behrendt, General Manager*

**Capacity Forest Management**

  
\_\_\_\_\_  
*Corby Lamb, President*

**Royal Coachman Inn**

  
\_\_\_\_\_  
*Theresa Marson, General Manager*

**Discovery Specialty Advertising**

  
\_\_\_\_\_  
*Terri Cranton, Owner*

# **Campbell River Community Accord in Support of Workforce Development**

*February 22, 2011*



**Hilcam Trophies & Engraving**

---

Terri Cranton, Owner



**Campbell River Indian Band**

---

Jason Price, Councillor



**Homalco Indian Band**

---

Alison Trenholm, Councillor and  
Band Manager



**Strathcona Regional District**

---

Brian Reardon, Chief Administrative  
Officer



870C – 13<sup>th</sup> Avenue, Campbell River, BC V9W 4H2  
250-286-3441 • [info@niefs.net](mailto:info@niefs.net) • [www.niefs.net](http://www.niefs.net)