



The New Reality of Recruitment in British Columbia

with Christian Saint Cyr

[Labour Market Online.com](http://LabourMarketOnline.com)

Labour Shortage: **Here to Stay**

*Worker Scarcity in Canada
and What Businesses
Can Do to Respond*

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Are employers struggling to find workers?

WHAT DOES THE DATA TELL US?

39%

**of small and medium-
sized businesses are
already having difficulty
finding new workers**

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WHY THE DISCONNECT?

- The skills and occupations in demand vs. those which aren't
- Low wages relative to the cost of living
- Shortages in accredited occupations
- Historical bias against people who don't fit the mold

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Figure 1 — Canada's declining labour force growth rate



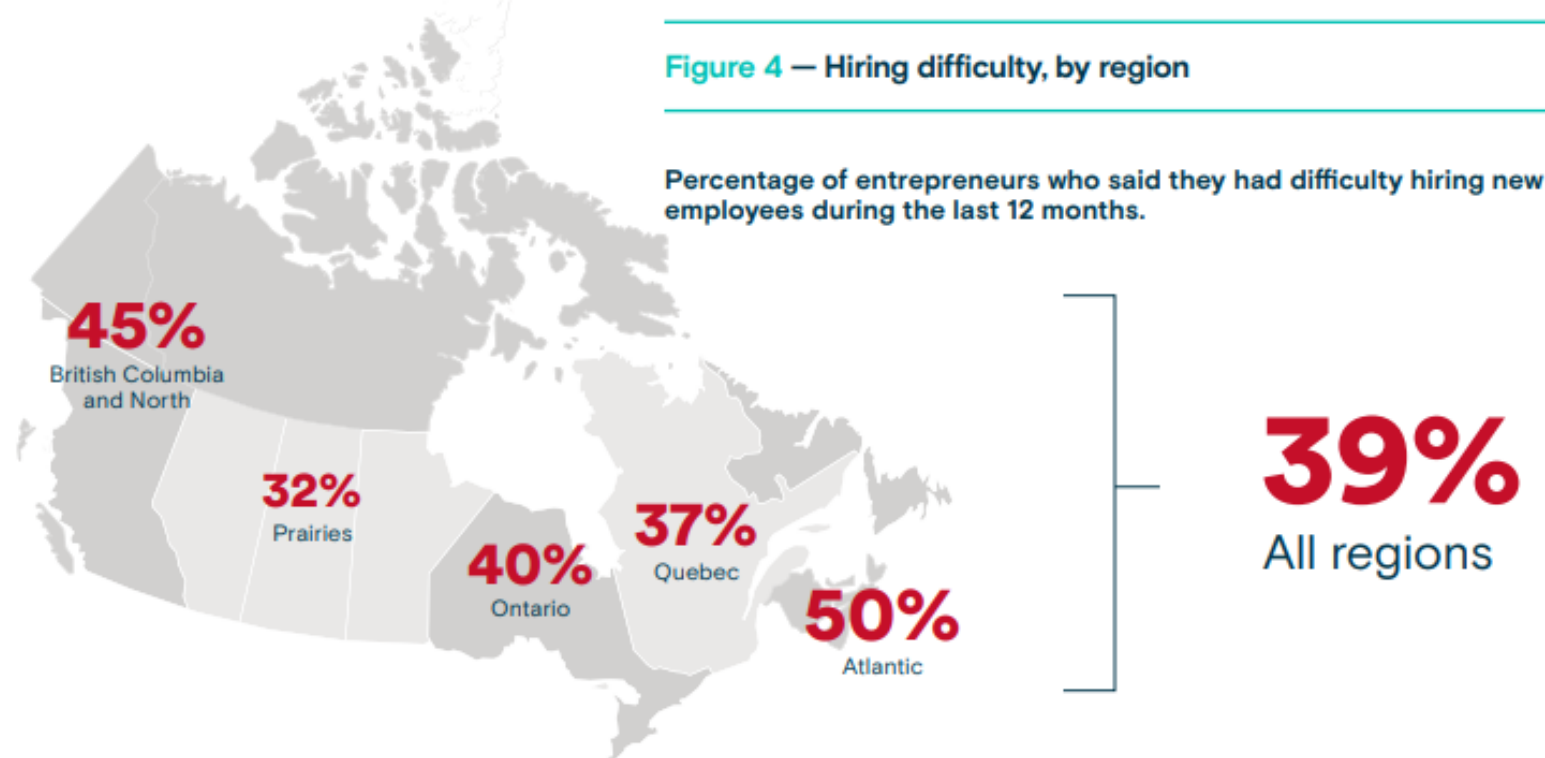
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Figure 4 — Hiring difficulty, by region

Percentage of entrepreneurs who said they had difficulty hiring new employees during the last 12 months.



Source : Maru/Matchbox survey on Canada's labour shortage, 2018. Results are weighted by region and company size to reflect Canada's economy more accurately. n = 1,208.

Figure 5 — Hiring difficulty, by sector

During the last 12 months, how easy has it been for your business to hire new employees?

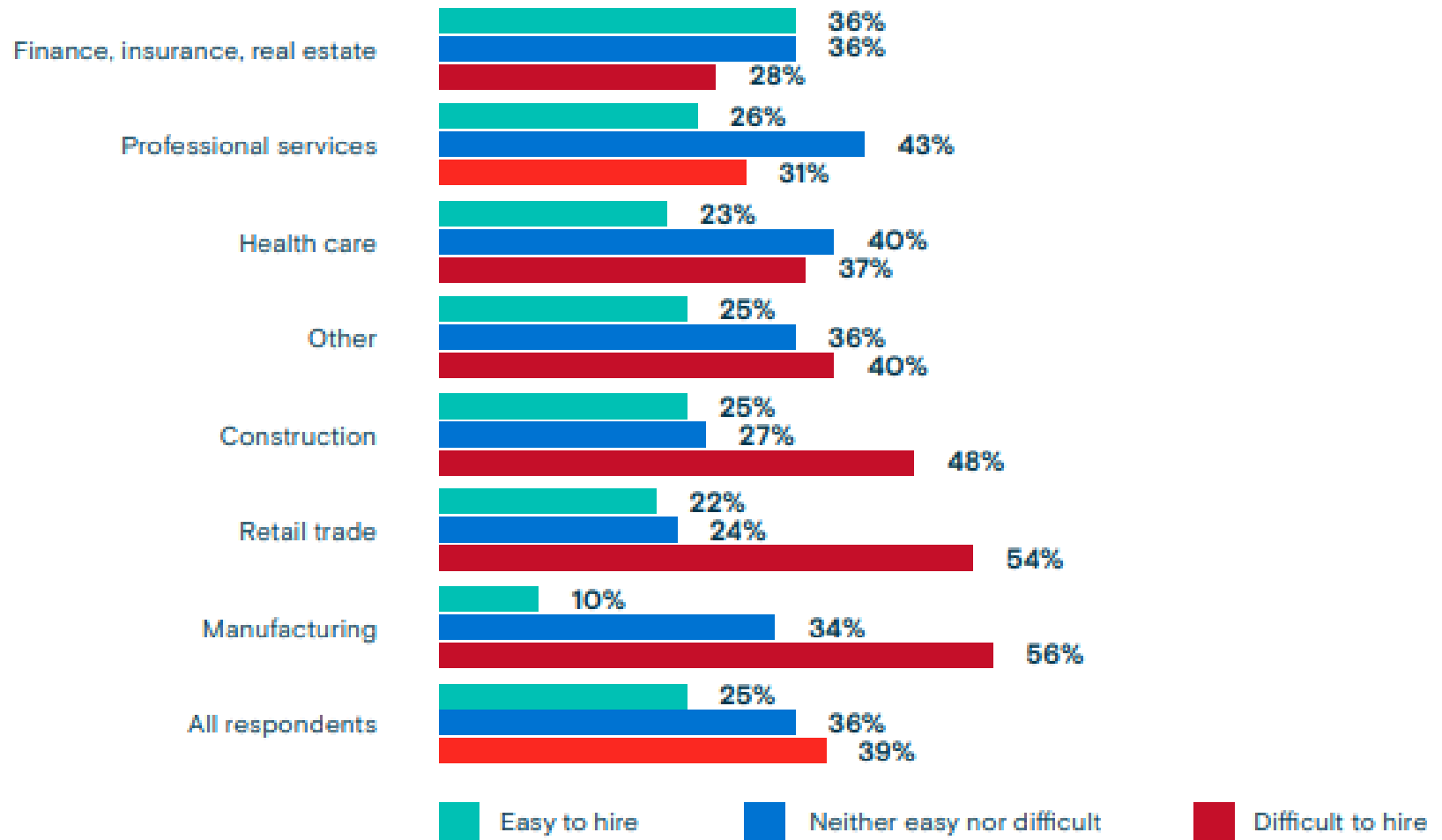
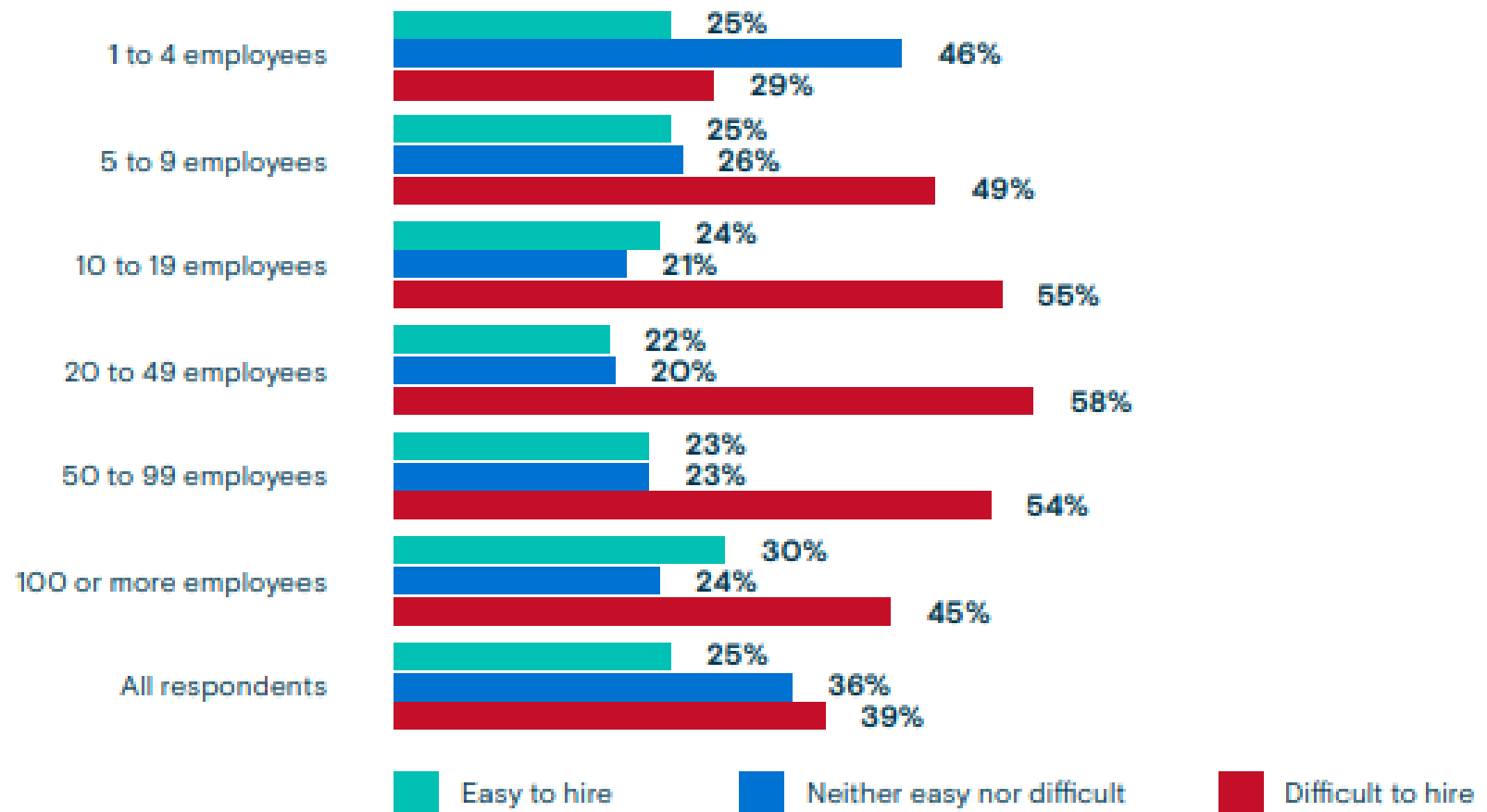


Figure 6 — Hiring difficulty, by size of firm

During the last 12 months, how easy has it been for your business to hire new employees?



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Table 1 — Hiring strategies, by size of business

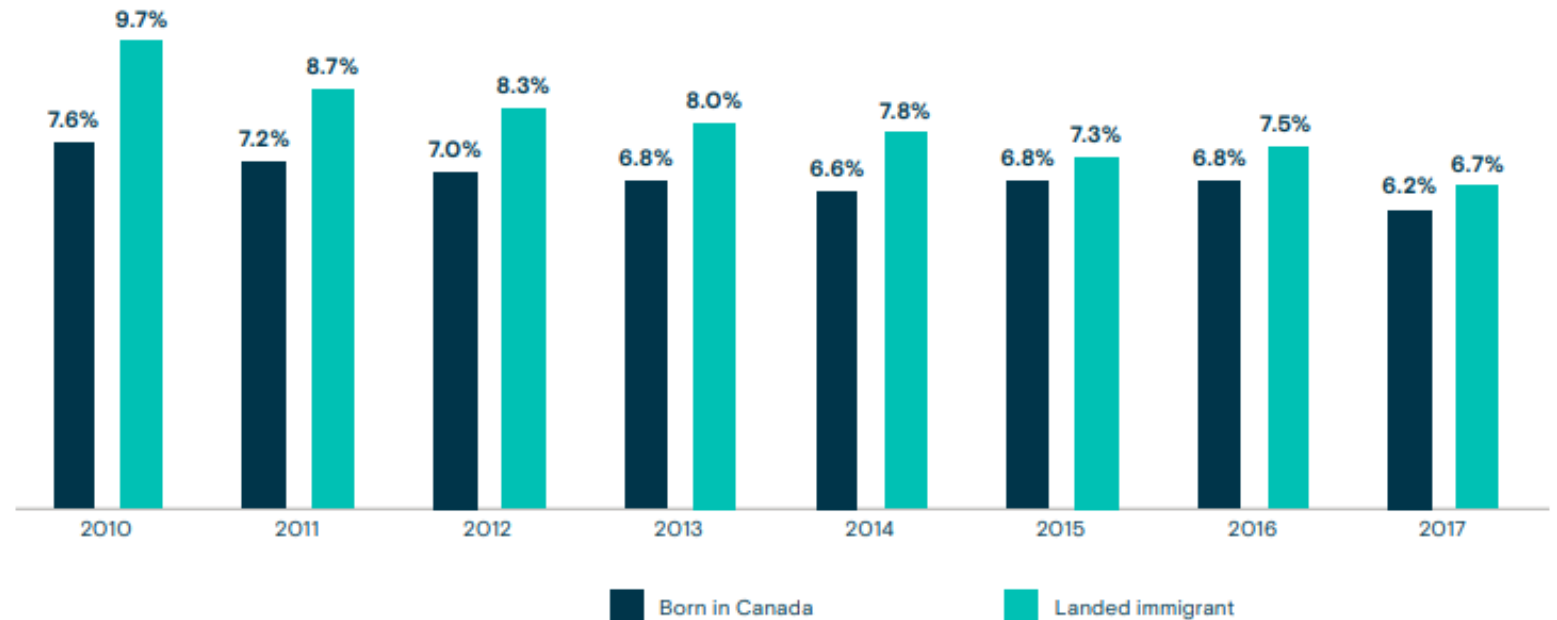
	Fewer than 20 employees	20 to 99 employees	100 employees or more
Hiring less-qualified workers	40%	62%	45%
Recruiting younger workers	39%	53%	55%
Changing compensation practices	31%	56%	64%
Recruiting retired workers	33%	32%	38%
Investing in a more attractive image	21%	38%	47%
Using employment agencies	18%	45%	63%
Recruiting immigrants	16%	33%	32%

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Figure 8 — Unemployment rates for landed immigrants versus Canadian-born workers



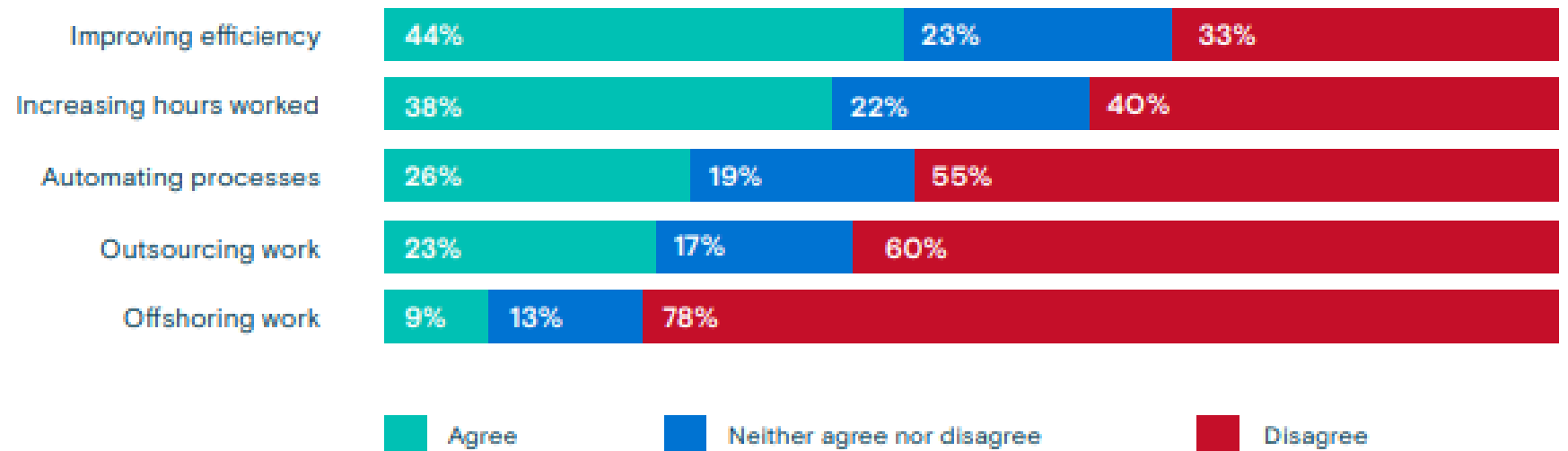
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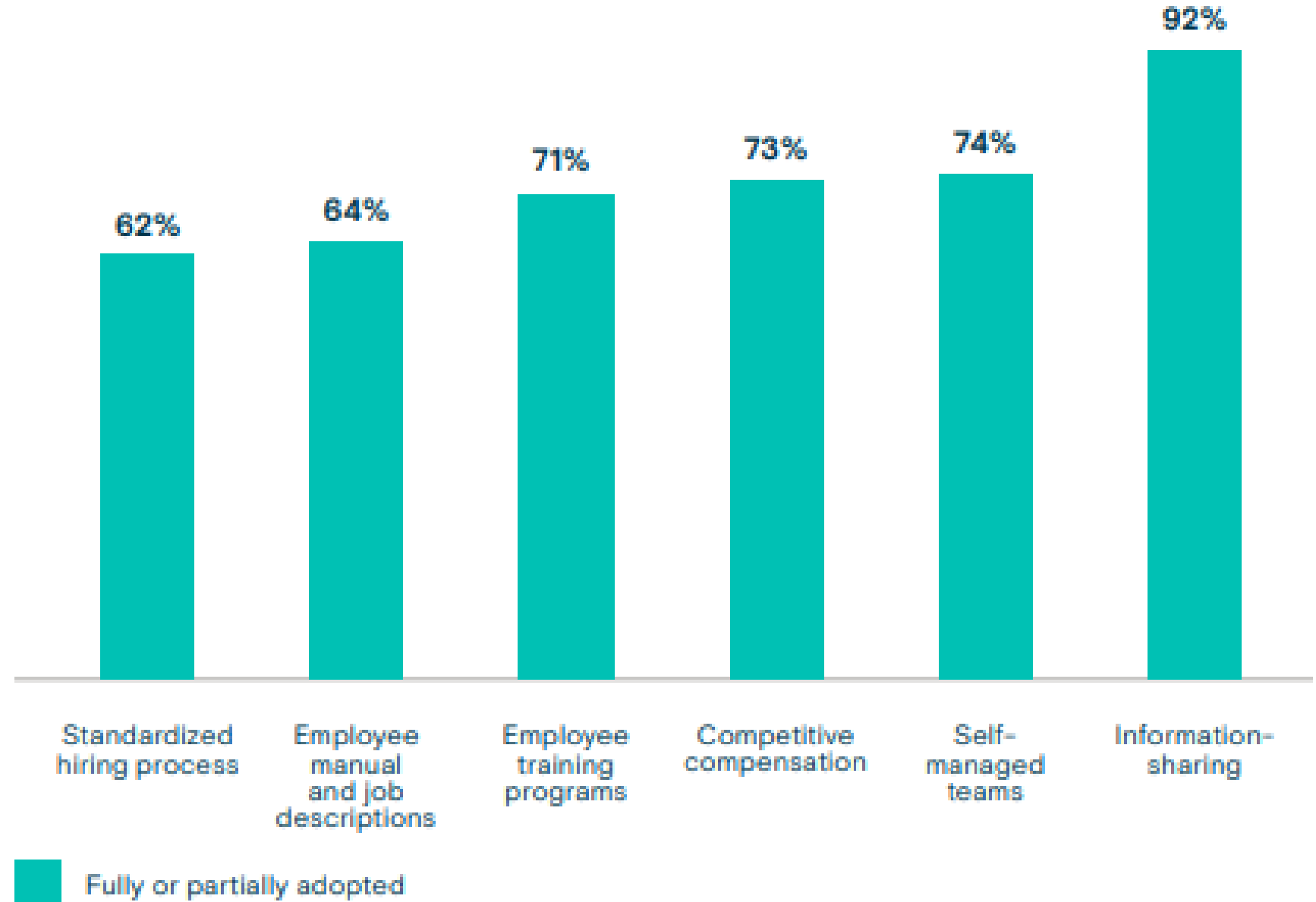
WHAT DOES THE DATA TELL US?

Figure 9 — Operating strategies to mitigate labour shortages

Due to a shortage of labour our business is...



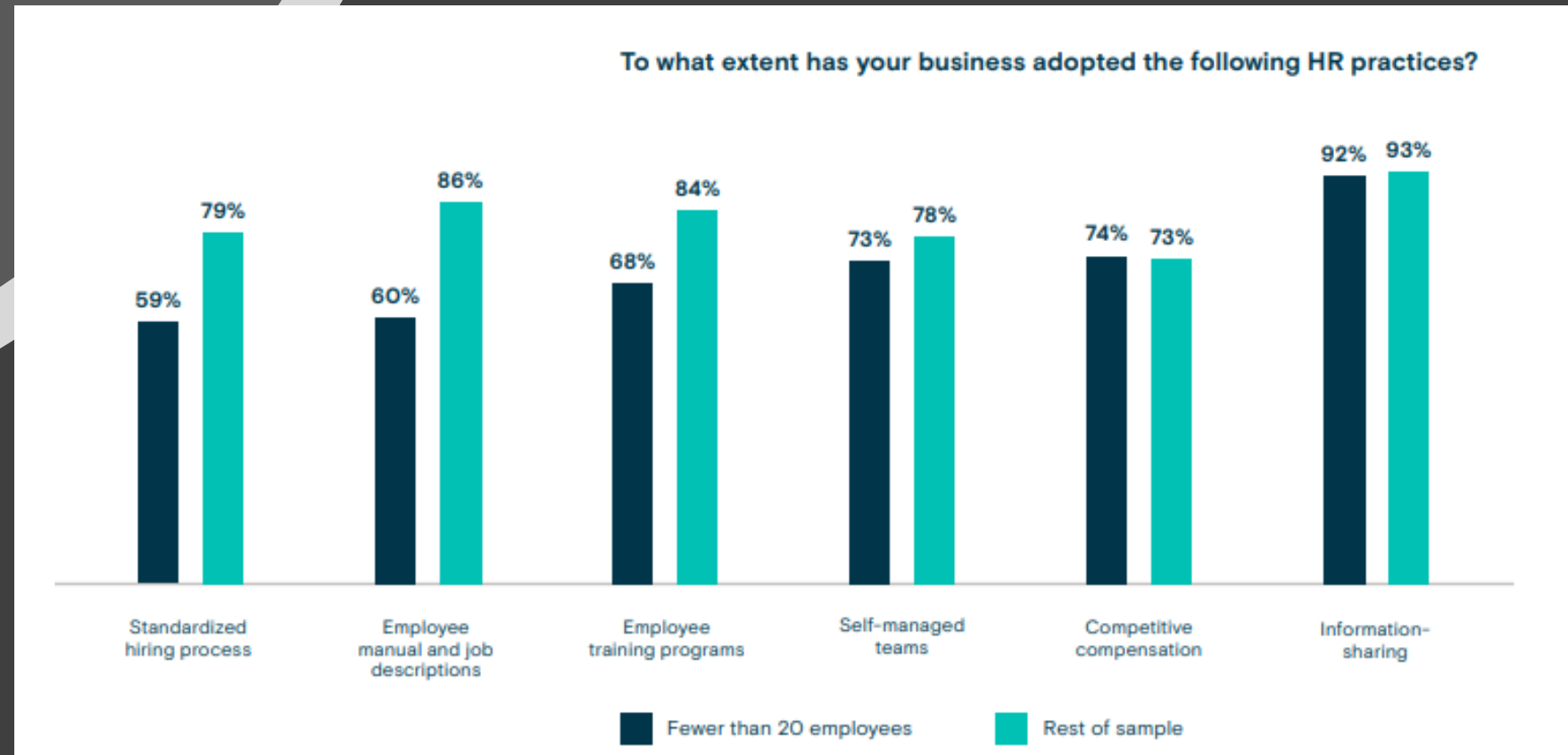
To what extent has your business adopted the following HR practices?



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The logo for the 2021 Labour Market Conference is a dark grey circle with a red crescent shape on the left side. The text "2021 Labour Market CONFERENCE" is written in white inside the circle.

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IMPACT ON BC'S LABOUR MARKET

Questions and Answers