



# TASC Skills Development Fact Sheet

The Alliance of Sector Councils

## Credentials and Integrating Immigrants into the Workforce

*"If Canada wants to succeed in the global economy, our country must be able to attract and retain immigrants with the skills it needs today while preparing us to face the challenges of the future."*

- **Honourable Jason Kenney**, Minister of Citizenship, Immigration and Multiculturalism, June 15, 2010

*"Canada is an immigrant-rich nation. Immigrants have contributed greatly to the development and cultural fabric of our country. With an aging population and a declining birth rate, Canada (like most of the developed world) is increasingly relying on immigration to enhance and grow its workforce."*

- **Canadian Chamber of Commerce**, Policy Brief (Economic Policy Series), February 2009

**Canada's Sector Councils are industry's voice on Human Resources and Skills Development Issues...**

**SECTOR COUNCILS** are industry-led partnership organizations that address skills development issues and implement labour market solutions in key sectors of the economy. Sector Councils bring together representatives from business, labour, education, governments, and other professional groups to comprehensively address solutions across Canada.

**THE ALLIANCE OF SECTOR COUNCILS (TASC)** is the network of over 35 sector councils and sector-like organizations that facilitates the sharing of best practices in skills development, advances expertise of all councils, and builds strategic partnerships with other labour market stakeholders ([www.councils.org](http://www.councils.org)).

### Some examples of how Sector Councils are helping to integrate immigrants into the workforce:

- 1. ON-LINE CREDENTIALS AVAILABLE FOR ENVIRONMENTAL JOBS IN CANADA.** **Environmental Careers Organizations (ECO) Canada** offers an Environmental Practitioner-in-Training designation that allows immigrants to get Canadian credentials via the Internet while they are still in their home country. They register in the program, complete their courses and, upon successful completion, are then granted designation. <http://www.eco.ca>
- 2. ESSENTIAL CAREER INFO WEBSITE IN 12 LANGUAGES.** In 2002, nearly a quarter of all immigrants in Canada were first generation Canadians. This has serious implications for Canada's labour market. **Gateway to Careers** is a multilingual website created by the Alliance of Sector Councils and an immigrant service agency called LASI World Skills. It is a unique career resource available in 12 languages. The website provides essential information on careers in 33 sectors including working conditions, range of occupations, and training required. The website can be found at <http://www.councils.org/careers/>
- 3. SUPPORT FOR ICT PROFESSIONALS COMING TO CANADA.** **Workshops Online: Immigration to Integration** is an e-learning tool developed by the **Information and Communication Technology Council** for Internationally Educated Professionals (IEP's), and those assisting IEP's. The comprehensive tool provides knowledge about the process of coming to Canada, what Canadian ICT employers need and resources to develop various competencies. ICTC also implemented an Integrated Work Experience Strategy program, which is a bridge-to-work program for IEP's

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Canada

and provides participants with key knowledge in Canadian cultural awareness, workplace communication, work experience, business networking experience and volunteering opportunities. <http://www.ictc-ctic.ca>

4. **TOURISM GUIDE HIGHLIGHTS DIVERSITY.** The **Canadian Tourism Human Resource Council** published a helpful guide called the **Good Employer Compendium**, which presents 12 case studies that describe how tourism businesses across Canada have applied diversity practices to successfully recruit, integrate, and retain internationally trained staff. <http://www.cthrc.ca>
5. **TOURISM TRAINING ENDORSED IN EUROPE.** In 2010, both The Queen Margaret University of Scotland and hdpk Hochschule der popularen Kunste, and Applied Arts university in Berlin formally endorsed the **emerit® Event Management International Competency Standard** for tourism training developed by the **Canadian Tourism Human Resource Council**. <http://www.cthrc.ca>
6. **HELPING JOB SEEKERS BECOME BIOREADY.** The *BioSkills Recognition Program* is an industry-led program that was developed to create the ability for anyone entering the bio-economy workforce such as new graduates, international educated professionals (IEPs) and other job seekers to have their skills recognized and to be connected with employers in an efficient and reliable fashion. Job seekers create their own **BioTalent** ePortfolio based on Bio-economy Skills Profiles or Bio-economy Skills At-a-Glance to have it recognized by industry as BioReady. Related programs that are also helping with the integration of internationally educated professionals (IEPs) are the: BioSkills Transfer Tool; Online Readiness Modules that help IEP gauge their readiness to work in the bio-economy; BioSynergy – which helps sharpen someone’s team interactions; and Bio-economy Language Instruction Course. <http://www.biotalent.ca>
7. **ENVIRONMENTAL CAREER CURRICULUM TAILORED TO IMMIGRANTS.** **ECO Canada** offers an Environmental Bridging Program in partnership with local immigrant serving agencies across the country. The program’s curriculum was developed in conjunction with more than 60 industry organizations providing input on cultural and industry specific language and skills issues hindering the full integration of immigrants in the sector. The program helps immigrants find meaning full work and gives employers access to pre-screened and qualified foreign trained professionals. To date, the program is rolled out in two cities, with partners preparing for roll out in five others. <http://www.eco.ca>
8. **EMPLOYMENT STRATEGIES FOR CALL CENTRES.** Canadian contact centres, operating in Canada or abroad, and also known as call centres and/or customer service centres, are a significant component to the Canadian economy, employing 3.4%<sup>1</sup> of the Canadian workforce. They vary in size, level of specialization of staff, technologies used and wages provided. **Contact Centre Canada** is developing a Pan-Canadian Engagement Strategy as a forward-looking document for the industry. It will include: career awareness opportunities; building relationships between industry, training institutes and special interest groups; identification of sector specific data, programs and tools available; and targeted skill development initiatives. <http://www.contactcentrecanada.ca>

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<sup>1</sup> Statistic from year 2000. [http://www.contactcentrecanada.ca/media/3819/section4\\_en.pdf](http://www.contactcentrecanada.ca/media/3819/section4_en.pdf)



The Alliance of Sector Councils  
L'Alliance des conseils sectoriels

## SECTOR COUNCILS MAKE A DIFFERENCE IN TODAY'S LABOUR MARKET

**Sector Councils** are industry-led partnership organizations that address skills development issues and implement solutions in key sectors of the economy. Sector Councils bring together representatives from business, labour, education, and other professional groups in a neutral forum to comprehensively and cooperatively analyze and address sector-wide human resource issues on a national scale.

**The Alliance of Sector Councils (TASC)** is the coordinating body for these 37 sector councils and sector-like organizations. TASC's core purpose is to engender a cohesive sector council approach to providing labour market solutions and our mission is to assist sector councils in providing those labour market solutions.

### LIST OF CANADA'S SECTOR COUNCILS

The Alliance of Sector Councils  
[www.councils.org](http://www.councils.org)

#### MEMBERS

**Aboriginal** Human Resources Council  
[www.aboriginalhr.ca](http://www.aboriginalhr.ca)

Canadian **Agricultural** Human Resource  
Council  
[www.cahr-ccrha.ca](http://www.cahr-ccrha.ca)

**Apparel** Human Resources Council  
[www.apparel-hrc.org](http://www.apparel-hrc.org)

Canadian **Apprenticeship** Forum  
[www.caf-fca.org](http://www.caf-fca.org)

Council for **Automotive** Human Resources  
[www.cahr-crha.ca](http://www.cahr-crha.ca)

Canadian **Automotive Repair and Service**  
Council  
[www.cars-council.ca](http://www.cars-council.ca)

Canadian Council for **Aviation and Aerospace**  
[www.avaerocouncil.ca](http://www.avaerocouncil.ca)

**BioTalent** Canada  
[www.biotalent.ca](http://www.biotalent.ca)

Motor Carrier Passenger Council of Canada  
(BUS)  
[www.buscouncil.ca](http://www.buscouncil.ca)

**Child Care** Human Resources Sector Council  
[www.csc-csge.ca](http://www.csc-csge.ca)

**Construction** Sector Council  
[www.csc-ca.org](http://www.csc-ca.org)

**Contact Centre** Canada  
[www.contactcentrecanada.ca](http://www.contactcentrecanada.ca)

**Cultural** Human Resources Council  
[www.cultural.hrc.ca](http://www.cultural.hrc.ca)

**Electricity** Sector Council  
[www.brightfutures.ca](http://www.brightfutures.ca)

**Environmental** Careers Organization of  
Canada  
[www.eco.ca](http://www.eco.ca)

Canadian Council of Professional **Fish**  
**Harvesters**  
[www.ccpfh-ccpp.ca](http://www.ccpfh-ccpp.ca)

Canadian **Food Processing** HR Council  
[www.fphrc.ca](http://www.fphrc.ca)

**Forest Products** Sector Council  
[www.fpsc-cspf.ca](http://www.fpsc-cspf.ca)

Canadian **Grocery** HR Council  
[www.cghrc.ca](http://www.cghrc.ca)

**Information** and Communications Technology  
Council  
[www.ictc-ctic.ca](http://www.ictc-ctic.ca)

Forum for **International Trade** Training  
[www.fitt.ca](http://www.fitt.ca)

**Mining** Industry HR Council  
[www.mihrc.ca](http://www.mihrc.ca)

HR Council for the **Non-Profit** Sector  
[www.hrcouncil.ca](http://www.hrcouncil.ca)

**Petroleum** Human Resources Council of  
Canada  
[www.petrohrsc.ca](http://www.petrohrsc.ca)

Canadian **Plastics** Sector Council  
[www.cpsc-ccsp.ca](http://www.cpsc-ccsp.ca)

**Police** Sector Council  
[www.policecouncil.ca](http://www.policecouncil.ca)

Canadian **Printing** Industries Sector Council  
[www.cpisc-csic.ca](http://www.cpisc-csic.ca)

Canadian **Steel** Trade and Employment  
Congress  
[www.cstec.ca](http://www.cstec.ca)

Canadian **Supply Chain** Sector Council  
[www.supplychaincanada.org](http://www.supplychaincanada.org)

**Textiles** Human Resources Council  
[www.thrc-crht.org](http://www.thrc-crht.org)

Canadian **Tourism** Human Resource Council  
[www.cthrc.ca](http://www.cthrc.ca)

Canadian **Trucking** Human Resources Council  
[www.cthrc.com](http://www.cthrc.com)

**Wood** Manufacturing Council  
[www.wmc-cfb.ca](http://www.wmc-cfb.ca)

#### PARTNERS

**Asia Pacific** Gateway Table  
[www.apgst.ca](http://www.apgst.ca)

National Association of **Career Colleges**  
[www.nacc.ca](http://www.nacc.ca)

Association of Canadian **Community Colleges**  
[www.acc.ca](http://www.acc.ca)

**Engineers** Canada  
[www.engineerscanada.ca](http://www.engineerscanada.ca)

**Installation, Maintenance and Repair** Sector  
Council  
[www.imrsectorcouncil.ca](http://www.imrsectorcouncil.ca)

**Polytechnics** Canada  
[www.polytechnicscanada.com](http://www.polytechnicscanada.com)

Canadian Council of **Technicians and**  
**Technologists**  
[www.cctt.ca](http://www.cctt.ca)