

## APPENDIX L: LABOUR FORCE NEEDS IN THE FOOD SERVICE SECTOR IN VANCOUVER:

The tourism sector in BC is a growth industry, especially within the food and beverage service sector. According to the June 2004 [BC Labour Market Survey](#), the BC accommodation, food and beverage sector has had steady job growth since December 2001.

([www.labour.gov.bc.ca/skills/lfs-june04.pdf](http://www.labour.gov.bc.ca/skills/lfs-june04.pdf)). In the Lower Mainland, the Human Resources and Skills Development Canada [1<sup>st</sup> Quarter 2004 HRCC North Fraser Report](#), states that “The largest percentage gains in service employment over the past year were in accommodation and food services (up over 14%)... these gains reflect some improvement in tourism, following a two-year downturn.” ([www.hrsdc.gc.ca/en/bc-yk/5618/jwtc/lmi/lmr1q04.shtml](http://www.hrsdc.gc.ca/en/bc-yk/5618/jwtc/lmi/lmr1q04.shtml))

According to the Human Resources and Skills Development Canada [1<sup>st</sup> Quarter 2004 HRCC North Fraser Report](#), “The Conference Board of Canada forecasts better days ahead for the Greater Vancouver economy, which could post some of the highest growth in Canada through to 2008. This outlook is based on continuing construction strength as Olympics-related activity revs up, as well as a rebound in manufacturing and tourism.” ([www.hrsdc.gc.ca/en/bc-yk/5618/jwtc/lmi/lmr1q04.shtml](http://www.hrsdc.gc.ca/en/bc-yk/5618/jwtc/lmi/lmr1q04.shtml)) The [Lower Mainland/SouthWest BC Industrial Profile 2000](#), also predicts job growth as a result of increased tourism spending and the expansion of Whistler. ([http://plaza.kwantlen.bc.ca/sites/industrialprof.nsf/files/w\\_Summary.pdf/\\$FILE/w\\_Summary.pdf](http://plaza.kwantlen.bc.ca/sites/industrialprof.nsf/files/w_Summary.pdf/$FILE/w_Summary.pdf))

The COPS BC Unique Scenario, February 2003, projects that overall employment in BC will experience annual average growth of 1.4% between 2001 and 2011. In comparison, they predict that BC accommodation, food and recreational services will experience job growth of 2.1% per year. (p. 2) ([www.bcstats.gov.bc.ca/pubs/lfs/lfs0305.pdf](http://www.bcstats.gov.bc.ca/pubs/lfs/lfs0305.pdf)) The Institute of Chartered Accountants of BC in their [BC Checkup 2004](#), report that one of the industries with the largest job growth in BC in 2004 is accommodation and food services with 12,900 new jobs created in 2004. ([www.bccheckup.com/bccheckup.php?cat=8](http://www.bccheckup.com/bccheckup.php?cat=8))

Roslyn Kunin & Associates, Inc. is a research group that was commissioned by the 2010 Winter Games HR Planning Committee to find out the labour demand in BC from 2003 to 2015. They created a report entitled [Maximizing 2010 Employment and Skills Opportunities](#), which concludes that the 2010 Winter Games will result in the creation of an additional 62,825 jobs in tourism-related sectors. Approximately 6 out of 10 of new employment opportunities will be created in the LowerMainland/SouthWest region from 2003 to 2015. In addition to the Olympic Games, this demand will be a result of major projects like the Vancouver Convention and Exhibition Centre. ([www.labour.gov.bc.ca/skills/2010\\_labour\\_demand.pdf](http://www.labour.gov.bc.ca/skills/2010_labour_demand.pdf).)

According to the Dec. 2003 report of the 2010 Human Resources Committee, “Final Report of the 2010 Human Resources Committee – Dec. 2003 Planning for Gold: MAXIMIZING 2010-RELATED EMPLOYMENT & SKILLS OPPORTUNITIES IN BRITISH COLUMBIA: CONNECTING LABOUR MARKET SUPPLY & DEMAND”

Some of the occupations that will be most affected by the 2010 Winter Games and experience the most growth include:

Occupation	Incremental Growth 2003 - 2015
Occupations in Food & Beverage	6,438
Chefs & Cooks	5,059
Food Counter Attendants & Helpers	4,792

Managers in Food Services & Accommodation	4,185
---	-------

[www.labour.gov.bc.ca/skills/2010\\_HRP\\_Committee\\_Final\\_Report\\_Final\\_Version.pdf](http://www.labour.gov.bc.ca/skills/2010_HRP_Committee_Final_Report_Final_Version.pdf)

The BC Tourism Human Resources Development Task Force developed the Recruit, Retain & Train: Developing a Super, Natural Tourism Workforce in British Columbia (2003) strategy project. They also discovered that more workers are needed in many tourism related occupations. In the food and beverage sector, they estimate that by 2010 the province will require 9,927 more cooks, 1,557 more professional chefs and 10,000 new managers for the Food & Beverage Services sector. They predict a 2.6% growth for food and beverage service employment from 2002-2010. (p. 2)

[www.go2hr.ca/go2docs/docs/Go2Task\\_ActionPlan.revweb.pdf](http://www.go2hr.ca/go2docs/docs/Go2Task_ActionPlan.revweb.pdf)

There is a challenge ahead to ensure that there are enough skilled people to meet the demand. Roslyn Kunin & Associates, Inc offered a number of options for addressing potential labour force shortfalls including:

- expanding apprenticeship and trades certification opportunities
- expanding on-the-job training linked to career advancement into management
- upgrading front-line workers
- increasing the numbers of seats in training institutions
- reducing unnecessary barriers to inter-provincial migration
- broadly disseminating information on future labour market demand so individuals can make better informed career choices.

[www.labour.gov.bc.ca/skills/2010\\_labour\\_demand.pdf](http://www.labour.gov.bc.ca/skills/2010_labour_demand.pdf)

In terms of grocery retail growth, the Canadian Food Industry Council surveyed 23 Canadian Food Retail and Wholesale industry opinion leaders, human resource experts, educators and front-line managers. Skill shortages identified were: Meat Cutters, Bakers, Pharmacists, Florists, Customer service, Deli Managers, Produce Managers, Fish Specialists, Food Safety, and store and department managers. (p. 27, Changing the Update Survey)

[www.canadianfoodindustrycouncil.com/en/cftreport.pdf](http://www.canadianfoodindustrycouncil.com/en/cftreport.pdf),

Some suggestions offered for addressing skill development needs include:

- More online or correspondence courses offered at university of community college level and more in-house training of employees
- Clarifying the path to management
- “As far as safety is concerned, we are an accident waiting to happen.”
- Emphasizing customer service skills
- More apprentice programs in stores

One participant stated, “In Quebec, we believe in, and work a lot with the apprentice programs. Butcher training, for example, is done completely in the store, where the master teaches the apprentice. You can get books and documents on this form the local employment office, and take a year in the store. The store owner gets a tax credit for the contribution to the program. We are making the food industry better known to teachers – building links between

colleges and industry” (p. 28, Changing the Update Survey)  
[www.canadianfoodindustrycouncil.com/en/cftreport.pdf](http://www.canadianfoodindustrycouncil.com/en/cftreport.pdf)