



For Immediate Release

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Study Recommends Ways to create more Human Capital in BC, to Keep Up with Job Demand

Businesses and HR Professionals warned creativity on several fronts needed now to solve emerging crisis

Vancouver, BC - BC is at a turning point when it comes to having enough well-trained employees – and what BC's employers choose to do now will affect our ability to have sufficient human capital for the next generation.

We're in a world where there's no longer an endless pool of available labour, and a different set of skills are in demand. Demographics are shifting, new technological advancements come regularly, globalization is redefining market needs, and there is growing employee apprehension in the workplace.

A white paper called *Ahead of the Talent Curve: Ensuring BC's Competitive Edge*, published today by Canada's Public Policy Forum in partnership with the Vancouver-based Human Resources Management Association (HRMA), finds the condition of our province's human capital stock lacking, as BC continues to shift from a resource-based economy to a diversified, knowledge-based economy driven largely by small business.

The report is the result of a series of roundtables earlier this year around BC, with contributions from business leaders, HR professionals, academics and government representatives. The full white paper is available for viewing on the [HRMA site](#).

HRMA President and CEO Anthony Ariganello notes there will be an estimated 1.1 million job openings in BC over the next decade – but only 650,000 students will emerge from our schools to fill them. That creates a challenge that HR specialists all over the province must face head on.

"Organizations must ensure that HR professionals are qualified to act in this important capacity," he said. "HRMA believes that self-regulation can play a large role in increasing accountability and promoting excellence in the field at a time when HR professionals take on even more responsibility as the landscape continues to shift. Their influence is greater than ever when it comes to ensuring that we have a well-trained workforce, in numbers that will keep our economy growing as it changes."

Priorities outlined in the white paper include increasing the skill level and labour market success of British Columbians, attracting workers and entrepreneurs and improving workplace productivity.

The paper sets out potential strategies including rebranding cities, especially outside of the Lower Mainland, to attract more labour; doing a better job of connecting immigrant and Aboriginal talent to the job market, and expanding training opportunities, especially for in-demand fields.

(A summary list of the study's recommended potential strategies is attached, and described in more detail in the white paper.)

(more)

About HRMA

The BC-based Human Resources Management Association (HRMA) is a non-profit organization dedicated to advancing the HR profession through advocacy, awareness and professional development opportunities such as conference, workshops, symposia, mentorship and volunteer programs. The association provides leadership to more than 5,500 members that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon. www.hrma.ca.

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**HUMAN RESOURCES
MANAGEMENT ASSOCIATION**

The Voice of the HR Profession

BACKGROUND

Potential Strategies to Keep BC Ahead of the Talent Curve

From “Ahead of the Talent Curve: Ensuring BC’s Competitive Edge”, published by Canada’s Public Policy Forum in partnership with the Vancouver-based Human Resources Management Association (HRMA)

- Rebranding cities as attractive career destinations by showcasing unique advantages and challenging common misconceptions
- Leveraging new technology to expand talent pools and increase employment opportunities beyond geographic boundaries
- Providing flexible work arrangements and two-way mentoring opportunities to build a productive intergenerational workforce
- Creating a multi-stakeholder platform to encourage ongoing dialogue on the impact of employment and labour laws
- Expanding mentoring and internship opportunities for immigrant and Aboriginal talent to better connect them to the job market
- Establishing employer coalitions across sectors to champion workforce diversity and ensure broad commitment to action
- Increasing the reach and value of co-operative education programs to better prepare graduates for the workplace
- Investing in greater employer engagement to expand training opportunities and promote in-demand fields
- Addressing capacity constraints by setting up employer consortia focused on developing and sharing talent
- Rethinking employer incentives to improve strategies for increasing investments in employee training and professional development
- Supporting strategic workforce planning by investing in innovative research methods to enhance labour market forecasting
- Engaging municipal leaders across the province to advance a balanced, coordinated approach to human capital development