



For Immediate Release

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Restructuring, and dealing with the skills gap to fall increasingly to BC and Yukon HR professionals in 2014 - survey

Vancouver, BC: An aging workforce, new recruits lacking required skills, managing the fallout from corporate restructuring, and the growing footprint of technology and social media in day-to-day business are among the employer/employee challenges that most HR practitioners are expecting to face more and more in 2014.

This according to a BC Human Resources Management Association (BC HRMA) year-end survey of more than 900 HR professionals across BC and Yukon.

Increasingly, many of the respondents report that senior management is handing over extra responsibilities to them, to be dealt with in addition to their existing HR duties:

- 34% of respondents said organizational restructuring has been added to their duties
- 31% said they took on additional strategic workforce planning responsibilities
- Respondents also said they've been asked to take on measurement and metrics (23%), use of technology (23%), employer branding (21%) and social networking and web duties (20%).

The survey also asked which trends these HR practitioners are struggling with most:

- 53% of respondents said the gap between positions with required skills, and a lack of existing skilled labour is the biggest concern for employers and their HR people
- 43% said they have to deal with replacing an aging workforce
- 29% said their main concern was changes in federal and provincial legislation that affects human resources issues
- 25% per cent cited the increased use of technology in the workplace.

“Employers, private and otherwise, need to realize it’s going to take skilled HR professionals to help ensure these kinds of workforce matters are dealt with now and in years to come. Providing the right resources for them to do that is important,” says Christian Codrington, Senior Manager, Professional Practice for BC HRMA.

“Our membership continues to manage human capital issues in an economy that is growing and facing more intense competitive pressures. Companies and organizations which ignore these issues may experience a significant loss in competitive edge when it comes to attracting, and keeping, bright new talent, which is in short supply in many industries.”

(more)

Employee engagement is also expected to be an ongoing issue in 2014. [Surveys released last October by BC HRMA and Insights West](#) found 55 per cent of British Columbians would leave their present jobs immediately if a better one came along, and that the resignation rate in BC is rising.

About HRMA

The BC-based Human Resources Management Association is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, mentorship and volunteer programs.

The association provides leadership to more than 5,500 members and 3,000 affiliates 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.bchrma.org

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