



Tourism & Hospitality Sector Strategies

Kim Marshall – Director, Projects & Strategic Initiatives

- Independent, not-for-profit, Tourism & Hospitality training & workforce development organization established in 1991 with funding from the Ministry of Tourism
- Liaison between industry, government, education, associations, labour & employment services
- OTEC leverages the community, education and economic development infrastructure to improve competitiveness and strengthen the sector

OTEC WORKFORCE SOLUTIONS CYCLE



- Front-line Programs
- Leadership Programs
- *Emerit* Occupational Skills Training & Certification
- Sector-specific essential skills training



SERVICE EXCELLENCE



emerit[®].ca

- Quality Standards
- Destination Development Training Programs
- Ambassador Programs



REGIONAL TOURISM
ORGANIZATION 7



◁ *Tourism* ▷
KINGSTON

Service Excellence in High Schools:

- Specialist High Skills Majors (SHSM) Licensing Partnership
- Professional development for teachers
- Students in **77** schools trained and certified in Service Excellence



SERVICE EXCELLENCE

Foundational Skills Programs (2-12 weeks)

Hospitality Career Training for Underemployed

Hospitality Career Training for Newcomers and Refugees

Indigenous Tourism Training

Ready to Work: Hospitality Career Pathways
ENHANCE YOUR SKILLS FOR A CAREER IN THE HOSPITALITY SECTOR

Are you interested in a career as a Food and Beverage/Restaurant Server, Housekeeping Room Attendant or Line Cook/Barista/Server?

ABOUT THE PROGRAM
OTEC is the Learning Enrichment Foundation (LEF) and provides up to 14 weeks program for individuals looking to build a career in the Hospitality sector.

Eligibility Requirements:

- Minimum grade 10 education, or past secondary level
- Minimum English language proficiency of Canadian Language Benchmarks (CLB 5/7) for reading, writing, and speaking
- Resident of Ontario, Canadian Citizen, Permanent Resident, Convention Refugee, Protected Person and/or holder of a valid work permit
- Available to participate on a full-time basis and accepting full-time employment upon completion
- Ontario Work Readiness

PROGRAM COMPONENTS

- 4 weeks in-class Industry Foundation Training and Certifications in:
 - Industry essential Workplace Essentials
 - Service Excellence
 - Food Safety
 - Group Service
 - WHMIS
 - Workplace Culture and Communication
- 8 weeks workplace training for up to:
 - Food & Beverage Servers/Restaurant Server
 - Housekeeping Room Attendant
 - Line Cook/Barista/Server
 - On-the-job training based on national SPORC curriculum
- Food Program/Testing Support
 - Up to 12 hours of post program support as follows:
 - Assistance with transitioning from in-class code placement to employment and search assistance in securing full-time employment
 - Up to five 1-hour sessions with a career coach and mentor

The Learning Enrichment Foundation is committed to complying with the Accessibility for Ontarians with Disabilities Act (AODA). If you require accommodations to participate in this program, please contact a.ross@leffoundation.org or call 416-749-0800, TDD to a lower level facility.

Next Session Starts February 20, 2019
Register for the program or for more information, please contact:
Register Contacted call: (416) 422-4470 ext. 240, or by email: register@leffoundation.org
Program Location: 118 Industry Dr, Toronto, ON M6H 4L6

DESTINATION EMPLOYMENT
YOUR FUTURE BEGINS HERE

HOSPITALITY SKILLS TRAINING FOR NEWCOMERS

The Hospitality Skills Catalyst program will prepare you for employment and set you on a career-building path in the hotel industry.

As a participant, you will:

- Get an individualized personality portrait called ALIGN, for career exploration
- Earn industry-recognized certificates such as:
 - emert Workplace Essentials (WOE)
 - Smart Serve
 - Food Safety
 - Service Excellence
 - WHMIS
- Network with regional and local employers
- Receive support to find employment or placement opportunities within the Hospitality sector
- Develop strong job-search skills

Program Dates: February 6 - March 20, 2019
(5-week program offered M-F, 1:30pm to 4:30pm)

To apply, you must be:

- A Permanent Resident of Canada
- A Protected Person and/or Convention Refugee with Valid Work Permit

CONTACT KEYS JOB CENTRE FOR DETAILS ON THIS FREE PROGRAM

KEYS Job Centre
Wesam Ayad | Senior Project Coordinator
e. wesam@acesemployment.ca
p. (613) 546-5559 ext. 241

In partnership with:



Strengthening Career Destinations for Marginalized People in TOURISM & HOSPITALITY!

Building on the success of the recently completed Hospitality program, the Metis Nation of Ontario (MNO) is pleased to announce the new Navigating Employment Pathways program (NEP), made in part by the Government of Canada. The program is a partnership between the Metis Nation of Ontario (MNO) and the Ontario Premier's Education Cooperative (OPEC).

The Program is designed to provide industry specific training at no cost to participants and is available to individuals who have completed the Hospitality program and are looking for employment in the Tourism and Hospitality sectors. The program will provide up to 14 weeks of training and support for individuals who are looking to build a career in the Hospitality sector.

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- Ontario Work Readiness

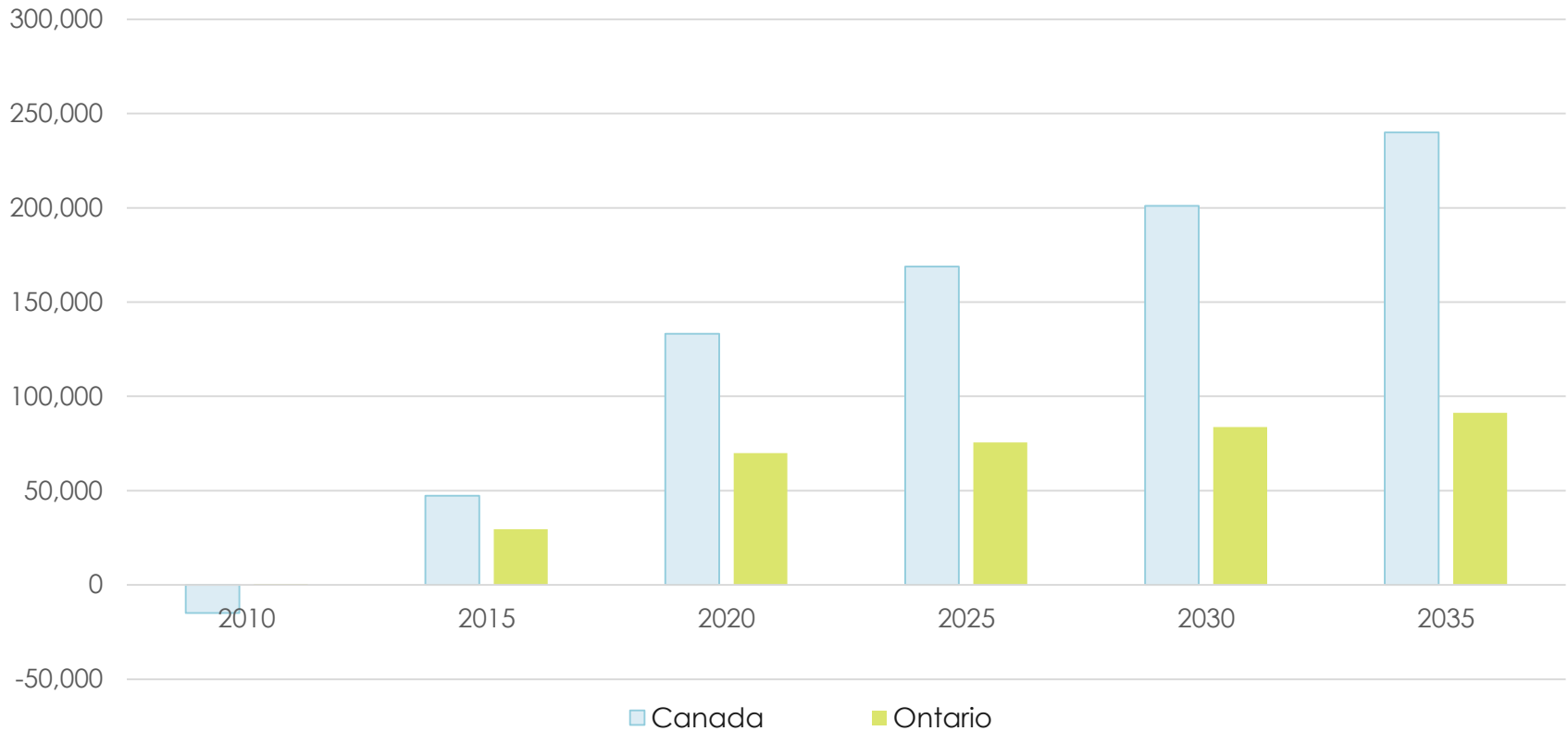
PROGRAM COMPONENTS

- 4 weeks in-class Industry Foundation Training and Certifications in:
 - Industry essential Workplace Essentials
 - Service Excellence
 - Food Safety
 - Group Service
 - WHMIS
 - Workplace Culture and Communication
- 8 weeks workplace training for up to:
 - Food & Beverage Servers/Restaurant Server
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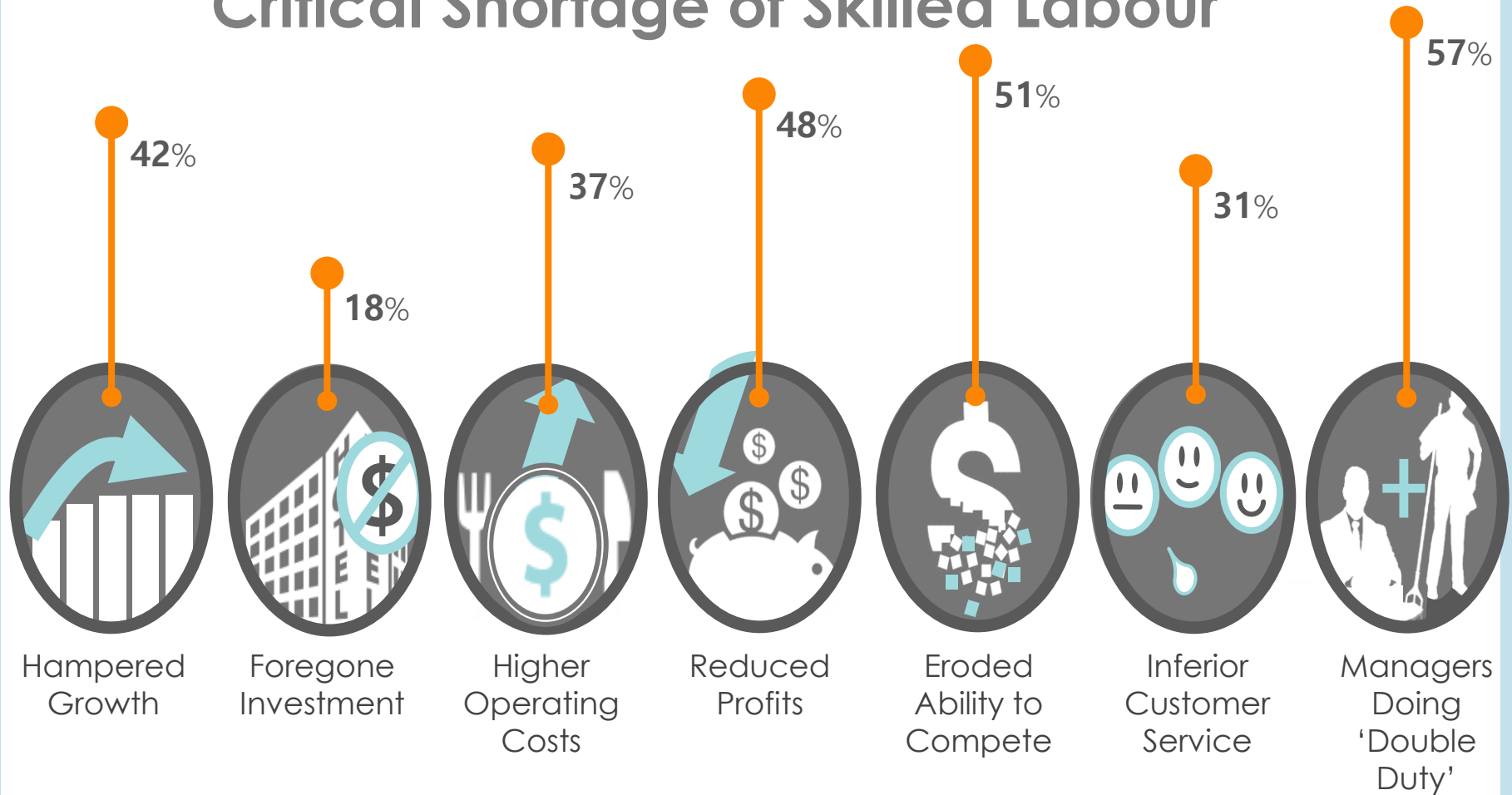
Application deadline: January 6, 2019
Program begins: March 31, 2019
www.metisnation.org

Potential Unfilled Jobs in Canada's Tourism Sector



- In 2015, Tourism HR Canada (THRC) in partnership with OTEC and the Conference Board of Canada conducted **The Supply/Demand Study**
- The study revealed there is a growing shortage of qualified front-line, mid-level and management workers leaving tourism-based organizations at a disadvantage

Critical Shortage of Skilled Labour



Priority Labour Pools:

- Youth and Students
- Indigenous Peoples
- Newcomers & refugees
- People with a disability



Workforce Strategy Must Be:

- Scalable
- Sustainable at the local level



A Psychometric-based Talent-to-Role “Fit” Assessment:

- Based on benchmarking conducted with employers across Ontario
- Integrated with Magnet; employer’s job postings
- Accessed across the EO/ES network
- Streams candidates into the shortest possible path to the workforce
- Completely scalable & customizable to priority client groups or projects

Tourism Workforce Strategy Background:

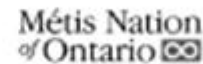
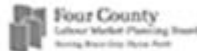
- 2009 Discovering Ontario Report
- Ontario Tourism Workforce Development Strategy 2012-17
- 2017 Growing Tourism Together Framework
- **2017-18 OTEC Research and Consultations to Support a Destination Based Framework**

- A single pan-provincial tourism workforce development network in **12** destinations
- Industry-recognized, locally-customized, workplace training to improve productivity
- An industry-led job creation model that is sustainable at the destination-level
- A diverse network of projects, partners, funders and investors with a shared goal



- A Provincial Council and Regional Working Groups
- Broad Representation:
 - Industry
 - Education and training partners
 - Community employment partners
 - Municipalities & Economic Development Stakeholders
- Research and evaluation
- Cross-promotion and best practice sharing
- Leveraging HR Technology
- Building the 3rd pillar of education

THE PARTNERS








PARTNER COMPOSITION



Category	Provincial	Kitchener-Waterloo	Kingston	Toronto	Windsor	Brockville	Trenton	Thunder Bay	Niagara /NOTL	Total
Employers	3	2	4	3	2	4	1	3	6	28
Employment Services	5		1	2	2	1	1	4	1	17
Industry Association	3	1	2	1	1	2		2	1	13
Workforce Planning Board	2	1			1	1	1	1	1	8
RTO	2	1	1		1	1	1	1		8
DMO			1		1	2	1			5
Economic Development	1		1				1			3
Municipality	1			1	1		1			4
Education	1	1						1		3
Workforce Consultant	1	1				1				3
Employment Serv. Associations	2									2
Social Impact Enterprise	1									1
	22	7	10	9	9	12	7	12	9	95

New Projects & Initiatives:

- A Youth Employment Framework  **FIRST WORK**
ONTARIO'S YOUTH EMPLOYMENT NETWORK
 - Research on transferrable skills gained in tourism
 - 2019 ASPIRE Career Exploration Series
- Careers in Tourism Campaign  **tiao**
TOURISM INDUSTRY ASSOCIATION OF ONTARIO
- OTEC-ORHMA Youth Initiatives  **ORHMA**
ONTOARIO RECREATION & HOLIDAY MANAGEMENT ASSOCIATION
- Spring 2019 Guide Training  **tourism excellence north**
tourism for all here first
- Launching a Collaboration Portal
- Destination Employment  **DESTINATION EMPLOYMENT**
- New Destinations

THANK YOU

- **Kim Marshall**, Director, Projects & Strategic Initiatives
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WWW.OTEC.ORG