



HRMA Honoured for Tools to Help Employers Connect with New Canadians Receives IEC-BC Leadership Award

VANCOUVER, BC- In a province that is constantly diversifying and where many skill shortages are regional, employers looking to connect with and attract new Canadians can use some tips. The Human Resources Management Association (HRMA) is helping its members and employers by developing and providing tools that make it easier for them to reach out and connect with new Canadians.

HRMA was recognized for its best practices and innovative solutions to immigrant employment and integration at the inaugural leadership awards of the Immigrant Employment Council of BC (IEC-BC) on April 9. IEC-BC honoured the contributions of 13 individuals and organizations that are helping skilled new Canadians integrate in BC workplaces.

Among the programs HRMA developed for employers is a series of online video tutorials with pointers on connecting with new Canadians. Christian Codrington, HRMA's Director of Regulatory Affairs and Member Value, says the videos address issues such as plain language.

"Sometimes we get caught up in our own industry jargon and the tutorials suggest employers take a look at how they're communicating so that they produce job postings and job descriptions in plain language," he says.

Codrington says because there is an oversupply of some skills in the Lower Mainland, but an undersupply up north, HRMA developed a guide and co-facilitated employer workshops with IEC-BC in northern communities to address recruiting new Canadians. The sessions were especially helpful to smaller businesses that lack the HR resources of large industries. Workshop resources including links to online tutorials and resources can be found at <http://northernbcjobs.com>.

"Good HR practices are good HR practices - recruit, retain, engage," says Codrington. "We've been working with IEC-BC and employers and practitioners in the field who tell us their struggles and what works for them. If we can raise awareness and give people tools that are making a difference, that's fantastic."

Funded by the Government of Canada, Citizenship and Immigration Canada and the Province of BC, IEC-BC is a provincial non-government organization that stimulates the integration of skilled immigrant talent into the province's workforce by fostering solutions, building connections and being a champion to help employers attract and retain skilled immigrant talent.

To learn more about the IEC-BC Leadership Recognition awards, visit <http://iecbc.ca/2015-leadership-awards>