

# Recruiting Staff and Wage Subsidies:

## What's New for Tourism SkillsNet North in 2022

Tourism SkillsNet North



# What is Tourism SkillsNet North?

Tourism SkillsNet North (TSNN) is designed to:

- identify specific workforce labour gaps;
- train up to 200 potential employees; and
- match them with available job opportunities within Northern Ontario's tourism sector.

The program will assist in the identification and training of **200** potential employees and match them with employers within Northern Ontario's tourism sector.

**The Tourism SkillsNet North Program will be available from March 28<sup>th</sup>, 2022 until March 31<sup>st</sup>, 2023.**



# Who are the Partners in Tourism SkillsNet North?

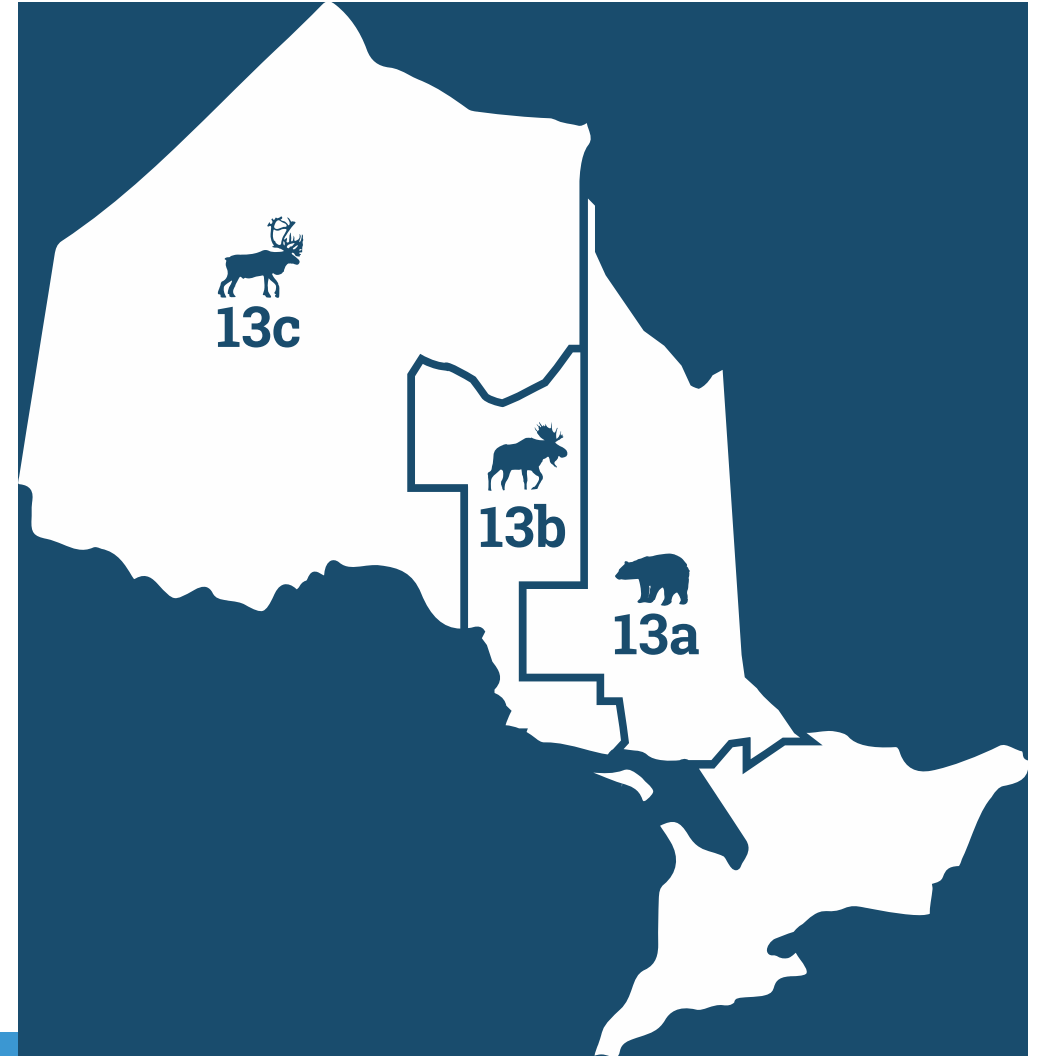
- **Destination Northern Ontario (DNO)** – Project Manager
- **Ontario Tourism Education Corporation (OTEC)** – Training Providers
- **Nature and Outdoor Tourism Ontario (NOTO)** – Employer & Employee Matching Providers; recruitment of employers
- **Indigenous Tourism Ontario** – Indigenous tourism sector
- **Northern Ontario District Social Services Boards** – Assist in referring participants and employers
- **Northern Ontario Workforce Planning Boards** – Labour Market Gap Analysis
- **Northern Ontario Employment Service Providers** – Assist in referring participants and employers



# Who is Eligible?

## Employers and Employees located in the RTO 13 (Destination Northern Ontario) Area.

- 13 A- Northeastern Ontario
- 13 B - Algoma Country
- 13 C - Northwestern Ontario



# Who is Eligible?

For Employers:

Operating in the following fields will be considered eligible for the program:

- Accommodation (B&B, Hotel, Motel, Lodge, Campground etc.)
- Attraction
- Adventure Outfitter (ATV, Camping, Canoe/Kayaking, Horseback Riding, Dog Sledding etc.)
- Fishing/Hunting Outfitter
- Restaurant/Culinary Establishment
- Activity Based (Hiking, Interpretive Program, Wildlife Viewing, Cross Country Skiing, Downhill Skiing etc.)
- Retail
- Service (Air Service, Marina Boat/Launch, Meeting Facility, Wedding Service)
- Cultural Attraction (Heritage Site, Museum, Art Gallery).



# For Employers – Other Benefits of this Program

- Program provides a 50% wage subsidy for each enrolled employee (\$5,000/employee max.)
- Free training will be provided with flexible schedules (value \$1,000+)
- Helping you build a new and/or upskilled workforce
- Free marketing of your job postings
- **Program can be used for new hires and/or re-hires.**
- Past employers and participants enrolled in the 2021-22 program can participate.
- We are building a new labour pool that you will have access to
- The subsidy can help offset the new minimum wage increase
- Saves you time and money

## In 2021, this program helped over 25 employers:

- Retain and recruit staff (over 100 employees)
- Provide free training
- Receive a wage subsidy



# Who is Eligible?

## For Employees:

- Canadian citizen, permanent resident or International student
- Searching for a better employment opportunity in the tourism sector.
- Searching for a spring/summer or fall/winter part-time or full-time job.
- Successful applicants will qualify to be matched up with an employer.
- Matching will be dependent on availability of potential employers.



# For Job Seekers – Why Tourism?

- Tourism is one of the top three industries in Northern Ontario
- It is one of the fastest growing business sectors
- Skills learned are transferable to other careers
- Excellent opportunity to meet people from other parts of the world
- Opportunity to make tips
- Opportunity to build your bank account if working in remote locations
- Opportunity for advancement and to build a career
- Opportunity to build self-confidence and become more independent
- Training opportunities within this program are free (approximately a \$1,000 value).





# Information Collected from Job Seekers

Job seeker application process includes collecting additional information such as:

- **Housing needs:** Employers may or may not offer housing options
- **Transportation:** Depending on where the job seeker is located, transportation to and from the job location may be a challenge. We may be able to connect job seekers with employment service providers that may have assistance available
- **Job Seeker Resumes**

Collecting these details will ultimately help to match job seekers with employers.



# Additional Benefits of TSNN to Employers

- This program works closely with Employment Service Providers and District Social Services Administration Boards across Northern Ontario.
- A focused Tourism as a Career awareness campaign to help recruit and retain staff.
- This program offers beneficial training for the staff you hire. Dedicated staff and trainers will be able to provide wrap-around supports to your referred staff throughout this training program.
- COVID has highlighted the need for people to getaway and travel and experiencing the outdoors is attractive to more people now than ever. This program will help you ramp up for the year of the 'Ontario Staycation' with skilled and trained staff.



# Steps to receive the Wage Subsidy?

## Employers & Job Seekers Register for the TSNN Program on the Destination Northern Ontario Website



### POTENTIAL EMPLOYEES

For potential employees looking to participate in the program, please register here.

REGISTER NOW



### EMPLOYERS

For employers looking to participate in the program, please register here.

REGISTER NOW

## Job Seekers Complete the Mandatory Training

- **Program #1:** Hospitality Bootcamp. ( Employed- Pre Match Participants)
- **Program #2:** Introduction to Hospitality. (Job Seekers)
- **Program# 3:** Dock Hand Training ( Job Seekers/ Pre Match Participants)

## Employers Receive the Wage Subsidy

- Receive a 50% subsidy up to a maximum of \$5,000 per employee.
- Wage subsidy can be stacked with other employer incentive programs.

# Steps to receive the Wage Subsidy?

## How to receive your wage subsidy and information required

### **Step 1: Employee(s) must complete all of the mandatory training courses:**

- Have your employee download their certificate and take screenshots upon completing the courses.
- Once your employee has completed the training, the OTEC team will submit confirmation to NOTO.
- If ever your employee has difficulties with any of the courses, do not hesitate to reach out to the OTEC team.

### **Step 2: Employer completes all wage subsidy forms:**

NOTO will send you the following forms for completion:

1. SDF Placement Agreement Form
2. Employer Reimbursement Form
3. Electronic Transfer Form

- **NOTE:** NOTO will also require payroll records (payroll register or all paystubs) to support the total wage subsidy amount on the reimbursement form. Details on the information required will be shared with participating employers upon registration.

### **Step 3: NOTO submits the wage subsidy claim to DNO:**

- Once NOTO receives all the required documents listed above, the claim is submitted to DNO for payment.
- Payment is made by DNO through electronic transfer to your bank account.

# Training Overview

**Job Seekers are enrolled in a blended learning environment which includes:**

- Virtual, instructor-led workshops
- Self-directed e-learning courses

Tourism SkillsNet North will offer a tailored program for Employers and Job Seekers across Northern Ontario.

**Program #1: Hospitality Bootcamp** (this training program provides the employed new hires with the tools required to perform on the job combining Essentials of Service Excellence, Mental Wellness Training, sector-specific training led by one of our top instructors)

**Program #2: Introduction to Hospitality** (this training program aims to provide Job Seekers with an interest in the hospitality industry resources and sector-specific training to get them trained and ready to work)

All participants must complete all workshops.

Participants will receive a certificate upon completion of the program plus individual industry certifications.

# Training Overview

	Hospitality Bootcamp	Introduction to Hospitality	Dock Hand Training
Training Date	Weekday/ Weekend	Weekday Only	Weekday Only
Employment Status	Employed	Job Seeker	Employed/ Job Seeker
<b>Virtual Instructor Led Training</b>			
Essential Service Excellence	✓	✓	
Virtual Marine Personnel Training			✓
Introduction to Emotional Intelligence	✓		✓
Cleaning with Excellence (Cabin, Housekeeping training)	✓		
Resume Building, Cover letter Workshop		✓	✓
Job Search, Interviewing Skills		✓	✓
<b>eLearning (Self-led) Training</b>			
Service EQ	✓	✓	✓
De Escalation Training	✓	Optional	✓
Communicating for Excellence	Optional	✓	
It's Your Shift	Optional	Optional	
WHMIS	Optional	Optional	
Smart Serve	Optional	Optional	
Food Safety	Optional	Optional	

# TSNN Self - Directed Training



**WHMIS**



**Service Excellence**

**Service Excellence with COVID**




**Disinfect Right**



**Communicating for Excellence**



**Conflict Management**



**Service EQ**

**It's Your Shift**



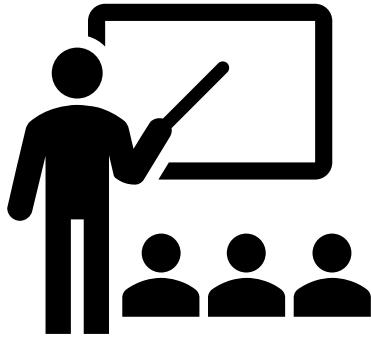
**Smart Serve**



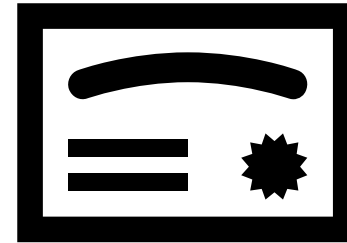
**Food Safety**



# Benefits for Job Seekers



- Workers sharpen their skills for sector reopening and become ready for return to work
- Receive free upskilling and (re)certifications



- Training customized for the Northern Ontario market
- E-learning courses delivered at individual pace



# Trainers for Virtual Instructor Led Courses



## **Kim Greasley**

### **TSNN Trainer, OTEC Trainer**

Kim has been involved in shaping the local and international Hospitality Operations landscape for over 18 years. She has held executive positions in both Housekeeping and Human Resources throughout her career and, has worked at global brands such as Hilton and Marriott as well as at luxury boutique properties under the Leading Hotels of the World umbrella. With her unique blend of work experience, Kim brings a broad perspective regarding leadership, full-cycle human resources, housekeeping and customer service standards.



## **Daniel Reeves**

### **TSNN Trainer, OTEC Trainer**

A veteran of 45 years in the hospitality and tourism industries, Dan has covered all aspects of the industry from front line operations, administration, ownership and marketing. Meeting and exceeding guest expectations is one of the rewards of working in this field. These journeys eventually led to a full time posting at Humber College as a professor in the Hospitality, Recreation and Tourism department. During this tenure, Dan was seconded to the Life Long Learning Business Unit of the School.



# Industry Partners

The Tourism SkillsNet North Program is pleased to work with several key industry partners to deliver sector-specific training programs.

- Boating Ontario Association
- Smart Serve
- Ontario Ski Resort Association
- Disinfect Right (who is the third party for this course)
- Food Safety ( Train Can Campus)

Questions?

