



Canadian Restaurant and  
Foodservices Association  
Association canadienne  
des restaurateurs et des  
services alimentaires



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## **Tourism sector serves up new strategy to address labour shortages**

### ***Key tourism and hospitality industry associations commit to action***

Edmonton... A newly released *Workforce Strategy for Alberta's Tourism and Hospitality Industry* details more than 30 actions industry associations will take to help alleviate labour and skills shortages in their sector.

“Our members have told us that the recruitment and retention of staff is their greatest management challenge,” said Dave Kaiser, President and CEO, Alberta Hotel and Lodging Association (AHLA). “We are pleased to be working with the Government of Alberta and other industry stakeholders on a comprehensive, long-term strategy to meet this challenge.”

Key highlights include:

- proposing modifications to policies to remove barriers for temporary foreign workers and immigrants;
- developing a strategy to strengthen human resource management practices throughout the industry;
- promoting and sharing industry best practices related to attraction and retention of workers, and new technology;
- proposing regulatory changes to increase productivity and flexibility;
- advocating for expansion of tourism studies in high schools and training capacity at post-secondary institutions for specific occupation shortages, and
- partnering with other industry sectors on recruitment campaigns to attract workers to Alberta.

The strategy was developed collaboratively with associations in the tourism and hospitality industry. It will help address labour force issues specific to the industry over the next 10 years. The three champions responsible for implementation include the AHLA, Canadian Federation of Independent Business (CFIB) and Canadian Restaurant and Foodservices Association (CRFA).

According to a recent survey by the CFIB, half of its Alberta members report that they are ignoring business opportunities because they do not have enough staff. “Alberta’s labour shortage has turned from crunch to crisis for small business. While there is no silver bullet, CFIB is pleased to work together with other organizations on a variety of meaningful solutions,” said Janine Halbesma, senior policy analyst for Alberta/NWT.

"The labour shortage is the number one issue for restaurant operators in Alberta, who are coping with an estimated shortfall of 11,000 employees in the foodservice industry alone," said Mark von Schellwitz, CRFA Vice President, Western Canada. "The strength of the strategy being announced today is that it addresses the people shortage, not just a skills shortage."

A copy of *A Workforce Strategy for Alberta's Tourism and Hospitality Industry* is available on Alberta Employment, Immigration and Industry's website at [employment.alberta.ca](http://employment.alberta.ca).

"The signing of the Canada-Alberta Immigration Agreement and an expanded Alberta Provincial Nominee Program are a few recent examples of government action," said Iris Evans, Minister of Employment, Immigration and Industry. "But government can't do it alone – our labour shortage strategy is about partnerships. This industry strategy is a perfect of example of what can be achieved when industry and government work together."

"Alberta's tourism and hospitality sector is a world-class, multi-billion dollar industry. We have unique landscapes, events and attractions, but it is our signature western hospitality that makes an Alberta experience even more memorable," said Hector Goudreau, Minister of Tourism, Parks, Recreation and Culture. "We are proud of the work our industry partners are doing to address this labour shortage as they continue to provide Albertans and visitors with quality service."

This and other upcoming workforce strategies, including energy and manufacturing, are a key part of government's 10-year labour force strategy, Building and Educating Tomorrow's Workforce. The strategy focuses on more workers, better trained and educated people, and innovative workplaces.

Government's strategy to address labour skills and shortages is one of the key actions under Premier Ed Stelmach's plan to manage growth pressures. Other priorities for the government are to govern with integrity and transparency, improve Albertan's quality of life, build a stronger Alberta and promote safe and secure communities.

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