



Voice of the  
Hospitality Industry



# HOW WE ARE BATTLING WORKFORCE ISSUES

2021 / 2022

Prior to COVID-19, the workforce issue was the number one concern for hospitality. COVID-19 has now created a much greater need with critical worries. The recovery journey is beginning with hotels and restaurants facing challenges on meeting proper employee levels. The overall workforce is ever changing with baby boomers exiting and less youth available even less with appeal for hospitality jobs. Immigration policies once contributing to hospitality jobs are equally non-friendly towards our industry. There is plenty of evidence that Canadians are refusing to perform essential hospitality job roles. Furthermore the industry has been stereotyped in a class that lacks desirable employer practices.

Most industries in most jurisdictions are in disarray with finding workers igniting fierce competition among them. Employee shortages cripple investments and expansions while adding enormous pressure to the operation, guest services and to employees.

We all know we need to recruit employees today but the reality is such that there are short term and long term fixes to the workforce issue driven by various factors:

- Immigration reforms
- Reputational damage on image
- Not appealing to youth

## Immigration Reforms

ORHMA has been active on the tough immigration file pushing for changes that will favour positive workforce outcomes:

- Participated recently in videoconferencing and consultations with Ministers from Immigration, Refugees and Citizenship and from Employment, Workforce Development and Disability Inclusion on responsive economic immigration policies for the hospitality industry.

### Status:

In working alongside Ontario's hospitality operators ORHMA supported a recommendation introduced by the Living Water Resorts team at its appearance before Standing Committee on Citizenship and Immigration – specifically to exempt front line hospitality workers from the current 6% unemployment cap. This favourable amendment to the LMIA and Temporary Foreign Workers Program (TFW) became the Committee's #1 Recommendation in its final report to the federal government. The federal election campaign has brought a standstill for this Recommendation to be considered and adopted by the government. Thus, we are eagerly waiting for the next government's response.

We appreciate the leadership of the Living Waters Resorts team who has diligently provided input to this immigration file including outreach to Federal Ministers, MP's, local leaders and members of the hospitality industry over the past 12 months. Collaborative efforts and work at its best!

## Proposed Amendments to the Ontario Immigrant Nominee Program

- Meetings with Ministry of Labour, Training and Skills Development on the inclusion of 'Hospitality NOC codes' in the 'Other Essential Workers' stream.
- Recommend expanding the Ontario Immigrant Provincial Nominee Program (OINP) to include cooks as a skill position to keep international students working in Ontario while they earn merit points to obtain their permanent Canadian Citizenship status.

**Status:**

**We have received verbal agreement to adopt the recommended change of cooks to skill position and in waiting for the outcome.**

## OHI Brings Sexy Back to Hospitality to Appeal to Youth

The Ontario Hospitality Institution (OHI) powered by ORHMA has been set up to the advancement of future workforce needs and the further development of the industry's profession. OHI objectives are:

1. To promote and encourage individuals to seek professional careers in the hospitality industry.
2. To foster awareness of industry's strengths and benefits.
3. To enhance professionalism and excellence in the hospitality industry.
4. To serve as the liaison body between the hospitality industry, institutions and government.
5. To identify new curriculum and training needs that satisfy the industry's ongoing skills progression that ensures world class competitive standards.
6. To ensure skills-based training, re-training and up-grading is available and being implemented.
7. To develop solid partnerships with related hospitality organizations.
8. To recognize and celebrate the hospitality industry's positive initiatives and individual performers.

**Status:**

**The OHI 2021/22 activity plan is being finalized and will include secondary school engagement inspiring youth and streamlining the systems to enable work in hospitality opportunities.**

### Overseas Hospitality Recruitment Program

With the existing workforce challenges in the hospitality industry, ORHMA is taking action to make staffing easier for employers and is now working with AMK Global who has assembled a team of experts that will bring your establishment qualified, pre-interviewed candidates to fill a number of positions including line cooks, bakers, butchers, restaurant managers, housekeepers and more. For more information on AMK Global, contact ORHMA for direct contact.

### Newcomers to Canada Initiative with ACHEV

We have partnered with Achēv who is a leading charitable organization in Ontario that delivers employment, newcomer, language, and youth services. We want to ensure that you the employer, have the tools and capacity to support new hires. Our project with Achēv targets newcomers in Ontario who are looking for opportunities or who are already employed within Ontario's restaurant, hotel, and motel industry. The project we are working on will target newcomers in Ontario who are currently seeking employment.

Achēv and ORHMA are developing customized interactive curriculum and resources based on the needs of the foodservice industry for newcomers who may have low level/beginner English language skills. For more information on Achev, please visit [www.achev.ca](http://www.achev.ca)

### Tourism SkillsNet Ontario (TSNO) Alliance

OTEC and ORHMA along with its partners created the Tourism SkillsNet Ontario (TSNO) alliance to align provincial workforce strategy with local industry collaboration around industry-specific regional labour challenges. TSNO builds capacity across the alliance by unleashing powerful workforce tools, analytics and industry partnerships to strengthen our sector's agility and competitiveness in an ever-changing world.

Comprised of over 120 organizations and 12 destinations across Ontario, TSNO delivers workforce planning, partnership building, talent pool development and skills training at the community level through the TSNO regional delivery hubs across the province. In support of Tourism and Hospitality Emergency Response – A Recovery Plan for Workers and Workplaces, many of these hubs will serve as action centers to assist workers in need of retraining, upskilling, employment and general support. For more information on TSNO, please visit [www.tourismskillsnet.ca](http://www.tourismskillsnet.ca)

## Connect With An Untapped Talent Pool: The Disability Community

ORHMA is proud to continue advocate on inclusive and diverse hiring including persons with disabilities. We remain active in accessibility advocacy and work in partnership with many agencies, hospitality operators and government in bringing and attracting persons with disabilities to the hospitality industry.

We assist our members in connecting them with talent pools for not only in attracting workers to them but in retention for the long term. Our focus and assistance lies in talent acquisition and retention as well as where to find resources and information for hiring.

We are happy to discuss educational services that are available to the hospitality operator regardless of where they find themselves on their journey into disability inclusion.

Our work on Accessibility and Workforce Inclusion will also include a network of Employment Service Providers who work with job seekers and businesses and we at ORHMA can facilitate relationships with these workforce development specialists.

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When it comes to our critical workforce issue, it takes a village and we are proud to represent your needs and push this workforce issue together.

If you have any questions or would like more information, please contact us:

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