

Tourism & Hospitality Emergency Recovery: Partner Backgrounder

Tourism & Hospitality Emergency Recovery (THER) is a national workforce recovery initiative to:

- **Help people** who have lost their jobs due to the pandemic reconnect to the tourism and hospitality sector.
- **Attract new workers**, to the sector from all potential labour pools.
- **Support tourism and hospitality businesses** as they embark on the path to recovery.

THER is led by OTEC and funded by the Government of Canada's Future Skills Centre.

Building on the success of the pilot project launched in spring 2020 to respond to the immediate impacts of the COVID-19 pandemic on the tourism and hospitality sector, the Future Skills Centre is reinvesting to scale the THER project nationally in support of recovery in Canada's hardest hit sector.

As sector shifts from immediate response to long term recovery planning, collaboration has never been more important. We are working closely with partners across Canada to find real solutions to rebuild this critical sector. THER activities and resources are being expanded to support business recovery in provinces/regions across Canada. THER outcomes will include:

1. Sector-Specific Research

- Support sector recovery planning by conducting research and providing province-by-province insight into the experiences and goals of displaced jobseekers as well as key barriers to entering or re-entering the sector.

2. Targeted Worker and Employer Communications

- Reach displaced, diverse workers via the THER Workers' Registry to gauge return to work intentions, maintain sector engagement and advise workers of training, support and job opportunities across the industry as tourism and hospitality businesses reopen.
- Enhance communications for employers/workplaces to raise awareness of the risks facing the industry post-pandemic and the need for HR analysis and business redesign to remain competitive.

3. Access to THER Resources and Technology

- Facilitate scaled access to SkillsPath, OTEC's new platform to triage affected workers into skills training or sector-based re-employment streams based on their skills, interests and experience.

4. Data to Accelerate Destination Based Recovery

- Access to curated economic and labour market data, analysis and forecasting to support business decisions and sector resiliency at each stage of recovery.

How Can Your Organization Get Involved?

As a THER Partner, you can choose to collaborate on the initiative in a number of different ways based on your main objectives/areas of interest:

- Research
- Communications and Awareness
- Distribution of THER Data Resources and Technology
- Accelerating Destination Based Recovery

As a Communications Partner:

- As part of the THER National Marketing Communications Plan, each national or regional/provincial communications partner will receive a customizable Communications tool kit to support execution on a provincial/regional level. Partners' involvement will include amplification of social media tactics/assets, local customization of messaging (i.e. key messages, Q&As, press releases) and creative assets as applicable, development of regional website content, local support of stakeholder outreach plan (i.e. regional customization of stakeholder e-blast templates), local support of government advocacy initiatives as appropriate.
- Customizable letter of support to share from your organization
- Support THER by sharing the Communications toolkit with your members and other stakeholders
- Opportunity to participate in national or provincial consultations and advisory groups
- Opportunity to participate in regional communications and marketing campaigns

As an Employment Service Partner

- Use THER resources, technology, labour market information and curriculum to deliver rapid sector-specific reemployment programming
- Assist in referral to sector-based training initiatives or skills development programs (may vary by province)

As a Workforce Development Partner

- Partner with OTEC to provide coordination of local stakeholders
- Collaborate to determine data most required to support plans for local workforce recovery and build into regional/provincial data collection methodology (i.e. National THER survey)

As an Industry or Corporate Partner:

- Join local consultations and planning sessions to inform sector recovery
- Support laid-off and displaced workers by sharing THER information and resources
- Share information about reopening and/or hiring plans to help engage the workforce with positive messaging about the industry, and to help ensure that tourism and hospitality jobs are the first ones to be filled as the industry recovers

We thank our funders, the Government of Canada's Future Skills Centre and the Government of Ontario, for their ongoing support of this initiative.

Please contact me directly to discuss how we can work to tailor this program to your local workforce recovery planning needs.

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