



Employers interested in unleashing their company's full potential are invited to join their Task Force colleagues for the launch of its action plan at "Employing International Talent – Success Stories Revealed" from 8 a.m. to 11 a.m. on January 25, 2008 at the Lamplighter Inn. The event, sponsored by RBC-Royal Bank and 3M Canada Company, will be a valuable opportunity to hear practical tips from successful London executives who are already leveraging global talent for the benefit of their institutions. Executives and senior managers interested in more information on the Task Force or attending the launch event are asked to contact Jennifer Hollis, Project Coordinator, at (519) 663-0774 or JenniferH@wil.ca.

## London employers heed warnings, take action

The issue of local workforce shortages has received much media attention as of late, with the release of the LEDC's 2007 Workforce Survey, and Statistics Canada's projection that immigrants will account for 100 per cent of Canada's net labour force growth by 2011. To address this issue, the employer-led London/Middlesex Immigrant Employment Task Force was formed earlier this year to develop innovative strategies to attract and retain international talent essential to fueling local companies and our regional economy.

Through the Task Force, area employers are stepping up to the plate to make London region a destination of choice in today's highly competitive international labour market.

"It's becoming quite apparent that the low unemployment rates in London and area are having a huge impact on a number of industries," notes Task Force member Sheila LeClair, General Manager of Alliance iCommunications. "As the owner of two call centres in London which employ over 400 staff, our company is continually looking at ways to find the people who have the skill sets which will support our continued growth. This is common to the dozens of other call centres located in our city. The Task Force is taking a proactive approach to addressing the impending employment crisis.

It has been extremely exciting to work with leaders from a cross-section of industries who are united in working towards solutions."

Beyond developing local solutions, the Task Force acts as a conduit of information for

*"A diverse workforce will help us develop more innovative products and services and be more responsive to our diverse client base," states Task Force Chairperson and RBC-Royal Bank, VP, Commercial Banking, Gus Kotsiomitis.*

employers in search of cost-effective resources designed to meet their needs. A project of the Employment Sector Council of London/Middlesex, the Task Force is one link in a series of regional initiatives underway designed to bridge workforce supply and demand. Through involvement with the Task Force, employers are noting that many of the tools they are looking for have already been developed right here in London. SkillsInternational.ca, a databank of internationally trained individuals

ready and available to work, is just one example of the locally accessible solutions for both SMEs and larger employers.

Connecting with skilled newcomers is not only a critical opportunity to expand your talent pool, but also a strategic pathway to global expansion into new markets abroad and ethno-cultural markets domestically.

### Keys to success

*To succeed in the future, Canadian businesses will need to hire immigrants to meet workforce needs. Companies that can increase the diversity of their workforce today will be prepared as our country begins to rely on immigrants to fuel both population and workforce growth.*

*The good news is that many of the changes you make to attract and retain newcomers to Canada will also strengthen your ability to attract all workers.*



## A common purpose: success!



*Peter Cuddy, Director and Almas Goher, Production Worker at Touché Bakery*

London Unemployment Help Centre, including newcomers. Job Connect is a provincially funded program designed to link willing employers with workers who wish to gain employment and experience.

Peter says, "We see a real sense of purpose. We believe that the commitment of our

employees comes from feeling comfortable, feeling like they are part of a family working toward a common purpose. Some of the people here have faced great struggles in their lives, are from impoverished backgrounds or have had a life consumed by violence or conflict."

"The individuals who work here, work very hard," he says. "We give staff a lot of latitude here, and they respect it. There's tremendous respect among all of us, for our differences, and for what we have in common."

Touché Bakery Director, Peter Cuddy, can tell you a story about each one of Touché's 15 employees. He's proud of the men and women who work for them, and grateful for the hard work they do to make Touché run smoothly. Touché products, including high quality biscotti, meringues and cookies are sold in some of the best bakeries and specialty stores in Ontario and as far away as the southern United States.

Since Touché was brought to London in 2004 by Peter and his partner Allan Swartz, the company has hired workers recruited through the Job Connect program at the

## Employers Facing Skills Shortage

1. In ranking the challenges facing the economy and labour market, private sector managers rank the shortage of skilled labour number three behind high personal and corporate taxes.
2. Skill shortages outrank concerns about productivity performance and innovation.
3. Competition from other employers for qualified workers and difficulties increasing compensation to attract and retain workers were commonly identified as "serious problems"

- Some findings from the Canadian Labour and Business Centre – Survey of Business, Labour and Public Sector Leaders 2005



*Global Talent has the power to create success for London region businesses now and in the years to come, The words Global Talent refer to both the project that has produced a guide for employers and the people who are skilled, hard working and appreciative of the career opportunities that await them in London and region.*

*Global Talent is produced by the London Economic Development Corporation. To share your story of Global Talent call us at 519-661-4545, visit our website [www.globaltalent.ca](http://www.globaltalent.ca) or write to us at:*

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