

Tourism Industry Association of New Brunswick Participates in skills enhancement pilot to benefit New Canadians

Fredericton, August 14, 2009 — The Tourism Industry Association of New Brunswick (TIANB) is currently participating in a pilot of the Canadian Workplace Essentials Program developed by the Canadian Tourism Human Resource Council (CTHRC). This pilot program, created specifically for New Canadians, will run through to September 4th in partnership with the Multicultural Association of Fredericton. Canadian Workplace Essentials is being delivered as an enhancement to the already recognized *Ready-to-Work* Tourism Career Program.

The *Ready-to-Work* program, delivered free to participants, is a national skills program offered to those who are unemployed or underemployed seeking a transition into the work force. The core of the program is *Tourism Essentials*, an industry certified qualifications curriculum. Topics include customer service, entrepreneurship, and job search skills, all offered through classroom and industry based activity training.

The supplemental Canadian Workplace Essentials material is designed to build on the *Tourism Essentials* program by helping New Canadians decode the nuances of Canadian workplace culture in addition to gaining transferable skills. Subjects such as non-verbal communication, confidence, social skills, and organizational structure were identified by tourism employers as necessary to succeed in the tourism sector and therefore are the core of the CWE program.

Tourism is the fastest growing, most sustainable industry in the province of New Brunswick. As it continues to grow, tourism operators actively tap into once-overlooked labour pools. As a result, the integration of New Canadians and foreign workers into the workforce has become a sector-wide priority. The goal of the Canadian Workplace Essentials program is not only to help reinforce the workplace attitudes of employment seekers, but also to give employers the confidence to source, recruit and retain foreign workers.

TIANB is grateful for the support given by CTHRC and the New Brunswick Department of Post-Secondary Education, Training and Labour in order to deliver this innovative and vital program.

The Tourism Industry Association of New Brunswick is committed to be a representative, industry driven organization which provides leadership and direction, making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

- 30 -

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