

ATTRACTING INTERNATIONALLY-TRAINED WORKERS TO REMOTE COMMUNITIES

Project Synopsis

Time: <3 months

Complexity: Low

Cost: \$10,000 - \$25,000

This project intends to attract internationally-trained workers (ITWs) to live and work in remote communities through a job fair.

PROJECT DESCRIPTION

With majority of ITWs living in large metropolitan areas (LMAs), there is large disparity in the availability of skilled-labour in other communities across a province. This project produces a job fair featuring employers from outside of the LMAs, in an effort to attract ITWs and other skilled-workers to remote communities in need of skilled-labour.

KEY OUTCOMES

- Skilled-workers live and work in remote communities.
- Employers outside of LMAs find workers to fill vacant jobs.
- Labour shortages across the province are alleviated.

KEY CONSIDERATIONS

- Develop promotional materials, invitations and agendas including a marketing plan to promote and support the Job Fair event.
- Invite the appropriate regulatory bodies and agencies who work with ITWs to present at the Job Fair and promote the event to their clients.

PROJECT COMPONENTS

- Organization of a job fair aimed at ITWs with information on credential assessment, certification and licensing requirements, career planning and employment opportunities in remote communities across a province.

