

# The National Report on Aboriginal Inclusion

PREMIERE ISSUE

December 2002

News & Solutions



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## Announcing the Aboriginal Inclusion Network

As of December 2002 the Aboriginal Human Resource Development Council of Canada proudly announces the launch of the Aboriginal Inclusion Network, a major initiative accelerating Aboriginal employment and training opportunities.

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## An Integrated Approach to Childcare

SLAAMB – the Sioux Lookout Area Aboriginal Management Board – represents a number of Aboriginal communities in northwestern Ontario. Under the leadership of Bob Bruyere, SLAAMB has designed a radical, new approach to processing the funding for childcare and early childhood development. Under this new approach, the Chiefs of SLAAMB would define the best use of funds from a variety of different government sources and enable these funds to go where they are most needed.

### **Background**

The Sioux Lookout Area Aboriginal Management Board was founded in November 1991 to address training and employment needs among the communities in that area.

In 1999 SLAAMB did a comprehensive study that demonstrated the urgent need for a network of support services for childcare. The study revealed 30 percent of those in the district required some form of childcare and many preferred daycare centres.

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## Announcing the Inclusion Network



**Cont'd** The need for the Inclusion Network is acute. As baby boomers reach retirement age, the number of skilled workers decreases. Due to this decline in the skilled workforce, researchers estimate more than one million jobs will go unfilled by 2020. Meanwhile, Canada's Aboriginal population is growing three times faster than the nation's non-Aboriginal population.

This means that Aboriginal youth are entering the labour market at a time when employers require more skilled workers. Historically, employers and Aboriginal people have not made an effectual connection since tradition, training, geography and social policy have contributed to a long era of exclusion.

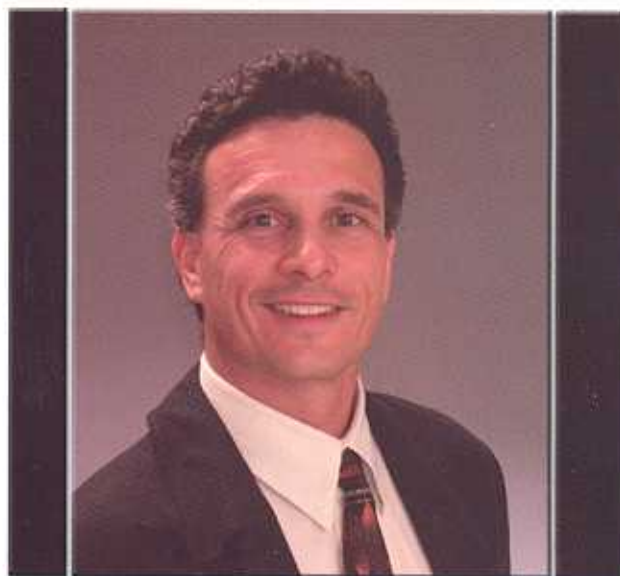
However, current and future labour market trends demand this connection be made and that is the role of the Inclusion Network. Through the Network, jobs and training opportunities will be created and offered to Aboriginal people.

Employers will also have access to this powerful intranet, designed to facilitate every aspect of Aboriginal employment from hiring, training, retention, and promotion to community relations and long-term strategic planning.

The Inclusion Network is a powerful solution to Aboriginal Inclusion.

## A Message from the President

Inside Canada's rich and diverse Aboriginal communities is the fastest growing talent pool in Canada. However, there has been a disconnect in this country separating employer needs from the very people who can provide solutions. The Aboriginal Human Resource Development Council of Canada has developed an innovative e-based solution to connect employers with Aboriginal talent. The Inclusion Network is that solution. By bringing dynamic individuals and organizations together we are creating a community of practice committed to improved strategies for Aboriginal Inclusion. The Inclusion Network will provide an effective and cost-efficient means for employers to connect directly with AHRDA Holders to promote training and employment opportunities. Our role is to be a catalyst for opportunities and to help equip human resource practitioners with the information and tools they need to increase Aboriginal employment in Canada.



**Kelly Lendsay, President**

## The Yanke Group of Companies Looks to the Inclusion Network as a Laser Solution

Neil Pritchard, Vice President of Human Resources from the Yanke Group of Companies, wants to do some creative partnering with AHRDAs across Canada to create jobs and sustainable employment in the trucking sector. The trucking industry in Canada is a \$40 billion business employing over 500,000 people. However "up until now we have not been able to effectively place significant numbers of qualified Aboriginal people, in spite of focused efforts to do just that. Interestingly, while the transportation industry faces acute manpower shortages, the Aboriginal community is growing. If that isn't a seedbed for job creation, I don't know what is."



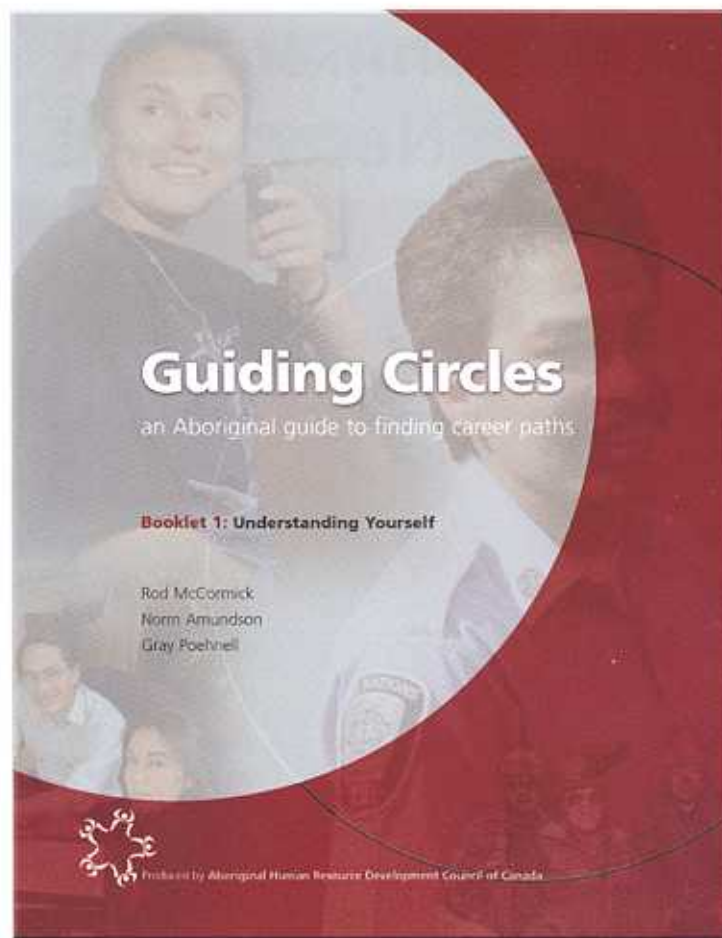
Neil met with Kelly Lendsay, President of the Aboriginal Human Resource Development Council of Canada to discuss strategies for creating innovative partnerships and training initiatives with AHRDAs across Canada. Pritchard said he is looking to the AHRDAs to provide his company with qualified truck drivers and is using the Inclusion Network to make that connection. "The time for the shotgun approach is over," says Neil. "Now we need to use a laser-like strategy to recruit Aboriginal people to Yanke. We expect the Inclusion Network to be our laser."

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## Leverage the Power of Diversity & Aboriginal Inclusion

Nowhere is the need for diversity in the workforce more prevalent than in corporate Canada of the new millennia. With the aging population and skills and labour shortages estimated in the hundreds-of-thousands, there is a demand for workplace readiness and the development of inclusive corporate cultures. On the labour supply side of the equation the Aboriginal population is growing three times faster than the rest of the population. To respond to this need, the Aboriginal Human Resource Development Council of Canada developed The Return on Inclusion Workshop that shows companies how to leverage the powers of diversity and Aboriginal Inclusion.

*"The ROI workshop stands out as one of the most memorable and unique workshops that I have attended."* — KEVIN TENNANT, PRESIDENT, WORKOPOLIS



## Guiding Circles: An Aboriginal Guide to Finding Career Paths

*Guiding Circles* is an innovative self-exploration guide designed by some of Canada's leading experts to help Aboriginal people gain a better understanding of themselves and their skills potential.

This contemporary guide will empower Aboriginal youth and adults with the resources to create their own personal career plans and enable them to achieve their education, employment and personal goals.

Although there are other tools available with similar objectives, *Guiding Circles* is unique since it incorporates Aboriginal values and culture into a holistic series of cutting edge personal inventories of skills, goals, values, interests, learning abilities, and work connections. By incorporating the traditional aspects into the career process, *Guiding Circles* is positioned to address a sense of life balance, personal style, and spiritual, emotional, mental, and physical needs for a healthy lifestyle.

In October 2002, the Council introduced *Guiding Circles* at the AHRDA Montreal Forum during a workshop entitled "Meeting Client Needs through AHRDA Career Counselling Tools." The response was extremely positive with participants offering input as to the various uses for the workbook and ideas for additional tools based on the *Guiding Circles* platform.

## The Council Sponsors the Aboriginal Employment Initiative

The Aboriginal Human Resource Development Council of Canada joins other partners in sponsoring the Aboriginal Employment Initiative. This initiative was established in 2000, to develop and implement strategic partnerships among the Manitoba business and Aboriginal communities to promote Aboriginal employment. To date, partners and sponsors include the Winnipeg Chamber of Commerce, Manitoba Education and Training, Business Council of Manitoba, and Western Economic Diversification Canada.

For more information please contact Crystal Laborero, Director, Aboriginal Employment Initiative, (204) 942-3011, Ext. 206 or [claborero@winnipeg-chamber.com](mailto:claborero@winnipeg-chamber.com)

# Partnering with AHRDAs & Employers

The Aboriginal Human Resource Development Strategy (AHRDS) was created as a result of the recommendations put forth by the Royal Commission on Aboriginal Peoples (RCAP) and is a key employment-driven component of Gathering Strength – Canada's Aboriginal Action Plan.

The Strategy, announced in April 1999, is a five-year policy and funding commitment to improve Aboriginal people's access to jobs. The objective of the AHRD Strategy is to enable Aboriginal organizations to assist clients to prepare for, obtain, and maintain employment. The Agreement represents the Government of Canada's commitment to give responsibility for labour force development of Aboriginal people to their communities. The AHRDCC is one of the pillars in the AHRDA strategy.

The Council is playing an active role in this process by working with AHRDA Managers to identify and develop key services that the Council could coordinate on behalf of the AHRDA strategy. Most recently, the Council attended an AHRDA Forum in Montreal and delivered two successful workshops. The first was titled "Meeting Clients' Needs through AHRDA Career Counselling Tools" and AHRDAs found the workshop "informative and appreciated the opportunity to learn about Sector Councils, labour markets, career tools and youth initiatives."

Our second workshop, "The Inclusion Network - Connecting Employers to the Aboriginal Talent Pool" received a great deal of positive feedback including a comment by Jean Pierre Bertrand, Recruitment, Air Canada who stood up and said, "We are very supportive and interested in this initiative – we need a better way to get to the Aboriginal labour market."

Sandy Daoust, Human Resources, CMHC called and said, "I recently attended your workshop and found it to be very informative and exciting. I found the product to be extremely innovative with a number of features and practical tools, which will greatly assist employers in gaining knowledge and access to various target audiences. It lends itself well to both employers and potential recruits in gaining information about each other. We look forward to working with you in partnership during the next phase of implementation."

The Council will continue to develop and implement strategies that enable us to partner with AHRDAs and employers to provide their organizations with added and continued support.



# ANNOUNCEMENTS

## AHRDA and Private Sector Roundtable

The Council will be facilitating a roundtable for the AHRDAs and Private Sector to discuss ideas towards the renewal of the Aboriginal Human Resource Development Strategy. The current phase will sunset in March 2004. This roundtable will provide these two diverse groups an opportunity to share insight into a collaborative new strategy that will discuss the advancement of the Aboriginal community into Canadian labour markets through the development of innovative recruitment and retention strategies. The Council looks forward to facilitating this important initiative. The roundtable will take place early in the New Year in Toronto, ON. All 79 AHRDAs, as well as key private sector and sector council representatives, will be invited to attend. This day and half meeting will be the first of its kind in the effort towards bringing the AHRDA strategy and employers together to discuss the best solutions to gain mutual understanding of the needs and issues surrounding the Aboriginal Human Resource Development Strategy. For more information on this workshop, please contact Trina Maher, Manager of Aboriginal Skills & Learning at the Council.

## ATTENTION ABORIGINAL EMPLOYMENT & TRAINING CENTRES

- Are you interested in accessing cutting edge career development tools?
- Would you like templates that will help you with proposals, training, business plans, Memorandum of Understandings, and much more?
- How about easy to download employment related graphs and charts to incorporate into your power point presentations or reports?
- Did you ever wonder how other AHRDA and LDMs use the power of newsletters to reach out to their communities?
- Do you need a library of labour market information sorted for you by sectors?

If you have answered "YES" to any of these questions, then keep an eye on the Council's website. In the months ahead, these questions and more will be answered! We are creating an AHRDA Intranet to address your needs. If you would like more information, please contact Trina Maher, Manager of Aboriginal Skills & Learning.

**The AHRDCC and CCHREI collaborated on the BEAHR project. To learn more about this project and its partners go to [www.beahr.ca](http://www.beahr.ca) or read about it in *Aboriginal Times*.**