

Harnessing Private Sector Power to Build the Workforce of Tomorrow: Driving Productivity, Decent Work and Social Justice through Skills

Good day!

ILO SKILLS Bridge Masterclass Series

27 May 2026 | Episode 13

Tourism HR
Canada



RH Tourisme
Canada

BRIEF OVERVIEW

Education and Training in Canada

Federation of 10 provinces and 3 territories, each with exclusive authority over their education system.

Primary
K - 8

Secondary
9 - 12

Post-
Secondary

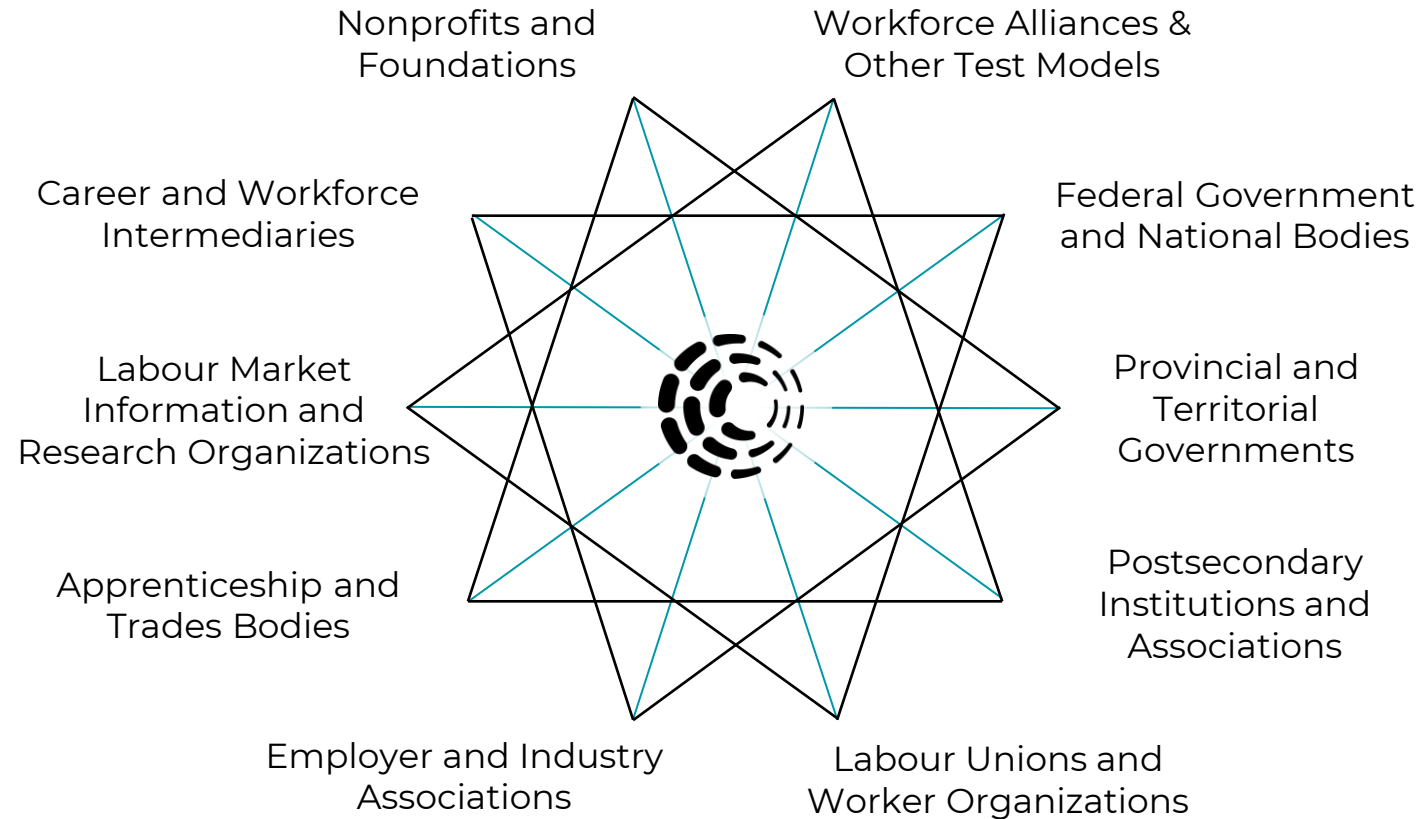
Training is decentralized and competency-based, led jointly by:

- Employers
- Industry bodies
- Private and public colleges
- Apprenticeship authorities



CANADIAN **WORKFORCE ECOSYSTEM**

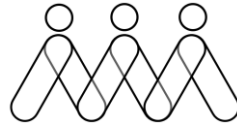
A DENSE NETWORK OF FEDERAL AND PROVINCIAL BODIES, INSTITUTIONS,
ORGANIZATIONS, UNIONS, AND INDUSTRY GROUPS



Growing a **Resilient, Competitive,** and **Inclusive** Workforce



BUSINESS · ORGANIZED LABOUR · EDUCATORS · GOVERNMENTS · ADVOCACY BODIES



NATIONAL, SECTORAL

WORKFORCE DEVELOPMENT COUNCILS

Mobilizing talent. Accelerating productivity. Creating a stronger Canada.

WDCs are key drivers of socio-economic progress; they coordinate, facilitate and enable actions that engage all stakeholders and bring coherence to labour market strategies.

CORE VALUES

- Shared Purpose & Strategic Mission
- Policy Alignment & Advocacy
- Collaboration Over Competition
- Sustainability & Long-Term Impact
- Trust-Based Collaboration, Coordination
- Action-Oriented, Shared Responsibility and Accountability



A Workforce in Transformation

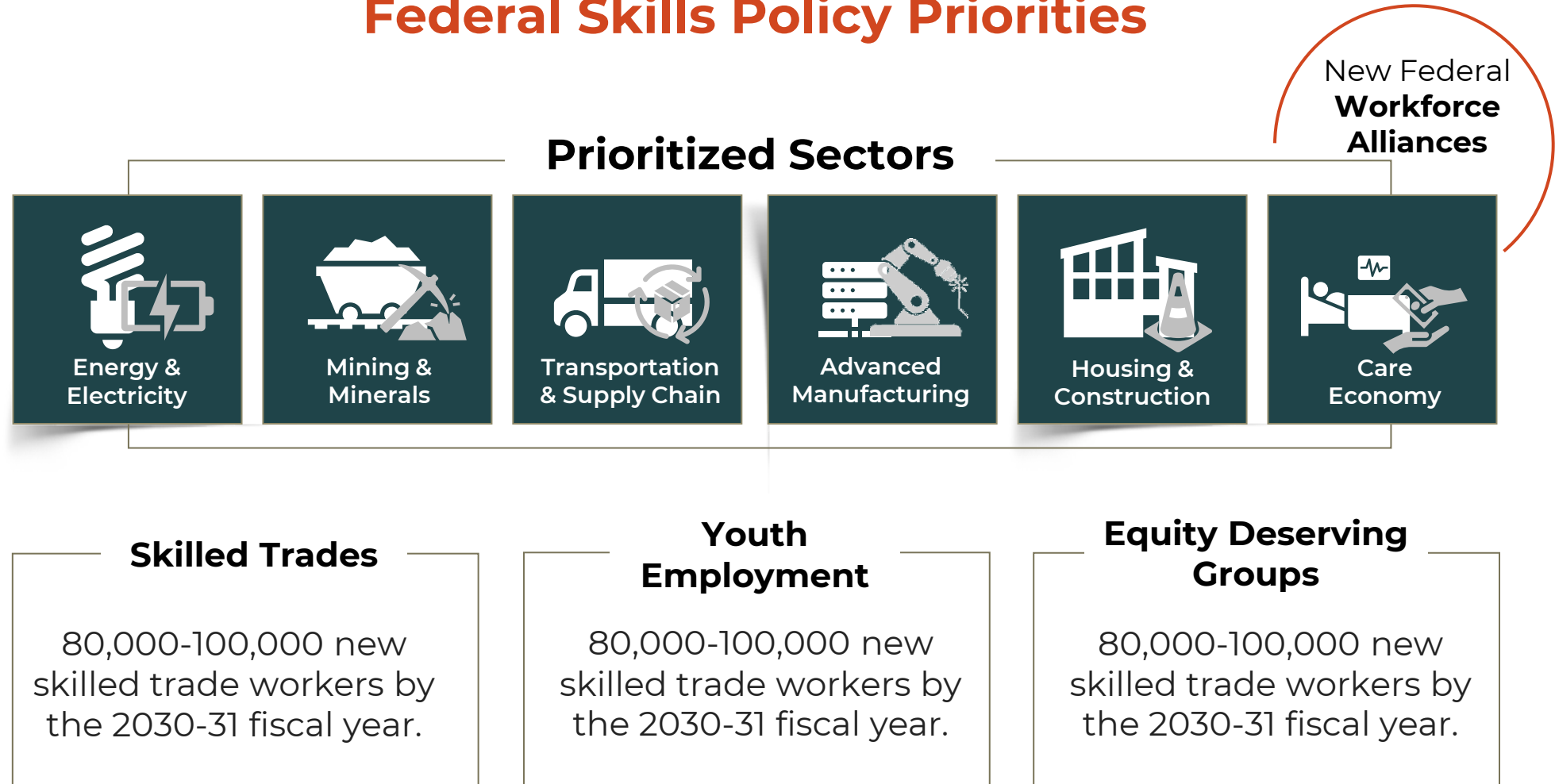
CURRENT LABOUR MARKET CONTEXT

DRIVERS



- ✓ Persistent skills mismatches and skills shortages
- ✓ Rapid technology change, digitalization
- ✓ Productivity declines
- ✓ Challenge with skills projections, future-proofing the workforce
- ✓ Weak alignment between education and labour market needs
- ✓ Underinvestment by employers
- ✓ Structural and systemic barriers
- ✓ Aging workforce, short supply
- ✓ Fragmented governance and coordination
- ✓ Misaligned public policy and labour market program investments
- ✓ Demand for increasingly complex and timely labour market information and guidance

Federal Skills Policy Priorities



Innovation Fund • Youth Employment Skills Strategy • Opportunities Fund

Public-Private Partnerships in Action



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Attracting and Retaining Talent

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LMI

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Belong

Building IDEAL Workplaces

Strengthening Tourism's Capacity to Offer Inclusive,
Diverse, Equitable and Accessible Workplaces

BelongTourism.ca

propel

Launching Careers in Tourism

Subsidies for Student Employment, Work
Integrated Learning

daisy

TOURISM SKILLS DATABASE

Interactive Tool to Apply the
Most Current Skills

DaisySkills.ca

New
Launching Fall
2026



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OF TRAVEL & TOURISM

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ACCREDITATION
SMART+
ACCREDITATION

Recognizing Education and Training
Institutions Endorsed by Industry

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Insights to
help build a
competitive
workforce

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Thank you!

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