



Yukon Tourism Education Council

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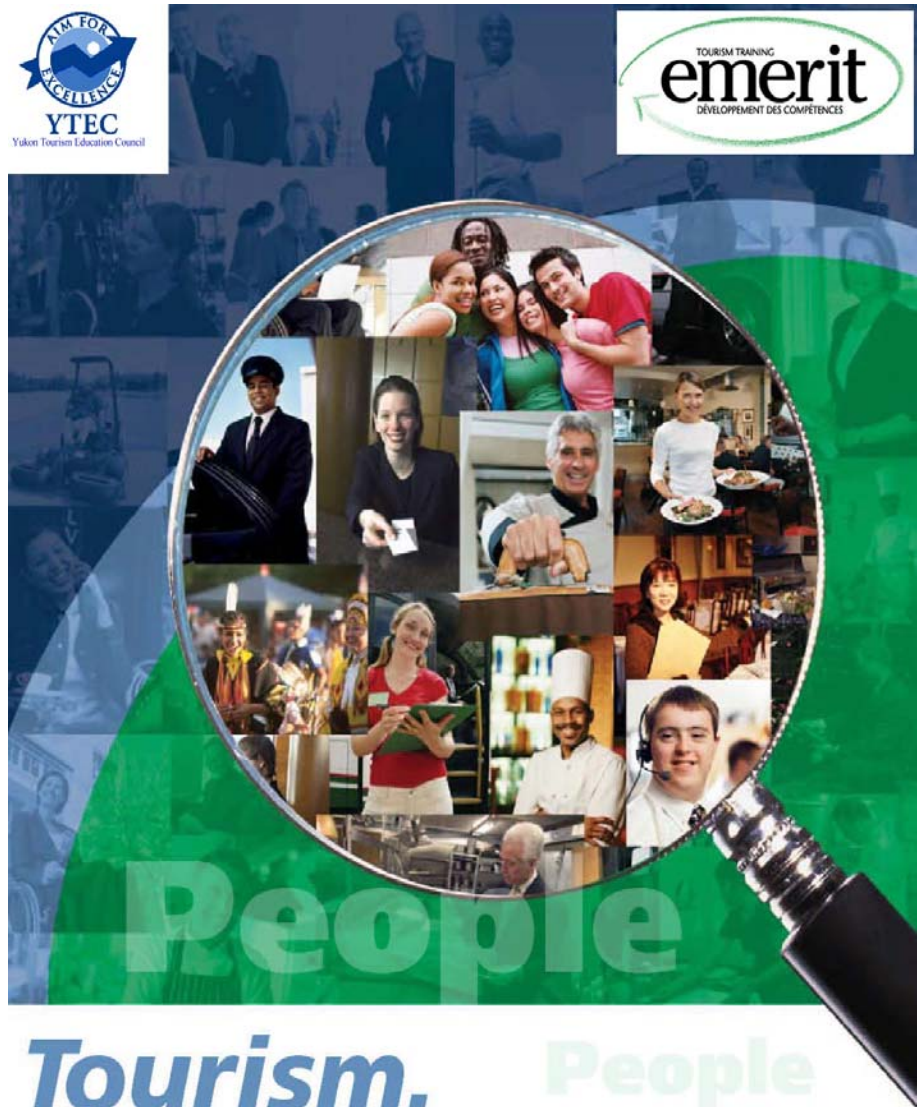
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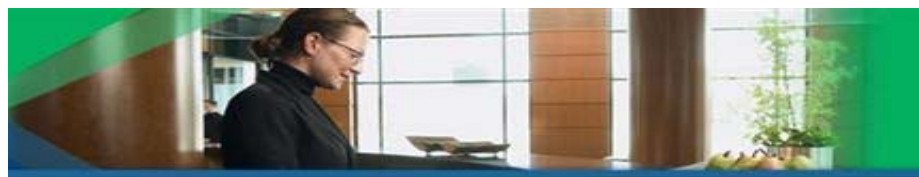
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Tourism. People
People Wanted.

Yukon Tourism Education Council www.yukontec.com
www.emerit.ca



Brand Canada Moves Forward

The true test of a brand's power is whether people can embrace the idea of the brand without ever actually "seeing" it. And we're thrilled that over the past 18 months, while we at the Canadian Tourism Commission (CTC) have worked to refine the visual identity of the brand, our partners in the industry have been enthusiastically supportive of the Brand Canada. Keep Exploring and all that it means has struck a real chord with the travel industry and consumers alike. Your involvement and input to the brand process has been invaluable, and your patience in understanding that we are determined to get this right rather than rush to market with an inferior product, is greatly appreciated.

Over the past two months, the CTC has been on the road meeting with hundreds of our partners. Along with a review of our 2007 marketing plans, we have been pleased to share with the industry a sneak peak at the new look and feel of Brand Canada, and we are again very encouraged by the industry's response.

The most important departure from previous campaigns is a shift from focusing on the physical attributes of Canada to presenting a much more emotive idea of the consumer's travel experience in Canada. Gone are the sweeping "national geographic" shots of Canada's great outdoors in favour of more intimate portrayals of people enjoying the experience of a Canadian vacation. Canada's natural assets and its vibrant urban centres still figure prominently in the new visual approach, but the focus is now on the interaction between the visitor, the geography and the culture that combine to create great travel experiences.

In essence, the visual identity focuses on the real reason people choose to visit Canada: the diversity and quality of our product, combined with our welcoming and inclusive culture, gives travelers the opportunity to create extra ordinary stories all their own. This intimate portrayal of the Canadian travel experience creates a much more compelling picture of Canada and offers the opportunity to present the full spectrum of Canadian travel product.

Our visual identity also creates a consistent platform on which we present this picture. Here again, the focus is on the interaction between the traveler and the Canadian environment. A vibrant and contemporary colour palette has been created, drawing its inspiration from our spectacular natural environment, and the emotive personality of the different colours is reflective of the diversity of experiences found all across Canada (figure 1).

The visual identity plays off the world's image of Canada as a place of unspoiled natural wonders with a series of abstract hand drawn patterns of waves, leaves, pebbles and pine needles (figure 2); their quality is representative of the traveler's own organic experience. Another key component of the visual identity is the use of journal graphics – a series of cross Canada adventures recorded as real journal entries with individual handwriting and sketches, adding a highly personal dimension to our communications.

And finally, we have refined the brand Canada logo to reflect a more simple and welcoming image of the maple leaf. Along with the new image, we have incorporated the words Keep Exploring, introducing an informal font that is more in keeping with our friendly character (figure 3).

In combination, the result is an image of Canada that is modern, intimate and engaging. Importantly, the visual identity offers both a consistent "face" of Brand Canada and a world of flexibility to capture the diversity of our country as a travel destination. The new look and feel will help to leverage our various touch points with consumers and the trade across all markets. From trade show booths to special events and advertising, the visual identity will create an "ownable" and recognizable image for Brand Canada.

We have already received numerous inquiries from partners who want to put some or all of the visual identity elements to work in their programs. Standard guidelines and all the tools you need to work with the elements will be made available shortly on our extranet; ultimately, it is up to individual partners to decide how and if they want to incorporate some or all of the visual identity elements. While Brand Canada provides a valuable framework through which to amplify our collective voices, it is vital that all partners continue to focus on the unique aspects that define their individual brands.

We welcome your thoughts and comments on the new visual identity, but most importantly we would love to hear ideas regarding the **experiences** you would like to see communicated in our campaigns as this will truly help us differentiate Canada from the competition. Your voice is vital in bringing to life the human experience of Canada and helping us to convey the magical stories of Canadian travel that rarely make their way into guidebooks.

The new brand was launched on January 15, 2007.

Figure 1



Figure 2



Figure 3





Hospitality Skills Program

Overview:

Two months of classroom learning and 1 month practical on the job training.

Professional customer service training that promotes adaptability to any job situation.

Receive Certificates in:

WHMIS
First Aid/CPR
FoodSafe
Welcome Yukon

Enrollment in National Occupational Certification

Occupation choices include:

Bartender
Food and Beverage Server
Entry Level Cook
Front Desk Agent
Housekeeping Room Attendant



Program runs February 19, 2007 to May 16, 2007

For more information Contact Craig Hansen at 668-8811

National Recruitment for Vancouver 2010 Kicks-Off at workopolis.com

Workopolis, Canada's leading provider of Internet recruiting, career and job search solutions, today announced it has been selected as the exclusive Official Supplier of Online Recruitment for the Vancouver 2010 Olympic and Paralympic Winter Games (VANOC).

VANOC's team is growing quickly and over the next three years all postings for 1,200 full-time, 3,500 temporary and 25,000 volunteer positions will appear on workopolis.com. Officials from Workopolis and VANOC unveiled the exclusive integration of VANOC jobs on the site today in Toronto.

“We're searching for Canada's best ‘corporate athletes' who are looking for an experience of a lifetime,” said VANOC CEO John Furlong. “The 2010 Winter Games are Canada's Games and Workopolis' unparalleled national reach will help us recruit professionals who, like our Canadians athletes, are talented and passionate and will help us prepare to host the world in 2010.”

“VANOC is building a huge enterprise, expanding its team from the 275 employees to more than 30,000 paid and volunteer positions in the space of just over three years. That's a unique and demanding recruitment challenge, one which we're excited and honoured to tackle,” commented Patrick Sullivan, President of Workopolis. “As the number one online career and job search resource in Canada, we can provide VANOC with unsurpassed reach to potential candidates in every region of the country. Plus, they can access our extensive database of more than one million searchable resumes and search directly for qualified candidates.”

Working or volunteering for the Games offers a unique career opportunity. As a one-stop site for all Games-related work opportunities, visitors to workopolis.com are encouraged to apply online for all available positions, and to take advantage of the site's job search tools including online resume posting and Career Alerts, which provide email notification of relevant positions as they are posted.

Paid positions at VANOC will range from entry-level to senior management and will be filled across eight divisions: CEO's Office; Sport, Paralympic Games, Venue Management and Technology & Systems; Games Services Operations & Ceremonies; Venue Development; Revenue, Marketing and Communications; Human Resources and Sustainability; Finance and Legal.

“There will be many exciting opportunities to be part of the Vancouver 2010 team,” continued Furlong. “Be it a transport systems manager, an accountant, a medal ceremonies assistant, a food services manager or a venue construction inspector, partnering with Workopolis will ensure we have access to the very best candidates from across the country.”

Workopolis was selected because of its wide reach to Canadians in both official languages, and sophisticated recruitment expertise. As the official online recruitment supplier, Workopolis will be providing, as of today, online job posting services on workopolis.com. Workopolis will integrate with VANOC's existing HR management software and will provide enhanced branding including a dedicated VANOC Fast Track area on the site and prominent on-site banner advertising. This new partnership will give VANOC the ability to search the large database of quality Canadian resumes in the workopolis.com and workopoliscampus.com databases.

Are You an Employer of Choice?

Organizations are able to attract, optimize, and retain top talent

There is a direct link between employee satisfaction and your guest satisfaction, and between guest satisfaction and your operations financial performance. Pressing concerns for restaurants today are reducing employee turnover and becoming an employer of choice. It goes a little something like this: employee satisfaction=guest satisfaction=financial performance! The equation doesn't only work in the positive. Like most mathematical calculations, there is a negative alternative to the solution. Negative employee satisfaction=poor guest satisfaction=reduced financial performance. Ouch! What is your operation doing to help keep this equation in positive territory? How about an employee recognition program?

Everyone loves to be recognized by the people they work for. You must design your program to obtain desired results, whether they are behavioral, measurable, or both. Recognition programs should be designed to recognize, reinforce, and promote positive behaviors that support your operations standards of performance, mission, vision, and values. If you don't have any of them mapped out, you should. It doesn't matter if you have a single restaurant or a conglomerate of several hundred. Mapping out your objectives and creating a solid blueprint of your operations goals will help put you on a level playing field to becoming an employer of choice.

Attitudes in management are changing from, "If they want warm and fuzzy then they should go and buy a puppy" to "What can I do to help you achieve what I need you to achieve?" Recognition is a key component to fostering a culture of appreciation for significant contributions to your operations success. Leaders must be able to show people how they fit into your vision of the future, and the future is gaining on all of us. Take a look at what characteristics your operation uses to decrease turnover because, although it has not been proven that recognition alone is the cause for why people stay in their jobs, it is one of the main reasons why they leave.

Successful employee recognition should be personal, consistent, frequent, traceable, spontaneous, and made public to all other staff. Ensure you take the time to acknowledge their desired behavior or performance directly. Make sure you do it often. Your message should be consistent so that you are allowing everyone the chance to be recognized (no popularity contests). Remember to track performance (average check goals met). Be spontaneous and creative with recognition sometimes, it allows the staff to break you out of the mold they have perceived you to be. And remember to post those that have achieved the desired results and help those that just missed them. Here's to becoming the employer of choice.

As Thomas Edison once said:

"Many of life's failures are people who did not realize how close they were to success when they gave up."

Yukon Tourism Education Council (YTEC)

The Yukon Tourism Education Council was created in 1994 by the Board of TIA Yukon, who wanted a separate organization to be responsible for the tourism labour force and its human resource needs, so that TIAY could better concentrate on those things they needed to achieve.

YTEC is the coordinating HRD organization that addresses the tourism industry's human resource needs and issues. We assist the industry in meeting its business goals through its investment in people.

YTEC is able to do this because of the effective partnerships with industry employers, their employees as well as tourism education and training providers.

YTEC serves as the Tourism Education Council for the Yukon, Northwest Territories and Nunavut.

Professional Development and Recognition

YTEC fosters ongoing professionalism, recognition and lifelong learning through:

- Development and implementation of competency standards for tourism occupations (in partnership with the Canadian Tourism Human Resource Council)
- Promotion of a professional image of the industry, through career awareness campaigns for recognition of tourism professionals
- Marketing to encourage industry and government to include human resource capabilities as an important component in a product package.

The **Yukon Tourism Education Council** focuses on:

- Compiling labour market intelligence and conducting further research in employers' HR needs
- Conducting ongoing planning to ensure effective adaptation of the HR strategy
- Incorporating marketing activities into the core model:
 - Educating and influencing employers regarding HR practices
 - Liaising with education and training providers
 - Liaising with government on training priorities
 - Marketing career and employment opportunities to the general public
 - Acting as an information and referral service with online links to HR resources for both employers and employees.

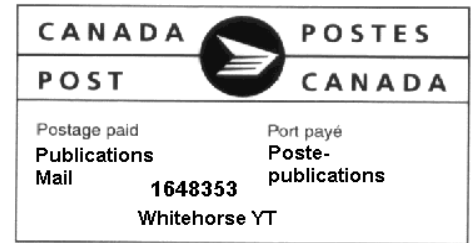
The three goals that YTEC continues to work toward and remain the base of our industry HRD plan are:

- Attracting a sufficient number of appropriately skilled individuals into the tourism workforce to sustain the pattern of business growth and to enable the doubling of current revenues in industry and contributions by the government to HRD issues.
- Developing a workforce that is capable of offering internationally competitive standards of service to visitors in the North.
- Integrating the efforts of private and public stakeholders to achieve the optimal return on the resources invested in workforce development for tourism.



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YTEC

Professional Certification

Professional Certification recognizes the competency of an individual based on a National Standard. It enhances the professionalism of those who work in the tourism industry, giving businesses a competitive edge.

What Occupations Can I Become Certified In?

- | | |
|--------------------------|--|
| Banquet Server | Housekeeping Room Attendant |
| Bartender | Hunting Guide |
| Campground Operator | Local Tour Guide |
| Casino Dealer | Reservations Sales Agent |
| Casino Slot Attendant | Retail Sales Associate |
| Entry Level Cook | Sales Manager |
| Event Coordinator | Taxicab Driver |
| Event Manager | Tour Director |
| Food & Beverage Manager | Tourism Essentials |
| Food & Beverage Server | Tourism Supervisor |
| Freshwater Angling Guide | Tourism Visitor Information Counsellor |
| Front Desk Agent | Trainer |
| Guest Services Attendant | Wine Service |
| Heritage Interpreter | |

