

## Project Overview

The Surrey Board of Trade (SBOT), with BC Ministry of Social Development and Poverty Reduction (Ministry) funding, completed a comprehensive research project to inform the development of a 10-year workforce strategy. The research culminated in a report that identifies current and emerging labour market demand and supply, workforce gaps and challenges and potential solutions to address these labour market and workforce issues. From this research the Made In Surrey Workforce Strategy was developed. The research and the development of strategy was conducted between March and September 2019. The final report and the Strategy were presented at the Surrey Board of Trade 7th Annual Manufacturing Industry Reception on October 17th, 2019. Both the Report and the Strategy can be reviewed: [businessinsurrey.com/business/surrey-labour-market-priorities/](https://businessinsurrey.com/business/surrey-labour-market-priorities/)

## Organization & Management

The Surrey Board of Trade provided overall contract management, liaison and communication with the Ministry, and administration and promotion support for the project. Human Capital Strategies (HCS) was contracted to conduct the research and the development of the Strategy and PEERs Education and Employment Resources (PEERs) was retained to project manage all elements of the work. A robust Steering Committee comprised of Surrey business leaders provided review, guidance, support and promotion of both the research and strategy development.

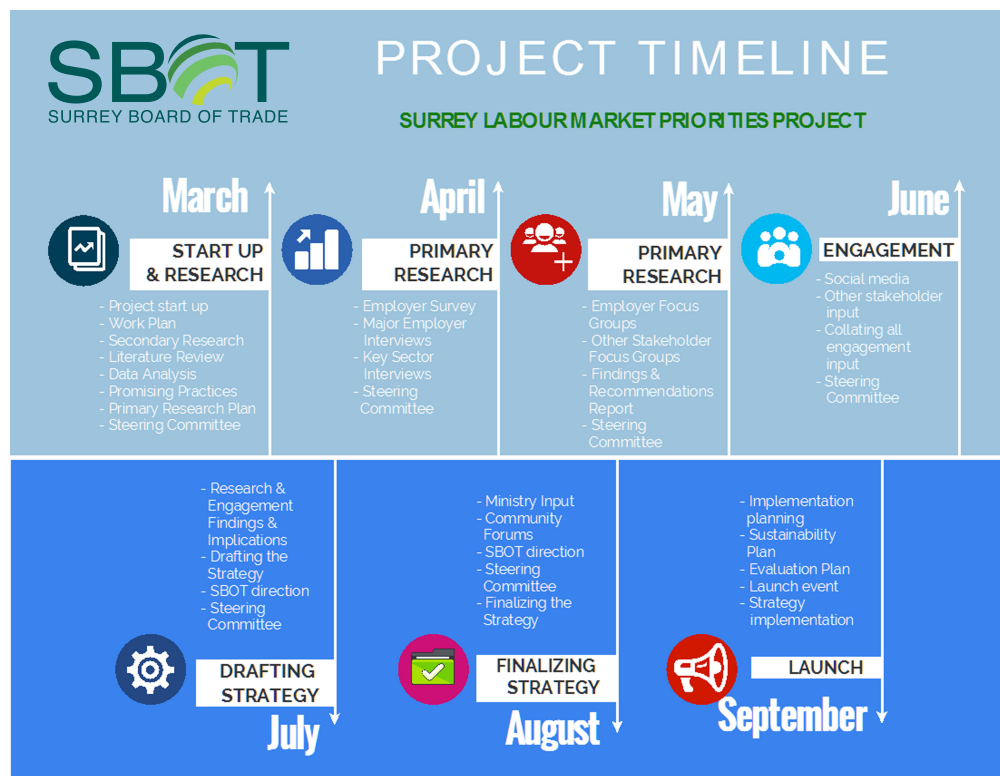
## Research Objectives

The following were the project's objectives:

1. Identifying current and future labour market demand, labour supply and labour demand/supply gaps in Surrey over the next ten years;
2. Identifying key labour market challenges and barriers to Surrey businesses recruiting, developing and retaining the talent they need to succeed and grow;
3. Identifying key industry sectors critical to the growth of the Surrey economy and identify the skills and talent they need to succeed;
4. Engaging and identifying the optimal roles of the Surrey business community and other stakeholders for the successful implementation of a Surrey Workforce Strategy; and,
5. Creating and planning the implementation of a comprehensive, inclusive Surrey Workforce Strategy that is embraced and contributed to by key business and stakeholder organizations.

## The Surrey Labour Market Project Steering Committee

- Sunit Bector, Affinity Manufacturing
- David Bennet, Fortis BC
- Amrita Bhogal, Sunrise Kitchens
- Olivia Chang, Health and Technology District, Lark Group
- Grace Cleveland, South Surrey White Rock Chamber of Commerce
- Marlyn Graziano, Kwantlen Polytechnic University
- Anita Huberman, Surrey Board of Trade (Chair)
- Raj Hundal, Progressive Intercultural Community Services
- Azra Hussain, Surrey Hospital Foundation
- John Kearns, Sheraton Guildford Hotel
- Jennifer Kuenzig and Phil Swann, Douglas College
- Balraj Mann, BM Group of Companies
- Dan Reader, Murray Latta Progressive Machine (SBOT Board Member)
- Mark Sakai, Homebuilders' Association Vancouver
- Geoff Sale, Applied Science Technologists and Technicians of BC
- Patrick MacKenzie and Sangeeta Subramanian, Immigrant Employment Council of BC
- Dr. Greg Thomas, G3 Consulting (SBOT Board Member)
- Seema Tripathi, UNITI
- Ann Walsh, BC Landscape and Nursery Association
- Scott Wheatley, Cloverdale Chamber of Commerce



## Key Research Findings

The research identified the following findings for consideration in the development of the Surrey Workforce strategy:

### 1 Labour Demand Issues/Needs

- a) Better means to identify and respond to vacancies among Surrey employers on an ongoing basis.
- b) Need for flexible, innovative and yet practical solutions to talent attraction and retention challenges.
- c) Understanding and educating all Surrey labour market partners (including young people) on the impact of automation and other technology on workforce demand and supply.
- d) Supporting key Surrey growth sectors in recruiting, attracting and retaining talent.
- e) Encouraging Surrey employers to engage with all potential talent pools.
- f) Need for Surrey employers and the community to work together on attracting talent by showing a strong value proposition to job-seekers
- g) Promoting Surrey's strengths to attract and retain talent and influencing levels of government and others to improve infrastructure, amenities and policies and programs.
- h) Need to improve access to resources (i.e. information, tools, best practices, etc.) to increase their capacity to attract and retain talent.

### 2 Labour Supply Issues/Needs

- a) Enhancing the readiness and utilization of unemployed and underemployed/underutilized workers in Surrey, including those members of underrepresented labour force groups.
- b) Working with Surrey education and training providers to deliver flexible, relevant job-specific skills training, especially in advanced manufacturing, technology and trades.
- c) Increasing Surrey employer awareness and recruitment of persons with disabilities and Indigenous people.
- d) Enhancing and better coordinating training and employment services for newcomers and refugees, including easier competency recognition and sector-specific English language training.
- e) Better preparation of and connection with employers for K-12 and post-secondary students in Surrey for the world of work.
- f) Improved coordination and integrated connections with Surrey employers among Surrey service providers.

### 3 Labour Market Information Sharing and Collaboration

- a) More accessible, timely and reliable Surrey-specific labour market information
- b) Local (Surrey) joint labour market and workforce planning among labour market partners focused on adapting regional, provincial and federal strategies, programs and cases to the Surrey workforce needs.
- c) Greater cohesion, information-sharing on 'one-stop' approaches among employers and education and service providers and government agencies on workforce solutions in Surrey
- d) Stronger, sustainable mechanisms to keep Surrey employers connected with K-12 schools and post-secondary institutions and to enable two-way information sharing and input.

#### For More Information:

To find a full copy of the research report and the Surrey Workforce Strategy visit the Surrey Labour Market Priorities Project website at:

**[businessinsurrey.com/business/surrey-labour-market-priorities/](https://businessinsurrey.com/business/surrey-labour-market-priorities/)**

For more information or to become involved in the Surrey Workforce Strategy contact the Surrey Board of Trade:

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