

FOR RELEASE #08-255  
October 21, 2008

**GOVERNMENT CONTRIBUTION AGREEMENT TO ASSIST YUKON TOURISM SECTOR WITH RECRUITMENT PROCESS**

WHITEHORSE – The Yukon government and Yukon Tourism Education Council (YTEC) are partnering to assist tourism industry employers with their recruitment process, Education Minister Patrick Rouble and Tourism and Culture Minister Elaine Taylor announced today.

“The development of a strong labour force supports a vibrant economy that allows business and industry to take advantage of economic opportunities,” Rouble said. “Assisting Yukon employers with finding workers of all skill levels is critical in ensuring they meet the challenges presented by economic growth.”

“By helping employers access national and international programs, we are working to address the local labour market shortage that has challenged Yukon tourism operators,” Taylor added.

The Departments of Education and Tourism and Culture are each contributing \$24,897 towards the YTEC recruitment initiative. In addition, Tourism and Culture is also providing in-kind contributions of \$4,979.

The YTEC employer resource project will focus on developing a resource guide which will assist employers from the tourism sector in accessing programs designed to help with recruitment from outside the territory. YTEC will act as a resource conduit service for employers interested in seeking national and international recruitments and to connect employers with local, national and international resources best suited to their needs.

“More and more employers are turning to immigrants as a way to overcome skills shortages, a shrinking labour pool, and the demands of globalization. In addition to this, there is a substantial untapped labour potential within the Aboriginal community,” Darlene Doerksen, CEO of YTEC said. “The employer resource project is designed to help small and medium sized tourism businesses examine all of the possibilities available to them and will serve to inform and assist them.”

-30-

Contact:

Matthew Grant  
Cabinet Communications  
867-633-7961  
[matthew.grant@gov.yk.ca](mailto:matthew.grant@gov.yk.ca)

Karen Keeley  
Communications, Tourism & Culture  
867-667-8304  
[karen.keeley@gov.yk.ca](mailto:karen.keeley@gov.yk.ca)

Michele Royle  
Communications, Education  
867-393-7102  
[michele.royle@gov.yk.ca](mailto:michele.royle@gov.yk.ca)