

# Recruitment and Training



# Connecting Coastal Communities

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Over 5,000 employees based in 35 “live here” communities

|             |              |
|-------------|--------------|
| Catering    | <b>1,306</b> |
| Terminal    | <b>994</b>   |
| Deck        | <b>977</b>   |
| Admin       | <b>896</b>   |
| Engineering | <b>581</b>   |
| Trades      | <b>279</b>   |

Challenge: how to inform, identify and integrate new employees across our vast network.

# Recruitment Initiatives

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**Onboard  
Career Fairs &  
Terminal  
Open Houses**

**Marketing  
Campaigns**

**Attract  
Qualified  
Talent**

**Cadet &  
School  
Partnerships**

**Industry  
Outreach**

# Onboard Career Fairs and Terminal Open Houses

**Onboard career fairs** commenced December 2017

- 4 routes, 12 sailings in total, Mainland to Vancouver Island
- Between 8,000 – 10,000 passengers
- Educational partners BCIT and WMI collaborated

**Terminal open houses** launching soon!

- Connect with communities
- Community based Work BC presentations
- BW ticket program



# Cadet and School Partnerships

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## Great Northern Campus Tour

Georgian College → NSCC →  
MUN Marine Institute → BCIT

Actively shared campus tour event dates on BC Ferries social media channels

- Specifically targeted ads to Nova Scotia and Newfoundland regions

ACCESS bridge and Women in trades at Camosun to tap into some under represented individuals

BW tickets in conjunction with BCIT and Indigenous partners



# Industry and Community Outreach

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Participated in a Marine Industry  
information session in Nanaimo

Work BC Presentations

- Nanaimo
- Comox
- Parksville
- Campbell River
- Prince Rupert

SCAN Seminars Armed Forces

Bridges for Women



# Marketing Campaign

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## #CareersOnTheCoast

Working at BC Ferries is not like your regular 9–5 job. Few workplaces can offer beautiful sunrises and sunsets, fresh ocean air and wildlife encounters.

To create more awareness of the opportunity, launched recruitment marketing campaign.

January – April 2019  
Print, digital and social media channels



Visits to [bcferries.com/careers](https://bcferries.com/careers) up **+177%** from 2018

**1.8 million** impressions



# Training Initiatives

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**We are a learning organization  
focused on employee development**

We offer extensive training  
development programs and initiatives  
designed and delivered to help our  
employees navigate their careers.



# Ways We Support

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## BC Ferries Academy

- SEA Training
- Operational Training (Safety and Regulatory)

## Career Navigator

## Education Programs

- Marine, Engineering, Professional Cooks

## Management Development

- In-house and external Management Development Programs

## Cadets, Fully Funded Apprenticeships, and Paid Internship Opportunities

## Ongoing Professional Development, Membership Dues & Fees



# BC Ferries Academy

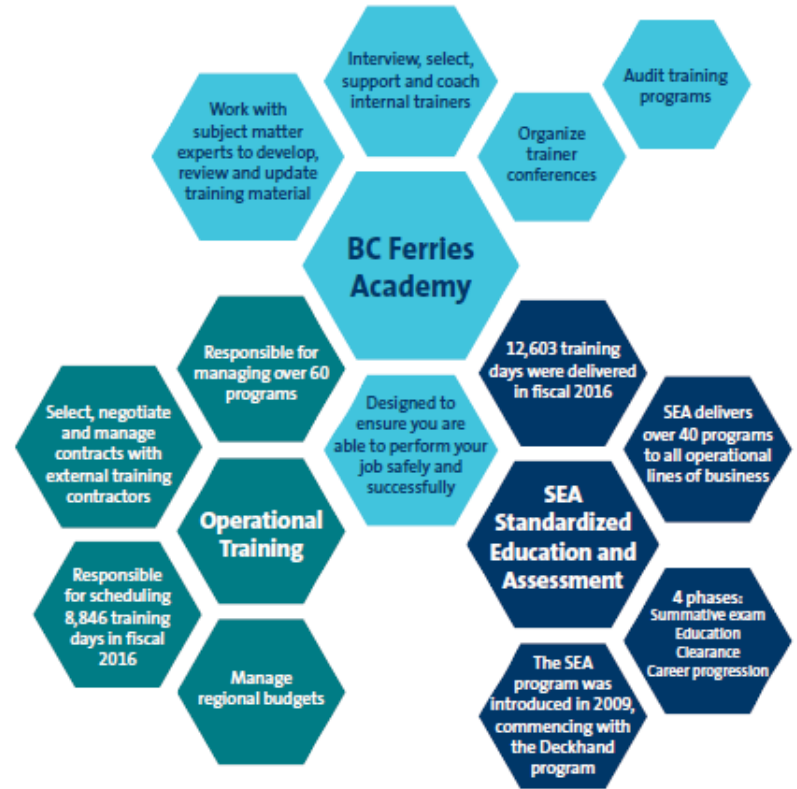
Over **140 different programs** that include regulatory, safety, operational and job-specific training

Delivering over **28,000 days of training** in 2018

Overseeing **\$12.8 million** dollars dedicated to SEA training programs in 2018

Total of **\$7.6 million** spent on Operational and regulatory training in 2018

Supporting over **760 part-time internal BC Ferries trainers** to deliver our programs



# Operational Training

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Ensures employees receive mandatory regulatory training like Passenger Safety Management, Firefighting, Emergency Response, as well as other training such as Prevention of Violence in the Workplace.

# Education Programs

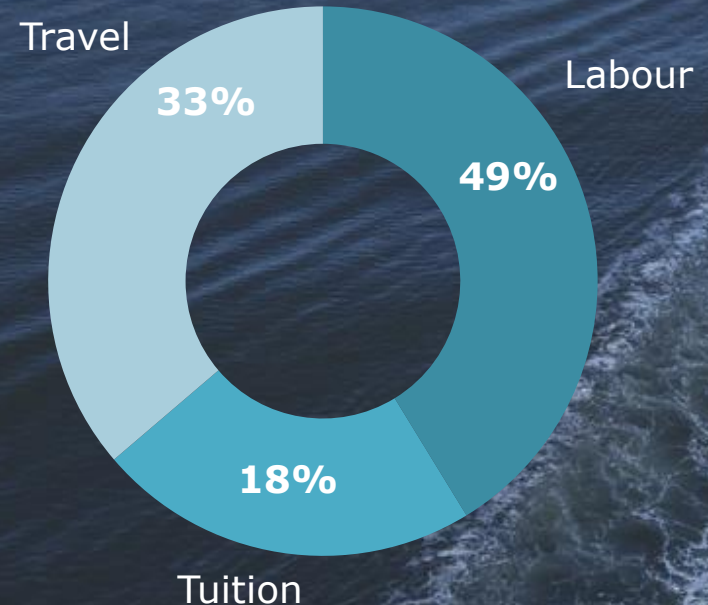
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Marine Education Program - over **\$1.25 million** investment in 2018 for Deck Officers to attend courses towards their next level Transport Canada Marine Engineering certification

Marine Engineer Officer Development Program - **\$495,000** investment in 2018 for Engineering employees to attend courses towards their next level Transport Canada Marine Engineering certification

Catering - Professional Cooks trade qualification training - nearly **\$140,000** annual investment

*Breakdown of costs spent in areas of support*



# Management Development Courses

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## **Welcome to Management**

A full day introduction to Management at BC Ferries held at The Atrium. Includes Organizational and Business updates provide by the President & CEO and visits by members of the executive leadership team. Provides an overview of people management programs and leadership development resources.

## **Connecting for Business Success**

The overall objective of the five-day Connecting for Business Success program is to emphasize the link between business success and effective management. Participants collaborate to deliver a fun and informative presentation to an audience of executive members on the final day. The program is held at the Parkside Hotel & Spa in Victoria, BC.

## **Managing Employees in a Unionized Context**

This 3 day-day program is an introduction to the fundamentals of labour relations and the complexities of managing unionized employees. The program is delivered by an external consultant and held at the Parkside Hotel & Spa in Victoria, BC.



**13,560  
hours**

**Customized  
Management  
Development  
Training**

**\$19k**

**Paid to Professional  
Fees/ Dues**

**\$23.5M**

**Invested last year  
in training** (Management  
Development, SEA, Marine  
Education, Simulation  
Training, etc.)

An aerial photograph of a BC Ferries terminal. A large white ferry is docked at a pier in the foreground. A road leading to the terminal is heavily congested with cars. The surrounding area is a dense forest of evergreen trees on a hillside. In the background, a body of water and distant mountains are visible under a blue sky with some clouds.

**BC Ferries**