

Rural Newcomer Integration Forum

Bruce Power

Allison O'Neill, Manager Talent Acquisition



HUMAN RESOURCES



Innovation at work

Bruce Power Recruitment Strategies

Bruce Power actively recruits highly qualified workforce by tapping into talent pools across Ontario and Canada. Strong wages, career development programs and a solid future/business plan as well as beautiful beach communities and a lower cost of living (vs. urban cities) attracts a deep and diverse candidate pool

We attract a deep pool of candidates through the following recruitment channels:

- Presence on campuses
 - 9 campus visits (across Canada)
 - Attendance at Career Fairs, 10 local, 1 National and 1 within the U.S.
 - Student Ambassador program with 25 Campus Ambassadors
- Strong use on LinkedIn sourcing qualified candidates based on skills and attributes
- Held 7 virtual career fairs which hosted over 800 participants
- Actively use student recruitment for seeding permanent roles upon graduation
- Strong use of external recognition (see right)
- Leverage Executive Search for very senior roles and for other roles that are hard to fill
- Provide relocation and immigration/work permit assistance

Hires	2016	2017	2018YTD
Internal	292	237	353
External	205	221	187
Projects	79	169	108
Students	57	71	108
Total	633	698	756

In 2017/2018 we received over 40,000 job applications

External Recognition



Support and Promote Community Investment Readiness

- Welcoming Communities Action Team established to proactively respond to growth opportunities. Co-chaired by OMARA.
- Three key deliverables:
 1. Development of regional Welcome Website – a one-window portal into the region
 2. Municipal Website Reviews - modelled on OMAFRA First Impressions program
 3. Development of a New Resident Tool-Kit – a resource for municipalities and community groups

Welcome Website

- The Welcoming Communities Action Team, through the direction and leadership of the Nuclear Industry Regional Advisory Committee, developed and launched www.greaternuclearenergyarea.ca - a one-window portal into the region.
 - Provides an overview of the region, and links to the region's municipalities with a 'one-stop shop' for links to county's, municipalities, education, health care and recreation services.
- There are three main features to the website:
 - Information and links to housing information.
 - Link to local businesses – www.couponcountry.ca – connecting consumer to shop local opportunities and raises awareness of the breadth and range of services and products available in the region
 - Community Maps with links and information on: municipal services; schools; health care; recreation and other government services.

Municipal Website Reviews

- Website presence is an essential cornerstone for municipalities when presenting their communities; services; amenities and offerings to prospective and new residents.
- For many people interested in relocating to the region, a search through websites of communities provides the ‘first impression’ for newcomers.
- To help municipalities tailor their websites to answer questions a prospective and new resident may have, a checklist for municipalities – from the perspective of a new resident – was developed. In addition to the checklist, best practices were also developed.
- The regional welcome website provides a ‘window’ into the region and it is important to work with all of our community partners to help ensure they have the right information and resources on their websites when prospective residents are in search of their new community, or new residents trying to navigate their communities.

New Resident Tool Kit

- The Welcoming Communities: New Resident Tool Kit was developed to provide a framework for identifying opportunities and ideas on ways that municipalities, and its community organizations, can engage new residents and create a welcoming environment that helps ensure that new residents are active community members and contributors to the economic and social wellbeing of the region.
- The Tool Kit is a compilation of activities and ideas on how communities can be active participants in prospective and new resident attraction and retention efforts.
- Although designed for municipalities – it takes a community of interested organizations and individuals to collectively work together to achieve the goal of active and engaged residents. This Tool-Kit is not only for municipalities, but our community leaders who want to welcome and engage their new residents.
- The Tool Kit can also be used in communities across the Province looking for ideas and resources on how to create a welcoming community to respond to growth.
- Social Events both at Bruce Power and within the communities including Cultural Celebration at the Kincardine Davidson Centre, Student Events, Newcomer cafes.

Questions?