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**FOR IMMEDIATE RELEASE**

## **Redesign Rupert Releases 2019 Labour Market Research**

Prince Rupert, December 9<sup>th</sup>, 2019 – In advance of the release of *Prince Rupert 2030* on December 12<sup>th</sup>, Redesign Rupert is ready to release its 2019 Prince Rupert Labour Market Study, a collaborative research project in partnership with the City of Prince Rupert, the Prince Rupert Port Authority, Community Futures of the Pacific Northwest, and Hecate Strait Employment Development Society.

The 2019 Prince Rupert Labour Market Study outlines the current composition of Prince Rupert's labour market, identifies critical shortages, and summarizes how future major projects in Northern BC will continue to affect the local labour force. The study helps contextualize the job projections that form the basis of the *Prince Rupert 2030 Vision* for the next ten years of growth and development in Prince Rupert. Finally, the study will also help Redesign Rupert and its partners plan for the launch of a community recruitment brand, with recommendations around community marketing, local education and training initiatives, and developing tracking measures and benchmarks for recruitment success.

Through a competitive process, in the spring of 2019, Redesign Rupert retained Roslyn Kunin & Associates, Inc., in partnership with Human Capital Strategies, to outline the composition of Prince Rupert's labour market in detail; identify the largest current and future employment gaps; determine the specific occupations most in demand with proposed future projects announced; and recommend strategies for employers in Prince Rupert to fill these positions, either through external recruitment or local opportunities. To answer these questions, and others outlined in the project scope, the team conducted interviews, online surveys, focus groups, and a secondary data review of existing labour market information throughout the summer and fall of 2019.

The result is a data-driven report that provides Redesign Rupert & its partners with a current understanding of Prince Rupert's labour market in order to best determine where recruitment efforts should be targeted, how to partner with local employers in the most effective way, and how to organize locally to support community-wide recruitment & retention challenges. More specifically, it provides a list of the top 20 priority occupations where job growth will occur most rapidly and where increased recruitment support will be needed. It also provides a summary of efforts by other rural, resource-driven communities to recruit new residents, outlining their strategies and lessons learned. Finally, it provides a list of recommended target recruitment grounds, as well as a summary of recommendations from local employers to direct Redesign Rupert's future work.

Key findings include:

- Between 2018 and 2028, new job openings in Prince Rupert are projected to increase by an average of 3.3% per year, three times the projected provincial average of 1.1% per year.
- Population data for the Prince Rupert area helps highlight why the labour shortage is so severe; population growth in the area has remained stagnant despite rapid economic growth. For the municipality of Prince Rupert, the population changed very little between 2011 and 2018. By comparison, the province as a whole experienced annual population growth of 1.5% per year over the same period.
- Overall it is estimated that 1,910 new fulltime jobs will be created in Prince Rupert up to 2030, with projections of 1,016 port jobs, 508 ancillary support jobs, and 386 tertiary jobs.
- Should all capital projects go ahead as proposed, in peak years, additional labour requirements could be as high as 600 annual positions in the construction industry and as high as 280 annual positions in other related industries.

The complete report is available at <https://www.redesignrupert.ca/labour-market-study>.

Please see below for statements from our project partners — the City of Prince Rupert, the Prince Rupert Port Authority, Community Futures of the Pacific Northwest, and Hecate Strait Employment Development Society.

*“As the port industry continues to grow in Prince Rupert, the multiple businesses and organizations that drive it are going to need more qualified and diverse talent. The Labour Market Study has been essential to inform a strategy that improves our ability to train and develop our existing workforce and help us understand how to successfully recruit new residents, ultimately improving our collective ability to meet the labour force challenge and realize the vision of a thriving port city.”*

- Ken Veldman, Vice-President of Public Affairs & Sustainability, Prince Rupert Port Authority

*“The Labour Market Study is the first layer of a strategic roadmap to help our city thrive into the future. The results of a year’s worth of research, focus groups, and employer interviews, this report helps us understand the gaps in our current workforce, the impacts of future projects, and a framework for advancing solutions to recruit employees from within and outside our community. Community Futures is excited to move ahead as partners in the implementation of the Prince Rupert 2030 Plan, of which this is key part.”*

- John Farrell, General Manager, Community Futures

*“The City of Prince Rupert’s Economic Development Office, through its partnership with Redesign Rupert, is pleased to present this updated overview of Prince Rupert’s current labour market, especially as it coincides with the release of Prince Rupert 2030 on December 12<sup>th</sup>, 2019. These two reports will work collaboratively to help Redesign Rupert provide more support to local employers & develop new tools to market Prince Rupert as a vibrant place to live & work.”*

- Paul Venditelli, Manager of Transportation & Economic Development, City of Prince Rupert

*“The Prince Rupert labour market is in the midst of a fundamental shift due to the large projects happening across the region. This study helps us understand, and plan into the future for our community to meet the demands and thrive as the economy changes and grows. This study represents the voices of local employers and their challenges in the labour market. This research brings solutions to offset their challenges, support our local residents to succeed in employment and build a resilient local economy.”*

- Shauna Wouters, Chief Administrative Officer, Hecate Strait Employment Development Society

Redesign Rupert extends its sincere gratitude to the Ministry of Social Development & Poverty Reduction for extending the necessary funding to develop the 2019 Prince Rupert Labour Market Study through the Community & Employer Partnerships; Labour Market Partnerships stream. Thank you also to our local project partners, whose expertise on the local labour market proved invaluable through the research process.

