



# WCG EMPLOYMENT INDEX 2024

BRITISH COLUMBIA SPOTLIGHT



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# Table of **CONTENTS**

- 01**      **Background and Methodology**
- 03**      **WCG Employment Index**
- 07**      **British Columbia Spotlight**
- 17**      **Conclusion**

# WCG SERVICES

## LEADING THE WAY IN SUSTAINABLE EMPLOYMENT

For more than 30 years, WCG has been partnering with governments and local service delivery organizations to create sustainable employment opportunities for people, businesses, and communities.

**Every day we help people reach their employment goals and improve the quality of their lives - many of them with multiple, complex barriers to entering or re-entering the workforce. Our participants include Persons with Disabilities, Indigenous People, Youth, Veterans, Francophones, Black and Racialized People and other demographic groups underrepresented in the labour market.**

WCG is part of the APM Group, which delivers employment and allied health services internationally. Our global network of companies shares a core purpose: to enable better lives. In the last 12 months, our team of 14,750 people in 11 countries have reached the lives of more than two million people. In 2020, WCG commissioned independent market research consultancy CoreData to conduct research on diversity and inclusivity in the workplace.

The result was the inaugural WCG Employment Index 2021 and three spotlight reports, one for Alberta, British Columbia and Ontario. A landmark piece of research, the Index sought to create a benchmark against which to measure and track over time the employment and career access, equity and inclusion in the workforce. The research findings created an inaugural benchmark for businesses and job seekers to navigate and progress towards equitable employment.

Three years on, we set out to understand how the landscape had changed since the 2021 Index and subsequent 2022 Index. The WCG Employment Index 2024 provides insights into trends in equity and inclusion of Canadians over the last 12 months.

# ABOUT THE WCG EMPLOYMENT INDEX

WCG Services commissioned independent market research consultancy CoreData to develop and establish the WCG Employment Index. The Index assesses the equity of employment opportunities for unemployed Canadians and the proactive steps being taken by both job seekers and employers to improve employment outcomes. It measures three main areas: **Attitudes, Access and Actions.**

## ATTITUDES

Measures whether the mindsets of employers and job seekers are strengthening employment outcomes. It includes:

- 1.1 Employability:** Employer perceptions of the employability of groups typically underrepresented in the workforce and job seekers' perceptions of their own employability.
- 1.2 Equity:** Employer willingness to employ these cohorts and job seekers' perceptions of employer willingness.
- 1.3 Myths:** Prevalence of negative attitudes and employer misperceptions.

## ACCESS

Measures the accessibility of meaningful employment outcomes. It includes:

- 2.1 Awareness:** If job seekers know where to go for assistance finding a job, and if employers know where to go for help recruiting people from typically underrepresented groups.
- 2.2 Availability:** If job seekers have the support needed to find work and employers have the support needed to recruit and retain people from typically underrepresented groups.
- 2.3 Capability:** Job seekers' existing skills and knowledge and employers' organizational capability to recruit people from typically underrepresented groups.

## ACTIONS

Measures the tangible actions and interventions that are influencing employment outcomes. It includes:

- 3.1 Services:** Employers' and job seekers' ease of accessing employment services to assist with recruitment, retention, and finding work and relevance of services.
- 3.2 System:** Employers' and job seekers' understanding of how to access these supports within the current system.
- 3.3 Activity:** Actions taken by job seekers to increase their employability and by employers to recruit and retain job seekers.

# WCG EMPLOYMENT INDEX 2024 SCORECARD

The Index was developed from quantitative surveys conducted in June 2024 of 1,008 employers and 1,007 Canadians who had been actively seeking work within the previous 12 months.<sup>1</sup> While the sample of job seekers included both employed and unemployed respondents, the Index results are based only on the responses of those who were unemployed at the time they submitted their responses.

Throughout the report, we use the term “people who represent groups that are typically underrepresented in the workforce,” abbreviated thereafter to “underrepresented groups.” For the purposes of this research, this includes people who are or identify as:

- Indigenous people
- Racialized people
- People with a disability or chronic physical and/or mental health conditions
- Those with limited work experience
- Recent immigrants to Canada (arrived in the last 2 years)
- Previously incarcerated/with a criminal record
- Homeless or without stable, secure accommodation
- Survivors of violence or abuse
- Youth (under 25)
- A Veteran
- Older people (over 50)
- Part of the 2SLGBTQI+ community
- Those who have experienced periods of involuntary long-term unemployment



**1,008 EMPLOYERS  
WERE SURVEYED**



**1,007 CANADIAN  
JOBSEEKERS WERE  
SURVEYED**



<sup>1</sup> Referred to throughout the report as “job seekers.”



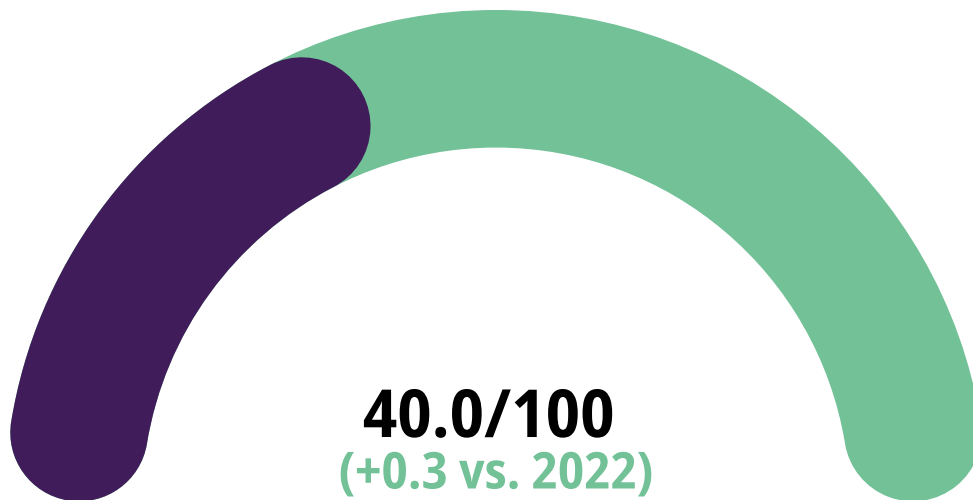
## 2022 INDEX SCORECARD AVERAGE OF ATTITUDES, ACCESS AND ACTIONS

The score remains on a par with the inaugural benchmark research conducted in 2021 and is in the neutral-to-negative range.

On the surface, the lack of apparent change is concerning. However, there are some signs that employers are becoming more aware of the support available to assist them in employing and retaining underrepresented job seekers.

Established in 2021, the WCG Employment Index is designed to understand the employment landscape in Canada from the perspective of both Canadians seeking work and employers. It tracks the challenges and issues they face, job seekers' steps to become employed and employers' steps to recruit and retain people from groups typically underrepresented in the workforce.

The Index and subcomponent scores can range from +100 to -100 as they track both positive and negative factors.



# ATTITUDES

20.8 / 100  
(-3.3 vs 2022)

The Attitudes pillar has been steadily declining since the inaugural benchmark research and revealed some large shifts in the underlying subcomponents this year.

Job seekers and employers are much more negative about the employment opportunities available to underrepresented groups, a trend that is occurring at a time when national unemployment is rising.<sup>2</sup> This strong downwards trend has been partially offset by marginal improvements in the prevalence of negative attitudes about people from underrepresented groups, observed by both job seekers and employers.

Perceptions of employability are relatively stable year-on-year, however job seekers from underrepresented groups are more positive about their own employability than employers. Employers hold particularly negative views about the employability of people with a criminal record, or without stable and secure accommodation.



EMPLOYABILITY

68.5

+1.1 vs 2022



EQUITY

8.8

-18.5 vs 2022



MYTHS

-14.8

+7.6 vs 2022

# ACCESS

55.8 / 100  
+0.3 vs 2022

Access remains the best-performing Index pillar, increasing slowly but steadily since the inaugural benchmark research.

The small improvement in the Awareness subcomponent reflects improved understanding of where employers can find help employing people from underrepresented groups.

After a slight increase in the Capability subcomponent in 2022, due to greater confidence among employers in their ability to recruit and retain newly-hired employees from underrepresented groups, this aspect of the Index is stable in 2024.

The Availability subcomponent is likewise static this year, as the majority of employers believe they have at least some of the support they need to recruit and retain underrepresented groups, and most job seekers say they have at least some of the support they need to find and maintain a job.



AWARENESS

50.3

+1.6 vs 2022



AVAILABILITY

46.6

+0.1 vs 2022



CAPABILITY

70.6

-0.7 vs 2022

<sup>2</sup> The Daily — Labour Force Survey, June 2024 (statcan.gc.ca)



# ACTIONS

43.3 / 100  
(+3.8 vs 2022)

The Actions pillar experienced a small uptick in 2024, as a result of improvement in all subcomponents.

There is better employer knowledge of how to recruit and retain groups who are typically underrepresented in the workforce, as well as increased job seeker knowledge of how to access and the relevance of support available to help them find a job.

However, there is opportunity to transform this knowledge into more concrete action. While more employers say they've taken steps to promote hiring inclusivity and a diverse workforce, only half say their recruitment approach includes support for underrepresented groups.

Giving the landscape of rising unemployment, more job seekers have taken steps in the last 12 months to increase their chances of getting a job, with job seeking online, updating resumes and applying for jobs more common than formal training or assistance from ESPs (Employment Service Providers).



SERVICES

25.0

+4.2 vs 2022



SYSTEM

34.6

+4.7 vs 2022



ACTIVITY

70.5

+2.7 vs 2022





A photograph of the British Columbia Parliament Building in Victoria, British Columbia, Canada. The building is a grand, multi-story stone structure with a prominent central dome and several smaller domes. The main dome is a light green color. The building is surrounded by a well-maintained green lawn. In the foreground, there are several cherry blossom trees in full bloom, with pink flowers and green leaves. The sky is a clear, light blue. The text "BRITISH COLUMBIA SPOTLIGHT" is overlaid on the right side of the image in a bold, purple, sans-serif font.

# BRITISH COLUMBIA SPOTLIGHT



International migration levels in British Columbia hit an all-time high in Q3 2023, with the overall population increasing by 6.3% between Q1 2022 and Q1 2024.<sup>4</sup> As a result, the Government of British Columbia is anticipating strong growth in the job market over the next 10 years. Many of these new jobs will be filled by underrepresented groups such as young people and new immigrants, who are expected to make up 47% and 46% of new entrants to the labour force, respectively.<sup>5</sup>

While British Columbia's current unemployment rate of 5.5% is below the national average of 6.4%,<sup>6</sup> identifying ways to address the challenges faced by people from underrepresented groups will ensure job seekers are successful in their job search and employers' benefit from the expanded talent pool.

## JOB SEEKERS ARE TAKING PROACTIVE MEASURES TO FIND WORK

More than two thirds (68%) of British Columbian job seekers say finding a job is extremely or somewhat challenging, on a par with the national average of 69%. These job seekers are taking a proactive approach to increasing their chances of finding work, including:

- **Conducting Job Searches:** The most common steps unemployed British Columbian job seekers took in the last 12 months to increase their chances of finding work were looking at jobs online (82%), submitting job applications (79%) and researching job opportunities (77%). These were all on a par with national averages.
- **Soft Skill Development:** About two thirds of British Columbian job seekers (68%) believe they have the skills and knowledge required to do their desired job, slightly below the national average of 71%. Soft skills like communication (60%), problem-solving skills (58%) and teamwork (56%) were cited by job seekers as the most common skills or attributes they need for the jobs they are seeking.
- **Seeking Support:** 37% of British Columbian job seekers have either worked with an Employment Services Provider (ESP) in the past or are currently working with them. It was also common for unemployed job seekers who have taken steps to improve their chances of finding employment to reach out to personal networks to help find work (49%) or undertake additional formal education courses (26%).

These findings suggest British Columbian job seekers are taking initiative and are open to accessing support to increase their chances of employment.

<sup>4</sup> [Statistics Canada, Quarterly demographic estimates, provinces and territories: Interactive dashboard](#)

<sup>5</sup> [WorkBC, Labour Market Outlook 2023](#)

<sup>6</sup> [StatCan, Labour Force Survey, July 2024](#)

## EMPLOYERS' ATTITUDES AND INCLUSIVITY PRACTICES ARE (MOSTLY) POSITIVE

Employers in British Columbia are taking active steps to promote an inclusive workplace culture. The findings suggest British Columbian employers are proactive in embracing diversity, equity and inclusion (DEI) and recruiting from diverse talent pools. Some examples of this include:

### Inclusive Cultures and DEI Roles

Seven in 10 British Columbian employers (70%) believe their workplace culture enables employees with disabilities or health conditions to excel and meaningfully contribute to the organization's success.

- Among the more than half of British Columbian employers who have taken steps in the last 12 months to promote an inclusive workforce, 37% say they introduced or expanded a specific diversity and inclusion role within the organization, above the national average of 32%.
- More than a third (36%) have engaged staff from groups typically underrepresented in the workforce to help guide organizational improvement and change, in line with the national average of 34%.

### Active Recruitment of Underrepresented Groups

The majority of British Columbian employers (78%) are actively recruiting at least one underrepresented group, on par with the national average of 79%.

The most common are young people under the age of 25 (38%) and older people over the age of 50 (34%). The majority of employers who have hired from underrepresented groups report positive experiences employing these people.

### Support for Underrepresented Groups

Seven in 10 British Columbian employers report having at least some of the support they need to recruit and retain people from underrepresented groups. However, only half (49%) say they have specific policies, processes, targets or KPIs to support people from these groups.

In line with the national average, British Columbian employers' attitudes towards diversity, equity and inclusion in the workforce are mostly positive. However, misperceptions about certain underrepresented groups remain prevalent.



# BRITISH COLUMBIA SPOTLIGHT – KEY FINDINGS

More than seven in 10 British Columbian employers have encountered negative attitudes or misperceptions about underrepresented groups from colleagues or other business leaders. Employer experiences mirror those of job seekers, with the same proportion of British Columbian job seekers (72%) experiencing this firsthand while job seeking or at work.

Negative attitudes heard by employers and job seekers relate to work experience and misperceptions about certain underrepresented groups. The most common negative attitudes British Columbian employers have encountered is a belief that poor employment history is a red flag (46%), despite most of those who have engaged a long-term unemployed or person with limited work experience reporting a positive experience (59% and 69% respectively). Other common misperceptions British Columbian employers have heard are that employing someone with disability, injury or illness is challenging (45%) or that people with criminal records rarely make good employees (40%).

This is concerning, given 94% of job seekers who encountered negative attitudes say this negatively impacted them.

## Common Negative Perceptions Faced by Job Seekers from Underrepresented Groups



### CONCERNS ABOUT EMPLOYMENT HISTORY

**46% of employers view poor employment history as a red flag**



### CHALLENGES WITH DISABILITY AND INJURY

**45% find employing someone with a disability or injury challenging**



### CONCERNS ABOUT CRIMINAL RECORDS

**40% believe people with criminal records rarely make good employees**

## EMPLOYERS REPORT CHALLENGES EMPLOYING PEOPLE WITH DISABILITY

British Columbian employers report slightly higher concerns than employers nationally when it comes to employing people with disabilities, despite 73% of employers who have done so reporting it was a positive experience. And only one in four British Columbian employers are actively recruiting people with disabilities (22%).

Just 23% of employers say their approach to employee recruitment includes support for people with disabilities or health conditions. This is even though more than one in four (28.6%) British Columbians aged 15 and older have a disability, making them a considerable proportion of the population.<sup>7</sup>

However, more than two thirds (67%) of British Columbian employers recognize that more needs to be done to enable people with disabilities to meaningfully excel in the workplace. Three-quarters (77%) are either actively working to ensure their workplace culture enables people with disability or health conditions to excel, say they have achieved this already or recognize that they need to do more.

Some of the concerns expressed by British Columbian employers about hiring people with disabilities include:

**Perception of Risk:** Three in 10 British Columbian employers (32%) express concern over risks involved and/or their ability to manage people with disabilities once employed, on par with the national average. Concerns about relevant work experience are common, with nearly a third (30%) citing an inability to find candidates with disability with the essential skills, qualifications or experience they need. This is despite eight in 10 unemployed job seekers with disability or health conditions considering themselves employable (81%).

**Resource Constraints and Knowledge Gaps:** A third of British Columbian employers (33%) cite lack of or insufficient resources (time, money, people) as a barrier to employing people with disabilities, in line with the national average. Other concerns raised include gaps in their knowledge and understanding of disability (23%) and insufficient government funding to take on these employees (21%).



73% OF EMPLOYERS WHO HAVE HIRED A PERSON WITH A DISABILITY SAY IT WAS A POSITIVE EXPERIENCE



MORE THAN 1 IN 4 BRITISH COLUMBIANS AGED 15 AND OLDER HAVE A DISABILITY



77% OF BRITISH COLUMBIAN EMPLOYERS ARE ACTIVELY WORKING TO IMPROVE THE WORKPLACE FOR PWD

<sup>7</sup>Statistics Canada, 2022 Canadian survey on disability.



However, they may be overestimating the resourcing required to support people with disabilities in the workplace. When asked what they need most to retain a job, 59% of job seekers with disability who lack sufficient support to find and maintain employment say they need flexible work hours.

**Adaptation Difficulties:** Compared to the national average, British Columbian employers are more likely to report inability or difficulty in adapting roles to make them suitable for people with disabilities or health conditions as a barrier to employing them (35% vs 26% nationally). Despite this, only one in five job seekers with disability who don't have all the support they need to find and keep a job, say they need workplace modifications to keep a job (21%).

These findings highlight the need for additional support and education for British Columbian employers to facilitate the employment of people with disabilities.

## THERE'S A DISCONNECT BETWEEN EMPLOYER PERCEPTIONS ON EMPLOYABILITY FOR UNDERREPRESENTED JOB SEEKERS AND HIRING PRACTICES

British Columbian employers have similar perceptions of employability for underrepresented groups compared to other employers in Canada, but some diversity groups are viewed as less employable than others. Only a third of British Columbian employers say people who are homeless or without stable, secure accommodation (36%), or who have been previously incarcerated (33%) are employable, broadly in line with the national average (39% and 36% respectively).

This extends to real-world hiring practices, where those considered less employable are not as likely to receive employment opportunities. However, the survey data shows there's also a disconnect between how employers view the employability of certain groups and their actual hiring practices. For example, while 77% of British Columbian employers' view veterans as employable, only 19% are actively recruiting veterans. Similarly, 52% of British Columbian employers view long-term unemployed people as employable, but only 30% are actively recruiting from this group.

As a whole, the data suggests a gap between theoretical employability and practical hiring decisions of people from typically underrepresented groups.



77% OF BRITISH COLUMBIAN EMPLOYERS' VIEW VETERANS AS EMPLOYABLE



52% OF BRITISH COLUMBIAN EMPLOYERS VIEW LONG-TERM UNEMPLOYED PEOPLE AS EMPLOYABLE



30% OF B.C. EMPLOYERS RECRUIT LONG-TERM UNEMPLOYED PEOPLE

## BRITISH COLUMBIAN EMPLOYERS' PERCEPTIONS OF EMPLOYABILITY VS HIRING PRACTICES<sup>8</sup>

COHORT	VIEWED AS EMPLOYABLE (RATED 7-10/10)	PREVIOUSLY HIRED	ACTIVELY RECRUITING
A veteran	77%	23%	19%
A young person (<25)	77%	60%	38%
A person who is a survivor of violence or abuse	71%	25%	18%
An older person (>50)	67%	57%	34%
A person with limited work experience	54%	49%	42%
A long-term unemployed person	52%	39%	30%
A person with a disability	50%	41%	22%
A person who is homeless or without stable, secure accomodation	36%	12%	14%
A person who was previously incarcerated/criminal record	33%	19%	14%

n=228 British Columbian employers

<sup>8</sup> Survey questions represented in table above.

B2: In general, how employable do you believe the following potential job applicants are?;

C1. Has your organization ever employed a person, or people who identify as any of the following?;

C2/C2a: Is your organization actively recruiting people who represent groups that are typically underrepresented in the workforce?



## JOB SEEKERS RATE THEIR SOFT SKILLS HIGHLY BUT LACK CONFIDENCE IN TECHNICAL SKILLS

Like job seekers nationally, British Columbian job seekers are more confident that they possess the soft skills they require to do their desired job than the technical skills needed for the role.

They express the most confidence in their resilience and adaptability (96%) and reliability (94%), on a par with the national average of job seekers who say their desired job requires these skills. However, British Columbian job seekers who say their preferred job requires management skills are more likely to say they already possess these than job seekers nationally (80% vs 66% nationally).

When it comes to formal qualifications and technical skills, British Columbian job seekers report lower confidence. Only half of British Columbians who say the job they want requires specific certificates or credentials believe they have these (51%, compared to 56% nationally). Similarly, 53% of job seekers who say their desired job demands experience with specific software believe they have this, compared to 48% nationally.

British Columbian employers share candidates' concerns about formal qualifications and technical skills. When asked the most common reasons why people from underrepresented groups typically don't make it through the hiring process, lack of work experience (41%) and lack of technical skills (38%) are most commonly cited. Approximately a third of employers say this is due to the candidate's attitude or mindset (36%), or because the candidate has insufficient education or qualifications (33%).

Nearly two in five British Columbian employers cite rigid recruitment criteria that screens out the applications of candidates with these characteristics as a challenge to recruiting people from underrepresented groups (37%).

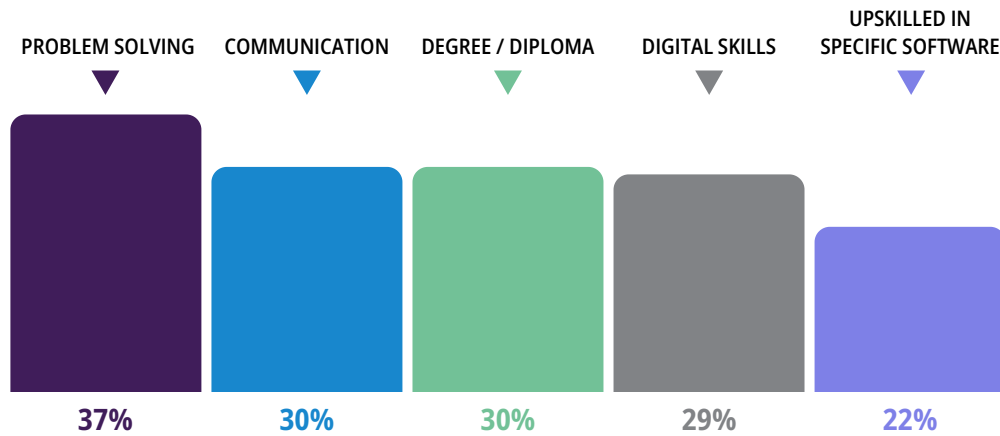




## EXTERNAL SUPPORT CAN HELP EMPLOYERS AND JOB SEEKERS OVERCOME BARRIERS

British Columbian employers are more likely to report barriers to the employment of underrepresented groups than employers nationally (88% vs 81%).

While lack of technical skills is a barrier to finding work and the skillset in which job seekers have lower confidence in their ability, British Columbian job seekers who have upskilled in the last 12 months are more likely to have focused on soft skills like problem-solving (37%) and communication (30%) than technical skills. Fewer undertook a degree or diploma (30%), learned digital skills (29%) or upskilled in specific software (22%).



32% LACK MEANS FOR TRAINING



29% CAN'T PROVIDE LONG-TERM SUPPORT

This does not just present challenges at the recruitment stage. One in three (32%) British Columbian employers say not having the means or capability to provide on-the-job training for either soft skills, hard skills or both is a barrier to retaining employees from underrepresented groups. Even more say they can not provide the longer-term support that they believe underrepresented job seekers need (29%).



MOST BRITISH COLUMBIAN EMPLOYERS RECOGNIZE THAT THIRD-PARTY EXTERNAL SUPPORT COULD HELP THEM RETAIN UNDERREPRESENTED EMPLOYEES.

The good news is that flexible, external support helps both employers and job seekers alike in overcoming barriers to recruitment and retention. Most British Columbian employers recognise at least one form of external support typically provided by a third party would help them retain employees from underrepresented groups (90% vs 92% nationally).



# BRITISH COLUMBIA SPOTLIGHT – KEY FINDINGS

Support from externally-provided personnel such as mentors for the employee (36%), support workers to assist employees from underrepresented groups (35%) and HR support for employers to adjust culture, policies and processes (33%) were identified by employers as measures that could help with the retention of employees from underrepresented groups.

Given the vast majority of job seekers and employers don't have all the support they need to either recruit and retain people from underrepresented groups or find and maintain a job, Employment Service Providers can help bridge the gap through access to training and on-the-job support for employees, as well as recruitment assistance and long-term support for employers. British Columbian job seekers who do not have all the support they need also say being connected to employers who are hiring (56%), training for specific roles (45%) and interview preparation (39%) would help them find work.

While only 37% of job seekers and 52% of employers have used an ESP, among job seekers who have not used one this is largely because they either have not been referred to one, do not know where to find them or do not understand how they can help (65%).

Similarly, nearly half of employers (47%) who have not used an ESP said they did not know they existed, do not know how to contact them or do not know how they could benefit them.

These findings show the need for targeted interventions to address specific employment barriers in British Columbia and highlight where ESPs can offer these services.



# CONCLUSION



# BRITISH COLUMBIA SPOTLIGHT – CONCLUSION

The employment landscape in British Columbia presents unique opportunities for improving equity and inclusion. Employers show positive attitudes towards diversity and inclusivity but more work is needed to translate attitudes and intentions into employment outcomes for underrepresented groups.

Our survey suggests several areas of potential focus in British Columbia:

## 1. Increasing awareness and understanding of ESPs among job seekers and employers

39% of job seekers who had not used an ESP don't know where to find them or how they can help and 47% of employers who had not used an ESP say they did not know they existed, how to contact them or how they could be beneficial. Additionally, 20% of employers cited the cost of these services as a reason for not using them, when they are in fact provided free of charge.

## 2. Enhancing Employer Support for Disability Accommodation

Providing targeted support to help employers manage risks and adapt roles for people with disabilities.

## 3. Boosting Skills Development Programs for Job Seekers

Offering training programs to help job seekers develop technical skills, as well as soft skills, in areas where Ontarian job seekers report lower confidence.

## 4. Improving Employer Perceptions of Underrepresented Groups

Working with employers to improve perceptions of employability for various underrepresented groups and take advantage of an untapped talent pool, especially groups likely to drive labour market growth such as recent immigrants

## 5. Addressing Job-Seeking Barriers in British Columbia

Developing initiatives to address specific barriers reported by both job seekers and employers in British Columbia. There's untapped potential for ESPs to bridge the gap between employers and job seekers. While 56% of British Columbian job seekers who do not have all the support they need to find and maintain a job say being connected with employers who are hiring would help them find employment, only 28% of British Columbian employers are currently working with ESPs, who could facilitate these connections.

## 6. Supporting Skilled Immigrants in Building Networks

Given high levels of immigration to British Columbia, targeting skilled immigrants who have recently arrived and may be struggling to establish new professional and employment networks.

ESPs can play a crucial role in improving employment outcomes and fostering a more inclusive workforce in British Columbia. The more positive attitudes towards diversity and inclusion among British Columbian employers compared to the rest of the nation provide a foundation upon which to build these initiatives.



## UNDERREPRESENTED GROUPS WARRANTING IMMEDIATE ATTENTION INCLUDE:

**Older people (over 50 years old):** 79% of employers in British Columbia who have previously employed older people report positive experiences employing people in this age demographic. However, only 34% of employers overall are actively recruiting older people, even though 67% rate them as employable. Employers could benefit from tapping into this experienced workforce more actively.

**2SLGBTQI+ individuals:** 77% of employers in British Columbia who have hired people who identify as being part of the 2SLGBTQI+ community report positive experiences employing this group. However, just over a quarter of British Columbian employers (27%) overall are actively recruiting from this group.

**Veterans:** 91% of British Columbian employers who have previously employed veterans report positive experiences and 77% overall rate them as employable. This is in stark contrast to what's occurring, with only 19% of employers actively recruiting veterans. This group represents a potentially untapped talent pool for employers.

**Racialized people:** 78% of employers in British Columbian who have employed racialized people report positive experiences, with 34% of employers overall actively recruiting from this group, higher than some underrepresented groups but still leaving room for improvement. Positive employment experiences suggest employers could benefit from increasing their focus on hiring racialized job seekers even further.

**Young people (under 25 years old):** 71% of British Columbian employers who have hired people under 25 report positive experiences. As a group, young people rate high for employability (77%) but only 38% of British Columbian employers overall are actively recruiting young people. Employers could benefit from tapping into this experienced workforce more actively.

It's important to note that while this report highlights differences between British Columbia and the rest of the nation, many of the challenges and opportunities in British Columbia mirror the national trends. National strategies that have proven successful may be adapted and implemented while considering the nuances of the British Columbian employment landscape.

Moving forward, regular monitoring and analysis of these trends will be crucial to assess the impact of interventions and to continually refine strategies for improving employment equity for underrepresented groups in British Columbia.



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