



PERFORMANCE REPORT
2006-2008



MINING INDUSTRY
HUMAN RESOURCES COUNCIL

CONSEIL DES RESSOURCES HUMAINES
DE L'INDUSTRIE MINIÈRE



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PERFORMANCE REPORT 2006-2008

This performance report covers the period April 2006 to March 2008 inclusive. MiHR has been very successful in developing products and services with strong ties not only to the mining industry representing the exploration, extraction, smelting and refining sectors but also to organized labour, aboriginal communities, post-secondary education institutions and organizations promoting women in non-traditional roles.

WHO WE ARE

Incorporated in 1996 as a non-profit organization, the Mining Industry Human Resources Council (MiHR) is the national sector council for the Canadian minerals and metals industry.



HOW WE ADD VALUE

A recognized leader in the development and implementation of HR solutions that are tailored to the industry's needs, our products and services are based on sound research into HR issues.

We contribute to the strength, competitiveness and sustainability of the Canadian mining sector by collaborating with all communities of interest. The successful implementation of our initiatives would not be possible without the contribution of industry volunteers that guide our activities, participate in research initiatives, speak with consultants, and collaborate with one another for the benefit of all industry stakeholders.

Government of Canada funding, made available through contribution agreements with Human Resources and Skills Development Canada, is used by MiHR to generate collaborative efforts by industry stakeholders and communities of interest to work together to address the major HR challenges facing the Canadian mining and minerals sector. Without this catalytic funding, individual firms, organizations and associations across the country would work toward creating independent solutions. MiHR provides a venue where these resources can be combined and resulting products and services are more effective and contribute to the strength of the entire Canadian industry.



GOVERNANCE & STRATEGIC FRAMEWORK

...make better use of all potential sources of HR including
youth,
women, Aboriginal people
and **new Canadians.**

GOVERNANCE

The Council receives operations and project funding through the government of Canada's sector council program. MiHR also receives industry funding through a partnership with the Mining Association of Canada.

MiHR is governed by an 18-person Board of Directors and relies on over 100 industry volunteers to provide guidance to its projects through a variety of steering and advisory committees.

STRATEGIC FRAMEWORK

A 2005 sector study entitled "*Prospecting the Future: Meeting Human Resources Challenges in the Canadian Minerals and Metals Industry*" identified several HR challenges facing the industry. In particular, the sector study noted that the industry must make better use of all potential sources of HR including youth, women, Aboriginal people and new Canadians.

The study also highlighted the need for coordinated efforts to define the specific skills requirements and the need for creating tools to ensure a skilled workforce.

MiHR developed its strategic plan to directly address the challenges uncovered in the study and identified seven major objectives. They are:

- increase the number of new entrants pursuing careers in the mining industry;
- increase participation of Aboriginal people in the mining industry;
- increase the participation of women in the mining industry;
- increase the retention of older workers;
- facilitate recruitment and increase worker mobility through the development of national occupational standards;
- assist employers to recruit a qualified workforce; and
- promote the understanding of the industry's best practices in workforce planning.



2006-2008

OUR PROGRAMMING

OUR PROGRAM AREAS FOR THE COUNCIL FOCUS PRIMARILY ON, BUT ARE NOT LIMITED TO:

- facilitating the transition of workers from downsizing sectors into the mining industry;
- providing accurate labour market information and supply and demand forecasting for key mining occupations;
- recognizing skills and competencies through the development of a Canadian mining credentials program based on national occupational standards;
- reducing the gap between supply and demand of labour through attraction, recruitment and retention strategies focused on youth, women, Aboriginal people and new Canadians;
- sharing best practices in human resources development amongst industry stakeholders; and
- raising awareness of the HR challenges facing the sector and positioning MiHR as a provider of products and services.

Facilitating the **transition** of workers...

Recognizing **skills** and competencies...

Sharing **best practices** in human resources...

THE FOLLOWING IS A LIST OF MIHR'S CURRENT PROJECTS:

Mining Labour Market Transition Project (MLMT) (Completed)

The Mining Labour Market Transition initiative focused on developing an understanding of, and action plan to address, the opportunities and barriers to mitigating short and medium term labour demand in the mining sector by engaging workers from sectors with excess labour supply.

Budget: \$134,997

Timeframe: December 2006 - June 2007

A follow-up project called From Forestry to Mining (FF2M), is scheduled to start in the summer of 2008 with a budget of \$460,000 and a completion date of May 2010. The 2007 Mining Labour Market Transition study states that in order for the mining sector to address the skills shortage it would have to turn to non-traditional labour pools which include recently released workers from industries in decline and one such industry is forestry. Many forestry workers possess skills that are highly transferable to mining occupations. The main objective of the FF2M initiative is to work collaboratively with mining and forestry employers, organized labour, training institutions and government on skills assessment and gap training tools to facilitate the transition of forestry workers to a new career in mining.



2006-2008
OUR PROGRAMMING

Mining Industry Workforce Information Network (MIWIN) (Ongoing)

Mining Industry Workforce Information Network addresses the lack of up-to-date labour market information for the Canadian mining industry. This initiative will build a system that collects and analyzes current labour market information and accurately forecasts the supply and demand of labour on an ongoing basis by region and occupation.

Budget: \$868,368

Timeframe: August 2007 – July 2009

Canadian Mining Credentials Program (CMCP) (Phase I)

Phase I – Development of Essential Skills Profiles, Core Competencies Standards and Occupational Standards Project.

The National Occupational Standards initiative coordinated the development of essential skills, core competencies and occupational standards in the occupational areas of underground mining, surface mining and mineral processing operations. Under the direction of a multipartite steering committee, MiHR also developed a strategy to implement the standards for the mining industry.

Budget: \$853,782

Timeframe: June 2006 – September 2008

This project has led to the development of **Phase II** – National Occupational Standards, scheduled to start in May 2008 with a budget of \$1,150,000 and a completion date of May 2011.

Phase II encompasses the work to be done by MiHR to identify and develop the National Worker Certification Program using the first 3 NOS as a basis and to develop up to 5 additional NOS. MiHR will work under the direction of the Standing Committee on Mining Credentials which is an enhanced committee from the NOS Steering Committee.

The certification and accreditation systems will be the first recognition and credentialing system for mine workers and employers across Canada.

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The **Explore for More** brand is an initiative of the
MARS project
and has been created based on an understanding of
youth trends, perceptions and motivators.

**Mining Industry Attraction, Recruitment & Retention Strategy (MARS)
(Ongoing)**



MARS addresses the current and expected skills shortage in the Canadian minerals and metals industry. This initiative helps the industry attract, recruit and retain a skilled workforce, increase participation of under-represented groups in the mining workforce (women, Aboriginal people, New Canadians, mature and transitioning workers, etc.), inform and educate Canadians about the wide range of rewarding career opportunities in the modern mining industry, and promote and build upon industry best practices in workforce planning. The Explore for More brand is an initiative of the MARS project and has been created based on a comprehensive understanding of youth trends, perceptions and motivators. Through the MARS project, MiHR will launch several deliverables including a virtual mentoring program, a speaker's bureau, a student job board, an innovative HR practices manual and various career promotional tools and videos.

Budget: \$2,577,354
Timeframe: June 2007 - April 2010



MiHR has introduced career awareness products for

**high school students,
young people, and those
seeking a career change...**

PROVIDING ACCURATE LABOUR MARKET INFORMATION

- Successfully completed the Mining Labour Market Transition project that developed an understanding of the opportunities and barriers to mitigating short and medium-term labour demand.
- Developed a labour market forecast for both British Columbia and Saskatchewan through the Mining Industry Workforce Information Network project.

RECOGNIZING SKILLS AND COMPETENCIES

- Generated a strong commitment to National Occupational Standards and the revitalization of entry level and advanced training programs enabling workers and employers to attain safe production.
- Finalized the development of three Core Competencies and Occupational Standards complete with Essential Skills profiles for three occupations related to the mining industry that will be made available in mid-2008.
- Built a champions network composed of industry volunteers that act as ambassadors for the Canadian Mining Credentials Program.

REDUCING THE GAP BETWEEN SUPPLY AND DEMAND

- Completed *Mining for Diversity: An Employer's Guide to Attract, Recruit & Retain a Diverse Workforce*.
- Created the Explore for More brand including the www.acareerinmining.ca website.
- Introduced career awareness products for high school students, young people and those seeking a career change to encourage their consideration of a career in mining.
- Initiated the production of a Guide for Aboriginal Communities aimed at increasing their capacities to assist Aboriginal people to take advantage of opportunities in the mining and exploration sector.



MAJOR ACCOMPLISHMENTS



Made over 50 Presentations to over 4,000 people...
Distributed over 26,000 products including
career material, newsletters and
sector studies...

COMMUNICATIONS AND MEDIA OUTREACH

- Made over 50 presentations to over 4,000 people to raise awareness of HR challenges and the work of the Council.
- Authored 15 articles in industry publications with a total readership of over 100,000.
- Placed 39 ads in industry publications focused on raising awareness of the activities of the Council and on promoting careers in the industry.
- Quoted/interviewed in almost 50 media publications (print, radio and television).
- Distributed over 26,000 products including career material, newsletters, sector studies, corporate kit folders, newsletters, etc., including over 20,000 copies of the Explore for More Speakers Kit and over 2,000 copies of the HR Prospector.
- Attended 25 major conferences.

MIHR POSITIONING

- MiHR has completed the transition to its new mandate and re-positioned itself in the eyes of mining sector stakeholders.
- MiHR's Board structure changed from bipartite to multipartite with participation from mining industry management and organized labour, key industry associations, the aboriginal community, post-secondary education institutions and organizations promoting women in non-traditional roles.
- MiHR re-instated its membership dues through the Mining Association of Canada effective April 2008.

SUCCESSFUL EVENTS

- In an effort to change perceptions about the industry and attract more workers to the sector, MiHR in conjunction with the Canadian Institute of Mining, Metallurgy and Petroleum (CIM) hosted and co-managed the Mining in Society Exhibition and Career Fair in Montréal (2006) and Vancouver (2007).
- MiHR held the first annual HR Forum in Ottawa in 2007.
- MiHR held the Canadian Mining Credentials Program Champions Event in 2008.





MAJOR ACCOMPLISHMENTS

MiHR’s website, www.mihr.ca, generated

1,327,882 hits and 24,017 downloads

AWARDS RECEIVED

- Ryan Montpellier (current) and Paul Hébert (past), Executive Director, received the Distinguished Lecturer award issued by the Canadian Institute of Mining as well as the Gold Quill Award of Excellence for media relations from the International Association of Business Communicators and an Ovation Award from the Canadian Public Relations Society for their work in raising awareness around the HR challenges facing the sector.

WEBSITE

- MiHR’s website, www.mihr.ca, generated 1,327,882 hits and 24,017 downloads.
- The Career in Mining website, www.acareerinmining.ca, generated 739,422 hits and 24,472 downloads.



RYAN MONTELLIER, Executive Director
MINING INDUSTRY HUMAN RESOURCES COUNCIL

CONTACT US

For more information on MiHR, its products and services, please contact us at info@mihr.ca.

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