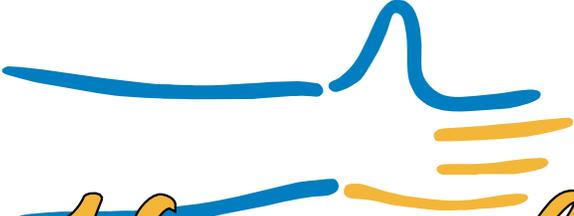
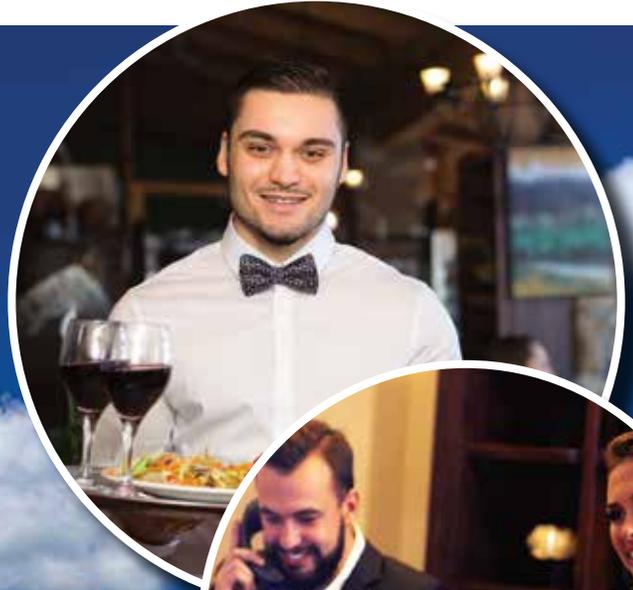
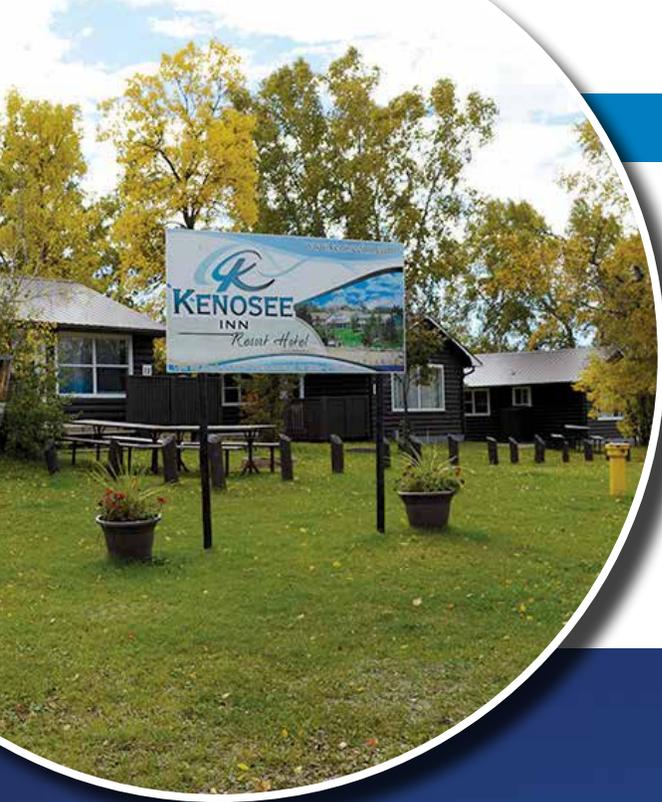


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COVER PHOTO

THE GREAT SANDHILLS &
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MESSAGE FROM THE CHAIR AND CEO

Representing the Saskatchewan Hotel and Hospitality Association, we are pleased to present this report and “Strategic Plan”. It reflects the activities and achievements of the last 3 years and identifies the strategic objectives for the next 3.

Never in the history of the hospitality world have we seen the challenges, changes, and upheaval that we have seen in 2020. As we conclude our 2018 – 2020 Strategic Plan, we recognize the many successes related to our advocacy, but despite best efforts, we also witnessed the significant attrition of our membership. This decline was occurring long before the arrival of COVID – 19 and we identified that unless we evolved, we would eventually cease to exist.

Fortunately, one of our primary focuses over the last 3 years has been a deliberate transition from a “Hotel Association” into a “Tourism Industry Association”. We understood that as we lost one piece of business, we would need to replace it with another to survive.

By design, the association began advocating for a more diverse membership that now includes restaurants, conference/ convention centers, tourism, and cultural attractions and even cannabis producers.

And while growing our “Strategic” membership and their varying needs, we were able to balance our advocacy efforts to address the many disparate challenges, while continuing to address the needs of our largest membership group, the hotels, motels, taverns, pubs and RSP’s.

Our plan was being executed and our evolution as an organization was progressing as designed. However, on March 15th, hospitality in Canada changed forever. The pandemic brought devastation to the entire industry and the pressure on your association to engage government, federally and provincially intensified.

Filling a void, the association found itself in a position that allowed for the advocacy of the entire tourism industry, providing governments one point of contact. Mindful that there were still many gaps, we engaged many groups and businesses, and were able to act as their voice to government.

As we collaborated with many tourism operators throughout the province, we were able to take messages and insight to government ministers as they created and implemented new policies or updated old ones. We had significant conversations regarding the impact of the pandemic on industry, and we were able to influence positive policy change, and most importantly, funding initiatives to support our sector.

As we continue to manage the present, we are now embarking on a new, 3-year, strategic journey that will allow us to navigate a path forward in this uncertain economic climate. As the industry association representing tourism & hospitality services and attractions in the province, **Hospitality Saskatchewan** will be focused on advocacy, collaboration and the education of operators and our industry partners.

Hospitality Saskatchewan will continue its advocacy efforts by focusing on policy priorities established through stakeholder engagement. We will continue to work closely with our national, provincial, and municipal tourism partners on issues that affect operators in this great province of ours.

Despite the extreme challenges we face today, “Saskatchewan’s Visitor Economy” has an incredibly bright future. We have the potential of becoming a global destination as we continue to build our cultural experiences, “Indigenous Tourism Clusters”, and assist Wanuskeewin to achieve UNESCO Heritage status for example. Saskatchewan can offer the world a unique tourism experience unlike anything on the planet, and we are ready for that challenge.

We are immensely proud of the work our board and staff have accomplished as we managed through these extremely difficult times. We are grateful for the privilege to participate in ushering in a new era for your association and see us take our rightful place at the “Tourism Table”.

To all stakeholders, we can assure you that we have a great plan in place, and you are in good hands. Best wishes and thank you for the honor to serve you and this great industry of ours.



Gary Hoffert
Chair
Saskatchewan Hotel & Hospitality Association / Hospitality Saskatchewan



Jim Bence
President/CEO
Saskatchewan Hotel & Hospitality Association / Hospitality Saskatchewan



EXECUTIVE SUMMARY

Hospitality Saskatchewan is a cohesive, united association of member organizations that speaks clearly about priority issues facing the Visitor Economy and hospitality sector.

We are the champions of advocacy for tourism issues in Saskatchewan because we understand the needs of our members. This allows us to focus and dedicate our efforts on the challenges facing our industry and work collaboratively with government

Vision:

Be recognized as the most effective and unified voice for the Hospitality and Visitor Economy in Saskatchewan.

Mandate:

Provide economic prosperity opportunities for member organizations through effective Advocacy, Collaboration and Education.





Advocacy and Government Relations

The cornerstone of our success has been our advocacy work and government relations. We have spent years fostering the development and growth of our relationships with provincial ministries and local municipal governments. Our success so far has been a direct result of our relationships with our national organizations and has enabled us to reach the highest levels of our provincial and federal governments.

Indigenous Tourism:

The spirit of Saskatchewan is reflected in the culture, history and traditions of its First Nations and Métis people. The 70 First Nations in Saskatchewan are part of the following five linguistic groups: Cree, Dakota, Dene (Chipewyan), Nakota (Assiniboine) and Saulteaux.

Along with this rich mix of history and culture, Saskatchewan's First Nations are uniquely positioned to take their rightful place on the world tourism stage.

For example, for over 6,000 years, *Wanuskewin Heritage Park* was a meeting place for Northern Plains Indians. Long before the pyramids, the Pantheon or the Great Wall of China, Saskatchewan's First Peoples gathered here to hunt buffalo, worship, and celebrate. Now, the park is a place to learn about that culture and its history. Explore educational trails that wind through the valley. Visit archeological digs full of tipi rings, stones cairns, pottery fragments, animal bones, and more. Stay overnight in a tipi and listen to traditional stories around a campfire as you enjoy tea and fresh bannock bread.

Mental Health and Emotional Well Being

We have become the primary resource center for an entire industry and have been advocating tirelessly on behalf of the tourism sector. As we transition from "Hotel and Hospitality" into a "Tourism Industry Association", we estimate that there are over 2,900 operators, mostly small to medium sized, in Saskatchewan who need our support and connections to mental health resources.

The entire hospitality/tourism industry needs an incredible amount of information, guidance, and education, including the physical safety of stakeholders but, more importantly, the mental health and wellness of our operators and the employees they are expected to lead and care for.

Working with Service Hospitality and the Mental Health Commission of Canada a focus will be on workplace mental health and psychological safety as we provide our industry partners with the critical information they require to contribute positively and help their workers.



WHO WE ARE AND WHO WE REPRESENT



The "Visitor Economy" is one of Saskatchewan's fastest growing sectors, contributing over \$2 billion to the provincial economy. As a member-driven organization, it is critical for Hospitality Saskatchewan to understand our members' priorities and reflect these in our strategic plan. The Hospitality Saskatchewan Board and staff has developed a new three-year strategic plan, starting January 1st, 2021, through December 31st, 2023.

Hospitality Saskatchewan is the culmination of decades of dedicated work in the hospitality industry. Our organization has continually evolved over the last 90 years, from a small hotel's association, into a vibrant provincial industry association...

In 1906, a small group of enthusiastic and ambitious hotel operators met and decided that an industry association was needed to confront the many common issues facing those who owned hotels in the province. The result was the formation of the "Saskatchewan Licensed Victuallers' Association".

In 1913, with the introduction of the imbibition movement, bars were closed by order of Premier Walter Scott, and they remained dosed until the end of the First World War, and there was nothing the association could do about it.

In 1931, with the "Great Depression" and hotels in dire circumstances, the association revived itself as the "Hotels Association of Saskatchewan" and once again became active in trying to find ways to save the industry. After many meetings with the government on the issue of the sale of beer by the glass, and the creation of beer parlors, it was finally agreed to permit a province-wide vote, coinciding with the provincial election in 1934. The result was a majority in favor and the first licenses were effective May 1, 1933.

In 1933 Saskatchewan had 370 licensed hotels, and approx. 150 attended the annual convention in Moose Jaw. **There was hope for the future.**

WHO WE REPRESENT

Hospitality Saskatchewan has the strategic Vision to “Be recognized as the most effective and unified voice for the Hospitality and Visitor Economy in Saskatchewan”. We are committed to building and fostering relationships that positively affect the hospitality industries’ profile, influence, and effectiveness.

Our mandate is to Advocate, Collaborate and Educate. We bring together industry stakeholders, including private and public organizations and government ministries, to develop effective operational solutions, programs and policies which benefit all affiliate and member organizations.

We unite operators, destination marketing organizations (DMO’s), government ministries and the public, to support and advance the interests of our “Visitor Economy” to ensure the sectors industry’s long-term success and sustainability.

4 Primary Pillars

- 1. Accommodation:**
 - Hotel/motel/B&B
 - Camps (Day, Youth) and Campgrounds
 - Extended Care Facilities
- 2. Food and Beverage:**
 - Restaurants (Dining and QSR), Bars, Taverns, Nighclubs
 - Retail Store Permittee’s
 - Craft Producers - Spirits/Beer
 - Cannabis Producers and Retailers
- 3. Culture, Attractions and Associations**
 - Convention/Conference Centres
 - Museums
 - Galleries
 - Science Centres
 - Concert Halls
 - Golf Courses
 - Casino’s
 - Arena’s
 - Festivals
 - Associations (ITAC, Brewers, Distillers, Outfitters, Camps. Museums, Science Centers, Galleries, B&B)
 - DMO’s
- 4. Transportation**
 - Air
 - Motor Coach
 - Taxi
 - Rail

STRATEGIC ALLIANCES

PROVINCIAL

TOURISM SASKATCHEWAN

The ongoing effective collaboration between Tourism Saskatchewan and Hospitality Saskatchewan is key to the success of our organization. Understanding the broader needs of the membership and how we can provide access to national, provincial, and regional programs, funding, and training, will take the combined efforts of both provincial organizations.



Participating in regularly scheduled meetings, calls and events with the CEO and staff of Tourism Saskatchewan, we discuss critical challenges facing our sector, and analyze program supports needed to provide our membership with the tools and information they need to be successful.

SASK BUSINESS COUNCIL

The Sask Business Council is comprised of a variety of the major industries operating in Saskatchewan. With the intent of working in concert to develop recommendations for government consideration, this body intends to act as an “advisory body” with the aim of providing government with industry based suggestions and solutions to advance the business needs of Saskatchewan companies. Playing a highly active role from the first days of the COVID Crisis, the SBC has worked very closely with government



provide information, and encourage event organisers to choose their city for meetings, conferences, and events. Maintaining a strong, positive relationship with these hard working "Destination Marketing Organizations" is essential to Hospitality Saskatchewan's success in protecting and advancing our collective business interests...marketing Saskatchewan to the world.

NATIONAL

HAC (HOTELS ASSOCIATION OF CANADA)

A strong relationship with our National Hotels Association has been key our success at a provincial level. Providing us with a powerful voice at the federal table, HAC has ensured that the concerns of the provinces is amplified at the most senior levels of our federal government. As a result of their phenomenal advocacy efforts, our entire industry has been rewarded with supports and programs that will save hundreds of operators. As their "boots on the ground", we are able to reach our members on a grass-roots level and effect change with local and provincial governments.

TIAC/PTTIA

Weekly calls between the Hospitality Saskatchewan, and other Provincial and Territorial Tourism Industry Associations across Canada and TIAC are held, to feed into the national tourism recovery program. Discussions focus on sector priorities and assist in positioning our "National Ask" for business support. Priority issues include Liquidity; Insurance; Taxation and investment in Domestic Travel campaigns.

DESTINATIONS CANADA

Destination Canada is the national marketing and research organization responsible for producing regular data, market intelligence and industry analysis to help businesses market to international travellers. As Canada's tourism sector grows, it expands the entire visitor economy for each region of the country. As they have pivoted their focus to marketing domestic travel to Canadians, they are continuing to support Canada's tourism sector.

RESTAURANTS CANADA

Having signed a reciprocity agreement in the fall of 2018, we have partnered with R.C. to become their provincial voice with stakeholders and government. A powerful national and regional advocate for the Food and Beverage industry, our partnership with R.C. enable us to coordinate strategies that most effectively impact our food and beverage sector.

TOURISM HR CANADA

Hospitality Saskatchewan is partnering with THRC on regional data to support new programs. In addition to a recently released 10 Point Workforce Recovery Plan for the tourism sector, a robust online Workforce Recovery Toolkit for tourism has been developed. The toolkit will align with industry specific tools already available, focusing on Workforce Development, Communications, Budget & Finance, Marketing and Strategic Planning.

and has made many recommendations that have greatly benefited the government as they moved forward.

SASK CHAMBER

Sharing many of the same members as Hospitality Saskatchewan, the Sask Chamber has been a valued partner on many initiatives. Collaborating on advocacy issues that effect thousands of businesses across the province, we will continue to work together to provide the effective advocacy, training and educational opportunities that contribute to the financial health and wellness of tourism partners.

SUPPORTING SASKATCHEWAN'S "DESTINATION MARKETING ORGANIZATIONS"

Promoting their cities as an attractive travel and meeting destination, the Regina and Saskatoon Hotel Association's

HOSPITALITY SASKATCHEWAN SUPPORTING INDIGENOUS TOURISM

Understanding that Saskatchewan has incredible potential to celebrate the rich, unique heritage and history of our indigenous peoples, a strong relationship with local and national First Nations leaders is critical. The purpose of the Indigenous Tourism Association of Canada (ITAC) is to improve the socio-economic situation of Indigenous people within the 10 provinces and 3 territories of Canada.

Saskatchewan is uniquely positioned to celebrate truly authentic Indigenous experiences and take its rightful place at the global tourism table.

ITAC and **Hospitality Saskatchewan** will work to develop a relationship to unite and grow the Indigenous tourism industry in Saskatchewan. We will work to enable collective support, promotion, and marketing of authentic Indigenous cultural tourism businesses in a respectful protocol.

Extensive work and planning had been undertaken in early 2019 to create “export market ready experiences” that will immerse travelers in Indigenous culture. The rich history and narrative of the first peoples of Canada, is being told through a variety of genuine and authentic experiences that will of massive interest to both domestic and international travelers.

This powerful, meaningful work has the potential to completely transform the visitor economy of our province. This initiative will be accessing new markets and creating exciting opportunities for job creation and inspiring Indigenous entrepreneurs.

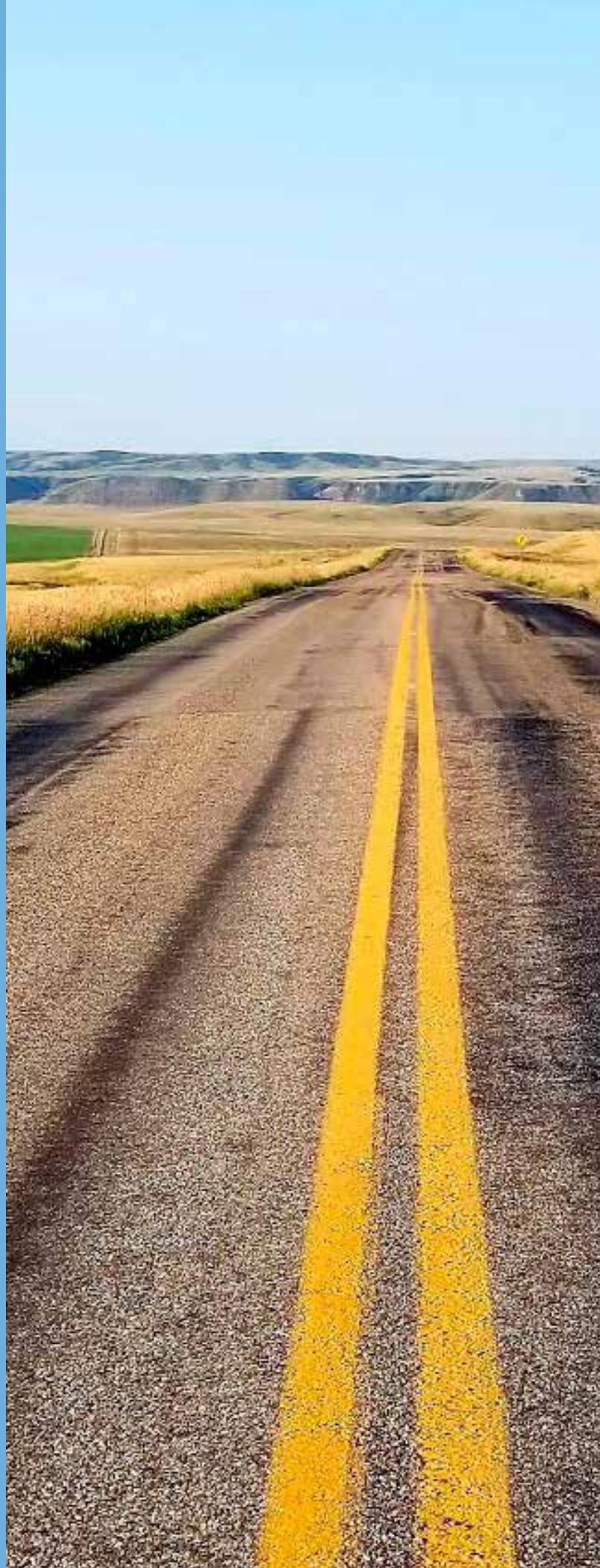
The first “Indigenous Tourism Corridor” serves both as a foundational pillar and the connective tissue that weaves the sectors that power our economy together. So much of the business that is conducted here depends on supports from the government, DMO’s, accommodations and food and beverage sectors.

This work has created partnership opportunities between existing operators and these new experiences across Saskatchewan and the collaborative efforts are exceeding the expectations of all stakeholders.

Historically Saskatchewan performs very well in domestic travel but we see incredible potential with regards to inter-provincial and international travel. The challenges we are facing today, challenges that are changing the very nature of our industry, are also creating opportunities for Saskatchewan.

Prospective travellers are showing preferences for destinations with less compression and more space to roam. Travellers are seeking opportunities for meaningful connections to different cultures. Saskatchewan has what the world is looking for!

Hospitality Saskatchewan will continue to enthusiastically supports this work and advocate on behalf of all our Indigenous Tourism stakeholders to support these exciting and unique initiatives.



Big Muddy Valley



STRATEGIC PLAN 2021-2023

The single biggest priority of Year 1 will be **Recovery** and the significant liquidity challenges our members face. Representing a variety of tourism operations, we will ensure our government has a deep understanding of the unique, complex, and ever-changing nature of the hospitality sector during this crisis. It is imperative that we concentrate our efforts on our primary objectives.

- Liquidity Challenges - Advocacy and Policy Development
- Membership and Strategic Alliances
- Communications
- Operational Sustainability

As we emerge from the impacts of COVID – 19, Year 2 and 3 will have an emphasis on **Rebuilding and Resiliency**. Operating with a limited annual budget, **Hospitality Saskatchewan** will determine, on an issue-by-issue basis, whether we lead, participate, or follow.

STRATEGIC DIRECTION 1: ADVOCATE

Emerging as the voice of the provincial hospitality and tourism industry in Saskatchewan, our plan is to continually strengthen our connection with members and partner organizations through authentic, open, two-way communication. Maximizing our communication pathways to reach the sector, we will utilize our media contacts, website, magazine, “Eblasts”, social media and radio to interact with our industry and those with a vested interest in the growth of the visitor economy in Saskatchewan.

Hospitality Saskatchewan furthers the growth and sustainability of the “Visitor Economy” by providing a wide range of resources, tools, and information related to industry. We will continuously improve by working collaboratively with partners and industry stakeholders and respond to feedback from all our colleagues.



Advocating on issues of critical importance in 2020, we were able to collaborate with government to build a sustainable, competitive environment for tourism operators. Throughout the COVID crisis the Board and staff of **Hospitality Saskatchewan** worked diligently on behalf of our members, meeting with elected officials and stakeholders, preparing letters and submissions, clarifying critical issues, openly supporting other tourism stakeholders, and highlighting the concerns of industry operators. We provided what was required to the hospitality and tourism sector to ensure the industry was not overlooked. In return, we were acknowledged for the significant role tourism plays in Saskatchewan and that the industry represents a robust, sustainable economic generator for the province.

Advocacy Objectives:

- 1.1 Increase the internal and external awareness and understanding of Hospitality Saskatchewan's function, activities, and advocacy efforts
- 1.2 Effectively communicate Hospitality Saskatchewan's policies recommendations
- 1.3 Effectively manage our essential relationships
- 1.4 Raise association profile
- 1.5 Increase influence with sector decision-makers
- 1.6 Collaborate with professional organizations and associations on common issues



STRATEGIC DIRECTION 2: COLLABORATE

Representing Saskatchewan's Visitor Economy, we engage with federal and provincial governments, DMO's and tourism organizations to ensure the interests of all members are heard and considered. Ranging from regulation of the short-term rental industry, liquor legislation, labour relations and workplace safety (WCB and temporary lay-off provisions), immigration, career training, access and transportation concerns, to the sustainable use of our province's resources, Hospitality Saskatchewan is determined to promote the interests of the sector and our members, and together, our collective voice has had a significant positive affect on many changes for the industry...

Advocacy Objectives:

- 2.1 Position the Visitor Economy with the public and private sector, and government ministries as an essential industry.
- 2.2 Grow the capacity of hospitality network
- 2.3 Improve unity of stakeholders through ongoing communications between members
- 2.4 Improve relationships with relevant entities, and focus on the responsiveness and continuity of quality member services and programs
- 2.5 Implement an enhanced membership Recruitment, Retention and Engagement Plan

STRATEGIC DIRECTION 3: EDUCATE

Integral to the success and sustainability of our industry is the growth of the "Visitor Economy" in Saskatchewan. Through awareness, training, and continuous improvement we will provide operators the resources, tools, and information to deliver excellent products and services.

As part of **Hospitality Saskatchewan's** mandate to foster the growth of the tourism industry in the province, we have partnered with Tourism Saskatchewan, STEC and Sask Polytechnic, and together we will provide operators with opportunities for personal and business development, training, and quality-improvement initiatives.

The Saskatchewan Tourism Education Council (STEC)

A division of Tourism Saskatchewan develops learning and professional development resources to help tourism operators build a highly qualified, professional workforce. Business resources include, human resources products and services, employee training and certification, and professional development. Act as a resource for teachers, post-secondary educators, and career and guidance counsellors help students and apprentices become more knowledgeable about the tourism sector and the visitor economy in Saskatchewan and to understand the job and career opportunities available.

For the Accommodation Industry

STEC helps Saskatchewan accommodation and lodging properties maintain high standards and deliver on guest expectations. STEC provides nationally recognized training and certification developed by Canada's tourism industry for the tourism industry. A variety of programs are available for assisting front desk agents and housekeeping staff.



For the Food and Beverage Services Industry

STEC provides a broad range of online and classroom-based programs designed to help employees and adult learners develop new skills, upgrade existing skills, and pursue professional development.

Working with STEC to train and certify frontline service and bartending staff gives businesses a competitive edge. Training and certification for supervisory and management staff enables establishments to operate at peak efficiency. Clients agree that working with STEC helps gain customer loyalty and increase revenue.

For the Recreation and Entertainment Industry

Organizing a festival, showcase or tournament takes effort and often involves a multitude of volunteers, or may require the talents of experienced, paid staff. STEC offers training and certification programs that take the guesswork out of event planning. Workshops and online courses identify how to reach new markets and audiences, gain the support and participation of volunteers, attract sponsors, and introduce new activities. Recruiting, training, and retaining seasonal staff can be a challenge. STEC helps small-and medium-sized operators prepare for the busy season and deliver on the promise made to guests.

For the Cannabis Industry

“CannaSell SK Responsible Cannabis Sales” is the official provincial training program for the responsible sale of Cannabis. CannaSell provides consistent training for owners and employees of private businesses that distribute and sell non-medical cannabis in Saskatchewan. CannaSell SK ensures that sales are conducted with integrity and in a socially responsible manner.

For the Transportation Industry

The transportation industry includes all businesses involved in moving people from one place to another. In Saskatchewan, this industry includes airlines, tour bus companies, rental car companies and taxi and limousine drivers. STEC provides training and certification programs to help transportation businesses provide high quality service.

For the Travel Services Industry

STEC training and certification programs help communities and DMO's create authentic local experiences. Training is available to retail businesses and other areas where making a good first impression is critical. Through resources made available by Tourism HR Canada, a national organization that works to identify and address labour market issues, STEC helps employers, travel agencies, visitor centres, destination marketing organizations and economic development agencies improve their tourism and hospitality workforce and access labour market intelligence to overcome local and regional human resource challenges.



SASKATCHEWAN TOURISM EDUCATION COUNCIL

Employee Training and Professional Development

Offering a full suite of development opportunities, STEC provides industry leading courses such as Service First, Service First for the Taxi Industry, Service Best, Service Best for Leaders, Selling is Service, Serve It Right Saskatchewan (SIRS), Special Occasion Permit responsible service training (SOP), CannaSell Saskatchewan, Workplace Trainer Volunteer Training, Special Events Series and customized training for property specific needs.

Ready to Work job readiness and career training program

Ready to Work offers essential skills training for unemployed or under-employed individuals in finding and retaining employment or returning to school. Training is available in a wide range of occupations, particularly in the food and beverage and accommodation industries. Community-based organizations and businesses hiring from non-traditional labour pools rely on STEC's Ready to Work program to develop a stable workforce. Camp services and health institutions, which employ several tourism occupations, also benefit from the program. Ready to Work can be adapted to meet the needs of participants, communities, and employers. The program provides extensive training in Workplace Essentials, Life Management and Job Skills.

Professional and Specialist Certification

Through emerit Certification, employees can gain professional certification and training for frontline and supervisory staff in more than two dozen occupations serving every facet of tourism and hospitality. The emerit Specialist Certification is designed for managers in every tourism industry. Tourism apprenticeships are available in two trades in Saskatchewan: Guest Services Representative and Food and Beverage Person.

Sask Polytechnic School for Hospitality and Tourism

Saskatchewan Polytechnic serves students through applied learning opportunities on Treaty 4 and Treaty 6 Territories and the homeland of the Métis people.

A *Saskatchewan Polytechnic* diploma or certificate is recognition that participants have both the practical training and knowledge they will need to succeed. The Hospitality and Tourism programs will prepare students to work in an array of venues, including hotels, restaurants, resorts, schools, hospitals, recreation complexes and remote catering facilities, or in a business of their own.

After nearly two years of consultation and research, Saskatchewan Polytechnic is excited to announce that in September of 2021, the School of Hospitality and Tourism will be launching year one of a two-year post-secondary diploma with tourism as a primary focus.

The newly designed Recreation and Tourism Management program will enable the students to hit the ground running as they enter the tourism industry, having taken classes such as Event planning, Leadership, Community Tourism Development, Partnerships and Fund Development, Tour Planning & leadership and Tourism Operations along with many others.

Not unlike the Tourism Industry, the Recreation and Tourism Management program will focus on training students to be effective members in a variety of settings and roles, ensuring the Tourism Industry here in Saskatchewan has access to qualified human resources for years to come."

Advocacy Objectives:

- 3.1 Provide influencers within government the information, data and analysis needed to implement or improve relevant policy or business decisions
- 3.2 Continue to provide annual networking and training opportunities (conference and trade show) for professional development
- 3.3 Identify and promote emerging strategies and best practices for members continued success
- 3.4 Communicate and celebrate Hospitality SK's industry partners who develop training and educational offerings that meet the ever-changing human resources needs and labour market demands of our membership





We have a plan and know that it will provide us with the roadmap to lead our association, and our stakeholders, through these uncertain, but manageable, times.

By achieving the objectives of our Strategic Plan, we will ensure the association's financial sustainability, increase industry engagement and influence. We will strengthen our own internal governance structure and operations and those we work with.

We will review our progress on a quarterly basis. The staff of **Hospitality Saskatchewan** will report the *Operational Plan's* progress and make any changes deemed necessary. In this way the activities of the organization will be monitored, evaluated, and adjusted to meet the rapidly changing nature and needs of our sector. This Strategic Plan is a living, breathing, dynamic tool built for the long-term success of the organization and its membership.

Front row, from left: Joel Kish, The Icehouse Tavern, Emerald Park, Vice Chair; Gary Hoffert, Regional VP, Canalta Hotels, Chair of the Board; Jim Bence, SHHA President & CEO

Back row, from left: Carmen Lien, Chop Steakhouse & Bar Regina; Bryan Baraniski, Shorebird Inn, Tobin Lake; Herman Zentner, Shutz on Eleven, Chamberlain; Tom Morris, Dragon Growers Inc., Kindersley; Denny Joyal, Waterfront Beach Bar & Grill, Regina Beach

Missing: Courtney Morrison, Best Western Plus East Side, Saskatoon; Glenn Weir, SureStay Plus Hotel by Best Western Seven Oaks, Regina; Lance Grocco, Duck Lake Hotel

HEALTH AND SAFETY LEADERSHIP CERTIFICATION - START YOUR JOURNEY TODAY!

Does your business comply with all the basic legal requirements? You could be exposed right now and face contraventions or fines.

Don't worry! We are here to help you with a step-by-step roadmap to safety.

A fully functioning and compliant health and safety management system is a no brainer. This leads to the protection of your employees from potential harm. It also protects yourself and your organization from prosecution, fines, and damaging media attention. Following a roadmap to a successful health and safety management system will decrease employee turnover, reduce your WCB premiums and improve the overall employee morale.

What is this roadmap?

HSLC is the national standard for health and safety LEADERSHIP with four levels of certification. We provide you with all the tools you need to create a system that controls hazards and prevents injuries. This is a proven method to decreasing costs in an organization.

"Congratulations to the SASKATCHEWAN HOTEL & HOSPITALITY ASSOCIATION on being the FIRST organization to complete ALL four levels of HSLC."



Shikara Dyck, Safety Advisor, Service Hospitality presents Jim Bence with the HSLC certification

Over the past year the Saskatchewan Hotel & Hospitality Association has worked extremely hard to have a fully functioning and compliant health and safety management system.

Jim Bence, CEO & President of the SHHA, along with his team, took the time needed to fulfill all the requirements and training. As a long-time supporters of Service Hospitality, this achievement was a big one for them!

"We are immensely proud to have achieved our HSLC Level 4! The entire process, from initial evaluation to final inspection, was extremely manageable. At first, we were concerned that we would have trouble given that we had not previously been extremely focused on safety. Each step was very well explained, and we were able to take the "action steps" and make the appropriate changes or modifications*

Our Safety Advisor was extremely knowledgeable and so easy to work with, she never made it seem like the tasks were too onerous or unachievable. She simply laid out what we should do and even gave us examples and templates to use for our internal policies and processes.

Like everything Service Hospitality does, the HSLC program was systematic, crisp and so easy to understand, they have taken what could have been a very laborious grind and gave us the tools and skills to have a very worthwhile, educational experience. Bravo Service Hospitality, I would strongly encourage your entire membership to engage with you and your team to work towards a much safer Saskatchewan workforce"

Jim Bence, CEO & President of SHHA

Take a bow SHHA for this accomplishment! Hang the certificates with pride! We look forward to continuing the safety journey with you.

**Join SHHA in being a Health and Safety Leader!
Do not delay, make the commitment today!**

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STILL A WAITING GAME



Daniel Hirschorn
Saskatoon Immigration &
Employment Consulting Inc. (SIECSI)

Canada recently announced one of the most aggressive immigration intake goals in history. Honourable Marco Mendicino, The Minister of Immigration, Refugees and Citizenship Canada, announced a target of just over 400,000 new immigrants per year for the next three years. This is unprecedented and falls in line with the goal of welcoming immigrants at a rate of 1% of the population, which has been generally accepted as the proper number to ensure Canada remains competitive globally. Of this number, it is expected that 60% will be under the Economic Stream, which includes the Saskatchewan Immigrant Nominee Program selections.

Many welcome this increased target, but at this time it is entirely unclear how this goal can be met, considering COVID has created so many delays on all files these days. The early days of COVID forced immigration staff home globally. This has created a huge backlog, so much so that IRCC has already stated that any posted processing timelines are to be ignored. How they will transition from this backlog to processing 400,000 new files a year is a bit of a mystery.

Provincial governments are hoping to play a part in this increase, as it is ideal to ensure each province receives Newcomers with either jobs already, or, with skill sets that are applicable to the regional labour market. It is expected that the Saskatchewan Immigrant Nominee Program will update its Occupations in Demand list soon, as the current list is from October of 2019.

www.siecsi.com

TOURISM SASKATCHEWAN LAUNCHES ONLINE CAREER GUIDE



Diane Cohoon
Hospitality Industry Consultant

Tourism Saskatchewan launched **A Guide to Tourism Careers in Saskatchewan** this fall. This interactive online guide was created to encourage participation and growth in the Saskatchewan tourism sector. It helps teachers, students, career counsellors and newcomers learn about the wide and extensive range of careers available in tourism.

The guide includes chapters covering each of the five industries of tourism: Accommodation, Food and Beverage Services, Recreation and Entertainment, Transportation, and Travel Services.

Every chapter begins with an overview of the tourism industry, followed by career profiles in that industry. Each occupation includes a description of the career, its main duties, recommended education and training, and a special feature about someone in Saskatchewan working in that job.

The final module provides links to tourism training and post-secondary programs that support the professional development of tourism employees. Information is provided on programs available from Tourism Saskatchewan, Saskatoon and Regina Industry Education Councils, Saskatchewan Apprenticeship and Trade Certification Commission, Saskatchewan Polytechnic, the University of Saskatchewan, and the University of Regina, as well as private colleges and trainers.

Most importantly, this guide stands out for the contributions of the forty-six industry professionals who agreed to be interviewed and share their stories. Their hard work and dedication to tourism is a great example to inspire new people to get involved. The guide is an excellent resource for educators and individuals who are interested in learning more about what the tourism sector in Saskatchewan has to offer. Find it at www.stec.com.

THE LONG RECOVERY: SUPPORTING SASKATCHEWAN OWNED BUSINESSES



Doug Reichel
Doug Reichel Wine Marketing Inc.

The Federal Government's distribution of taxpayer dollars for COVID relief can achieve only so much. The future of our province has something to do with putting our treasure where we say our hearts are. As a society we have believed that the lowest price wins - even if the lowest price comes at the high cost of lost local jobs, siphoned profits, reduced services, loss of local food sourcing, environmental destruction, etc.

Only when the price of a product reflects its actual cost do you have an honest purchase.

A couple years ago I was with a winemaker from Italy in Shaunavon at Rusty and Kristy Thienes' restaurant. Harvest Eatery is boots in about Saskatchewan - from the art on the walls to the vegetables to the lamb raised by a local half-way house, to the beer to the bread to the local staff. Only the wine came from an Italian cooperative through a Saskatchewan headquartered wine importer - me. Some quick calculations on what \$100 spent during an evening out at Harvest Eatery delivered back to the province and the local community - about \$80-\$85. There are many, many Rustys and Kristys throughout Saskatchewan in farming, restaurant and food businesses (read about them in Jenn Sharp's amazing Flat Out Delicious: Your Definitive Guide to Saskatchewan).

Where you can, please join me in supporting Saskatchewan-owned businesses...take some extra minutes to research products and services from Saskatchewan based companies.

dougswines.com



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HOW ARE PEOPLE BEING TARGETED ONLINE BY SCAMMERS?



Karen Smith, CEO
Better Business Bureau of
Saskatchewan

For three years in a row, online purchase scams have ranked in the top three riskiest scams targeting consumers, according to the **2019 BBB Scam Tracker Risk Report**.

This year, the COVID-19 pandemic has forced people to social distance and increase their online presence, putting them at further risk of being targeted by these types of scams. In response, BBB Institute launched a new research project to better understand how online purchase scams are being perpetrated, who is being targeted, the overall impact of these scams, and how we can help people avoid losing money to them. These findings provide key insights for consumers and businesses on how to safely navigate an increasingly online environment.

www.bbb.org/bbbcamtrackerriskreport/

MENTAL HEALTH SUPPORTS ONLY A PHONE CALL AWAY

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- **Conciere Training & Educational Support Program:** Designed to help your servers and staff learn more about (and promote) Conciere premium well spirits to patrons, your location may be entitled to a return of \$10.00 for every case ordered.
- **Merchandising & Promotional Support:** Looking to promote more cocktails? Ask your Select Wine Merchants representative about available merchandising support tools.
- **High Quality, Premium Well Spirits:** Conciere sources the highest quality ingredients coupled with master distillers and blenders who have transformed the fruits, vegetables, botanicals, herbs and spices into a premium lineup of spirits that have been distilled in AAA rated facilities.
- **Exclusive Access:** The Conciere brand of premium well spirits is exclusively available to QUASEP members.

If you are interested in learning more and getting started:

Logon:

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Contact:

William Chan, QUASEP Account Manager

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stec.com

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