

Hot Off the Press

Tuesday November 18, 2008

Recruitment method may limit access to labour pool

Printing companies are relying on word-of-mouth to recruit new employees – a practice that might need to change as the print industry struggles to find skilled workers, a new sector report shows.

The CPISC Labour Market report, released today by the Canadian Printing Industries Sector Council, is a comprehensive compilation of data on employment trends and human resource challenges facing the printing and graphic communications industry.

CPISC project working group Chair, Mike Drimmie, says the report shows that industry members need to consider new ways of dealing with human resource issues.

“Our labour market analysis has found that the industry is dominated by small companies and an older workforce, and this means the replacement of staff approaching retirement age is a real issue.”

“But because the industry

workforce is male-dominated, the practice of word-of-mouth recruitment may mean companies are missing out on recruiting from other large labour force pools, such as immigrants, women and Aboriginals.”

The CPISC Labour Market report, funded by the Government of Canada’s Sector Council program, also found that:

- of 8345 industry companies, 6200 have fewer than five employees
- men make up 63% of the industry workforce
- 49% of industry employees are aged 46 and above
- 53% of employers depend on networks, personal contacts and word-of-mouth to recruit new staff

To read the full Labour Market information report go to

www.cpisc-csic.ca/eng/labour.html



CPISC Print World launch event

CPISC will launch its Skills and Technology Roadmap report during Print World 2008 and you are invited:

5pm, Sat. 22 November
Print World 2008
Hall A, Room 101N
Direct Energy Centre
Toronto

Communication

The Canadian Printing Industries Sector Council wants to improve the way it communicates with industry members around important human resource issues. Our latest **Hot Off the Press** e-update has gone to all printing and graphic communications industry contacts on our list. If you don’t want to receive CPISC updates in future, please use the link below to remove your name from our contact list.

To remove your name from our mailing list, please [click here](#) and send a blank email.

Questions or comments? Email CPISC-CSIC at m.hein@cpisc-csic.ca or call 613-688-0293, ext 3.

A first for the Canadian printing industry



The Canadian printing industry will be represented at the international WorldSkills competition for the first

time in 2009. Simon Beauchamp has been chosen to represent the Canadian printing

industry at the Calgary competition after winning a national selection event run by CPISC in collaboration with Skills/Compétences Canada and Heidelberg Canada. Now Simon needs your help to become the best in the world and win gold for Canada. [Click here to find out more.](#)