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Word-of-mouth recruitment may be limiting print 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

The report also found that a lack of education and training programs relevant to the printing and graphic communications sector is a critical concern among industry members.

CPISC Co-Chair, Jeff Ekstein, says the industry labour data and feedback is helping to guide the future work of the Canadian Printing Industries Sector Council.

“As a follow up to the Labour Market report, CPISC is conducting an in-depth Human Resource study to identify the key HR issues affecting our industry, and to identify solutions for moving forward.”

Fellow CPISC Co-Chair, Duncan Brown, says skills development is also a focus for CPISC. “We have recently released our Press Skill Standards to support the industry in identifying the skills employees need. We will follow that with the development of standards for other industry roles and a review of industry training needs and training programs.”

A copy of the CPISC Labour Market report is available from CPISC at www.cpisc-csic.ca

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About CPISC

The Canadian Printing Industries Sector Council, funded by the Government of Canada’s Sector Council Program, is a not-for-profit organization responsible for spearheading the human resources strategy of Canada’s printing and graphics communication sector.