

# First Nations Recruitment Strategy

## Commitment summary

To actively recruit First Nations people in a range of roles including consulting to support and facilitate culturally appropriate consultation and approaches within TRC Tourism work.

Ensure all staff, especially those involved in recruitment, undergo cultural awareness training to understand the history, culture and challenges faced by First Nations peoples.

## Target

To retain and increase the number of First Nations people as employees or regular subcontractors from 1 to 3 by 2030.

## Building Relationships and Partnerships

### Engage and Collaborate with Indigenous Tourism Organisations and Aboriginal Corporations

- Attend tourism events, conference and meetings to build trust and understanding.
- Partner with local First Nations organisations and leaders to learn about the community's tourism aspirations and opportunities.
- Actively communicate that TRC Tourism is working to recruit First Nations consultants.
- Establish a long-term commitment to support and collaborate with various communities.

### Cultural Awareness and Training

- Provide cultural awareness training for all employees to foster an inclusive and respectful work environment.
- Celebrate and acknowledge important First Nations cultural events and traditions.
- Include First Nations perspectives in company policies and decision-making processes.

# Recruitment and Retention Strategies

## Job Design and Advertising

- Have a dedicated recruitment page on the TRC Tourism website consistently advertising for a First Nations tourism consultant and other roles.
- Promote TRC's ongoing First Nations recruitment at least 6 monthly via targeted advertising channels
- Ensure job descriptions are culturally sensitive and free from jargon that may be unfamiliar to First Nations candidates.
- Highlight our commitment to First Nations recruitment in all vacancies advertised such as using a clear statement that First Nations person with the appropriate skills will be given first preference.

## Targeted Advertising and Outreach

- Advertise job opportunities through First Nations media and community networks.
- Use social media platforms popular with First Nations communities to promote vacancies.
- Promote opportunities via Aboriginal corporations, Indigenous tourism organisation or at conferences and events

## Mentoring and Professional Development

- Offer mentoring programs to support First Nations employees in their career development.
- Provide opportunities for further training and professional development.
- Encourage First Nations employees to take on leadership roles within the company.

# Monitoring and Evaluation (examples)

## TRC Website page

- Targeted advertising monitoring over 3 years

Location	Date 1	Date 2 (6m)	Date 3 (12m)	Date 4 (18m)

## Application tracking

Applicant	Date	Source	Outcome