

DISPELLING THE MYTHS



There are two main issues surrounding implementing an immigration hiring strategy for carriers in Atlantic Canada. One the one hand, the process may seem overwhelming to employers as they try and understand what is involved, the various decisions they have to make, and the hurdles they may face. On the other hand, employers must deal with negative perceptions of immigration that may exist among employees, customers, vendors and the communities in which they operate.

MYTH BUSTERS FOR EMPLOYERS



As a small/medium sized business owner, I do not have the tools or resources to recruit immigrants.



There are many free tools and resources in Atlantic Canada to assist all employers, large or small, to develop and implement an immigrant recruitment strategy inclusive of permanent residents, foreign workers or international students. Employers can recruit immigrants who are permanent residents by contacting their local settlement agencies who have access to a number of job seekers already residing in Canada. There are no extra processes for recruiting permanent residents residing in Canada.

If recruiting outside of Canada, employers can use the services of a third party representative or recruiter; however, this will be at an extra cost to you. If you decide to do this yourself, you can avail of the services provided by government-sponsored organizations and websites that can promote job openings to foreign workers.

To learn more about how to recruit immigrants, the cost of application, and a comprehensive list of resources visit [Recruitment and Selection](#) on the THRSC Atlantic's Human Resources Immigration Strategy: A Toolkit for Employers.

My company has no way to evaluate foreign credentials.



There is no doubt that foreign credential checking is a leading concern for many employers in Canada trying to determine whether the foreign applicant's work experience and training is equivalent to that required in Canada. If you are hiring for a regulated profession such as those under the Red Seal program like the Truck Trailer Technician or Heavy Duty Mechanic, credential checking can be requested from a Canadian assessment agency and completed for a fee. Also, if you use a third party representative or recruiter, they will be able to help you confirm the credentials you need.

If you are hiring for other professions such as Dispatcher or Truck Driver and you are not using a third party recruiter, you may need to do a little research regarding the requirements found for this profession in the applicant's country to discover its equivalency.

For example, if you are hiring a professional truck driver from a country in the European Union you can check out information on that profession by visiting:

https://ec.europa.eu/transport/road_safety/users/professional-drivers_en

In Canada, we require a driver to have a class 1 license to drive semi trailer trucks with air brakes. If you are recruiting foreign drivers you may ask specifically for training and experience related to vehicle size, weight, number of axles and braking systems. This will help as you try to compare his/her relevant training and experience. These questions can be asked during the interview and when reference checking. You may also want to engage in further testing as further clarification of equivalent education and relevant experience such as TOWES Testing offered by the THRSO Atlantic.

For more information on this process visit [Recruitment & Selection](#) on the THRSO Atlantic's Human Resources Immigration Strategy: A Toolkit for Employers and click on [Selection](#).

Too much cultural diversity will cause conflict among my workforce.



Despite the fact that you may currently have only Canadian born citizens at your workplace does not mean you do not already have cultural diversity. Culture is defined as a set of values, practices, traditions or beliefs a group shares, due to such things as age, religion or gender, race or ethnicity. Today's workplaces in Atlantic Canada already have diversity and it is a widely held belief that it is this very diversity that contributes to a company's success.

The key to ensuring that diversity contributes to the companies overall success is to ensure that your work culture is well defined and that all are treated with fairness and respect.

To learn more about how to get your company ready and ensure a respectful workplace for all visit [Getting Ready](#) on the THRSO Atlantic's Human Resources Immigration Strategy: A Toolkit for Employers.