

Canadian organizations want to hire more diverse candidates

Almost three-quarters say they'll increase diversity hiring this year

The official unemployment rate may be holding steady, but most Canadian recruiters are seeing a marked uptick in demand for candidates – and it's renewing their interest in recruiting candidates from diversity groups such as visible minorities and recent immigrants, according to a new survey by *TalentOyster.com*.

"As the economy picks up, talent shortages are becoming more apparent," said **John Sutton**, managing director of *TalentOyster.com*, Canada's first multi-lingual job board, headquartered in Toronto. "Companies are actively looking to tap into new talent pools to get the people they need."

Talent Oyster recently conducted a survey of more than 500 Canadian HR



Interest in hiring visible minorities rising: new study finds that businesses need employees that reflect clients and customers

and recruiting professionals. 64% of respondents said they were interested in recruiting diverse candidates because they needed to tap

into alternative talent pools; 32% said diverse candidates would help them address chronic skills shortages. But it's not just a numbers game.

"As Canada's overall population becomes more diverse – with more than five million households containing new Canadians or speaking a language other than English – the consumer base is accordingly more diverse," said Sutton, who's been working in the recruiting industry for more than 10 years. "Companies are looking for employees which reflect their customers, clients and other stakeholders." (Forty-six per cent of Canadian recruiters and HR professionals say their interest in recruiting and hiring diverse candidates is because they want their workforce to better reflect their customers/clients.)

Unsurprisingly, interest in diverse candidates has increased: 73% said that Canadian organizations have

become more interested in diversity recruiting in the past five years.

What "diverse" categories are companies most interested in now?

Survey respondents indicated:

- visible minorities: 82%;
- native Canadians/aboriginal peoples: 59%;
- persons with disabilities: 46%;
- new Canadians with English as a second language: 32%;
- age-related (50+): 14%; and
- GLBTQ (gay/lesbian/bisexual/transgendered/

queer): 9%.

But they don't necessarily know where to start.

"The big challenge for

"Companies are looking for employees which reflect their customers, clients and other stakeholders"

– John Sutton,
managing director,
TalentOyster.com

companies now," said Sutton, "is that they don't always know where to find diverse candidates. If they need, say, 10 Arabic- or Mandarin-speaking engineers by next week, where do they start to look? That's where *TalentOyster.com* can help. By providing a job board in 11 languages simultaneously, we give employers a good starting point." ■