
Labour Market Partnership

MINISTRY OF SOCIAL DEVELOPMENT AND POVERTY
REDUCTION

WorkBC Employment Services

Labour Market Partnership (LMP)

Applicant Guide

Employment and Labour Market Services

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Community & Employer Partnerships acknowledges the territories of First Nations around B.C. and is grateful to carry out our work on these lands. We recognize the rights, interests, priorities, and concerns of all Indigenous Peoples (First Nations, Metis, and Inuit), respecting their distinct cultures, histories, rights, laws, and governments.

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Introduction

The Community and Employer Partnerships (CEP) program provides funding for community projects that create training and work experience opportunities. Projects funded through CEP contribute to economic growth, job creation and positive social impacts in communities.

Labour Market Partnership (LMP) stream supports short-term projects that address local job market challenges. It provides funding for planning and strategies for future workforce needs and to help people and employers adapt to changes in the labour market.

CEP is committed to fostering equity, inclusion, and reconciliation. We work with Indigenous partners and communities in a way that respects their individual rights, interests and concerns, acknowledging their unique cultures, histories, rights, laws, and governments. We support programs, services and initiatives that create equity for under-represented groups in the labour market.

Projects funded through CEP are encouraged to reflect the following principles:

- **Collaboration:** Involves partners who contribute significantly to project success.
- **Mutually Beneficial:** Offers solutions to current labour market challenges that benefits the community, employees and employers; and considers far reaching implications
- **Innovation:** Tests new approaches to labour market or Human Resource challenges.
- **Results Orientation:** Has measurable objectives and tangible outcomes.
- **Sustainability:** Demonstrates the capacity to maintain Human Resource strategies long-term.
- **Comprehensiveness:** Addresses current and future labour market issues.
- **Accountability:** Reports on outcomes with effective financial management.
- **Reconciliation:** Respects Indigenous values, culture, and protocols, and is mutually beneficial to the Project Holder and Indigenous partners.

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- **Equity and Inclusion:** Delivered in a manner that respects diversity, promotes inclusivity and cultural sensitivity, and is accessible and creates equity for underrepresented groups.

Purpose

This guide is designed to help applicants understand the funding program, eligibility and applications requirements.

Overview

LMP supports initiatives that address imbalances between the supply of workers and employer demand. These issues can include too few workers for current or future jobs or gaps in the skills needed. These challenges affect entire communities, and the best solutions come from working together to understand the problem and find ways to resolve it.

LMP funding can support:

- Creating strategies to solve workforce or HR challenges in high-demand areas
- Supporting job growth in new and emerging industries
- Helping industries or communities through economic changes
- Improving labour productivity across B.C.
- Increasing access to jobs and training for underrepresented groups (e.g., Indigenous peoples, immigrants, people with disabilities)
- Responding quickly to labour market changes and imbalances

LMP projects must focus on a labour market issue – an imbalance between available workers and employer needs, whether due to shortages or skill gaps. These issues usually affect the whole community, and the best solutions come when everyone works together to find and fix the problem.

Who Can Apply

- Non-Profit Organizations
- Crown Corporations
- Municipalities or Agencies

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- Indigenous Organizations
- Public Health and Educational Institutions
- Businesses (must support fair access to opportunities – not give a competitive edge or generate profit).

Eligible and Ineligible Activities

Eligible Activities

Eligible activities generally fall into four main categories:

1. Improving Capacity for Human Resource (HR) Planning

Helps employers or communities anticipate and meet changing workforce needs. Activities may include:

- Analyzing current and future labour supply and demand
- Identifying emerging trends, skills gaps, and training needs
- Recognizing barriers to hiring and retention
- Developing HR plans and strategies

These initiatives build long-term capacity to manage workforce changes effectively.

2. Implementing Labour Force Adjustments

Aims to rebalance labour supply and demand through collaboration among employers, industry associations, and community representatives. Examples:

- Recruitment campaigns
- Job fairs
- Planning sessions to address specific labour market issues

3. Addressing High Unemployment Among Specific Groups

Supports strategies to connect underemployed or overlooked groups (e.g., Indigenous Peoples, persons with disabilities, visible minorities) with available jobs. Activities may include:

- Assessing employer skill needs and community skill availability

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- Identifying employment barriers
- Developing inclusive hiring strategies
- Creating workforce development plans to prevent skill shortages

Employers must play an active role, and projects must focus on labour market outcomes – not unrelated social objectives.

4. Labour Market Employment Development

In high-unemployment communities, LMP funds can support planning initiatives that promote job creation or self-employment if they:

- Respond to a defined labour market issue
- Involve community and employer partnerships
- Focus on employment-related outcomes
- Improve employment capacity or address unemployment
- Avoid direct financial support to private enterprises

Examples include developing community HR strategies, creating labour market profiles, and building consensus around local employment options.

Examples of potential LMP projects include, but are not limited to:

Labour Market Research and Analysis	<ul style="list-style-type: none">• Analyze local labour supply and demand.• Identify issues and create plans to address skills gaps, training needs and hiring barriers.• Activities may include HR planning, recruitment, retention, and demographic analysis.• Funding may support long-term HR planning if needed.
Building Labour Market Awareness	<ul style="list-style-type: none">• Help communities understand labour market challenges so they can plan ahead.• Share HR best practices and promote worker retention (e.g., training, accommodation).• Create tools to connect employers with job seekers.

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Building Organizational or Community HR Capacity	<ul style="list-style-type: none">• Help organizations plan for changing labour needs.• Develop HR plans for ongoing workforce management.
Facilitating Workforce Adjustment	<ul style="list-style-type: none">• Help workers gain new skills or adjust to job changes, including employer-sponsored training.• Support HR activities to develop or expand new industries or technologies.
Piloting HR Strategies	<ul style="list-style-type: none">• Test new HR initiatives based on labour market analysis.• Ensure strategies do not create unfair advantages or dependencies.
Develop plans to prevent future skill shortages	<ul style="list-style-type: none">• Analyze local labour market to identify skill gaps and available labour pool.• Create a community workforce development plan that includes targeted strategies for job placement of groups facing higher unemployment.
Sharing Labour Market Information	<ul style="list-style-type: none">• Share labour market data and best practices.• Improve coordination between regions or sectors (e.g., websites with resources).
Strengthening Partnerships	<ul style="list-style-type: none">• Support community-led approaches to address labour market issues.• Build partnerships to implement strategies.
Developing Curriculum	<ul style="list-style-type: none">• Create training programs based on sector needs.• Curriculum must remain publicly accessible, not owned by one institution.

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Ineligible Activities

LMP funding is strictly for HR planning and labour market adjustment. It **cannot** be used for:

- **Business and Organizational Support:**
 - Business start-up, operations, capital purchases
 - Product or market research, marketing, ISO certification
 - Union-management or collective bargaining activities
 - General business strategy or survival planning for a threatened company
 - Employee training (except Employer-Sponsored Training for workers at risk of layoff)
 - Creation or expansion of organizations or support core operations (except for sector partnerships or councils)
- **Direct Training:**
 - Delivering or purchasing training for individuals (except Employer-Sponsored Training)
 - Developing, piloting, or testing new training approaches for the unemployed
 - Training HR professional or employment service providers
 - Expanding training institutions' facilities, equipment or staff
 - Developing curriculum for a single institution (sector-wide curriculum is allowed)
- **Conference and Community Development:**
 - Conferences not directly improving HR planning or labour adjustment
 - Community projects unrelated to labour market issues, such as:
 - Social programs (e.g. addiction, mental health, parenting, childcare)
 - Public services (e.g. health care, transportation, policing)
 - Infrastructure (e.g. building facilities, tourist attractions)
 - Expanding community organizations (membership or mandate)
 - General economic development or businesses attraction incentives
- **Employment Services Delivery** for unemployed individuals (provided through WorkBC) or services for employed workers unless laid off and need adjustment support.
- **Government-Focused Activities** that primarily benefit government, such as business plans for employment service delivery or conducting evaluations.

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Labour Market information must benefit the recipients or partners, not government (sharing results broadly is allowed).

Funding Considerations

Community Partnership and Support: Projects must be developed with input and support from local partners including employers, WorkBC Service Providers, and Indigenous Skills and Employment Training (ISET) providers (if an indigenous focused project).

- **Proof of Partnership:** Applications must include at least two committed partners (not including the Province).

Incrementality: Go beyond regular operations; funding must enable new or enhanced activities.

- **Demonstrate Balanced Representation:** Effective solutions require collaboration between workers and employers. Projects should include partners from both sides who:
 - recognize the issue
 - commit to addressing it
 - contribute time and resources
- **Steering Committee:**
 - Form a committee with partner representatives to:
 - Define the problem
 - Set priorities
 - Plan actions and budgets
 - Track progress
 - Broad participation strengthens outcomes and ensures lasting results.

Indigenous-Focused Projects

For projects focused on supporting Indigenous communities, applicants must meet the standard eligibility requirements. In addition, CEP will also assess the following:

- Includes Indigenous partnerships, such as agreements with local First Nations, Métis, Inuit communities, or ISET service providers.

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- Provides clear benefits to Indigenous communities.
- Demonstrates cultural competence, showing the applicant can engage in a culturally relevant and safe manner.

Eligible Costs

Projects should include only costs that are necessary to carry out the proposed activities and achieve the project's goals.

Applicants are expected to contribute to project costs within their ability. Financial support from other organizations is encouraged but not required.

All costs must be clearly linked to the success of the project. To help with budgeting, applicants should refer to the **CEP Fund Budget Guidelines tab** in the Budget Negotiation Template.

Reporting & Accountability Requirements

General Reporting Requirements

- **Monthly reports.** Once a project is approved, recipients must submit monthly reports covering both financial and program activities.
- These reports help ensure accountability and track progress toward project goals.

Public Reports

- All reports produced with LMP funding are public.
- Reports cannot be copyrighted or owned by any single organization.
- Reports must acknowledge public funding and remain available for public use indefinitely.

Accountability Principle

- Projects must demonstrate effective financial management and report on outcomes.

How to Apply

Step 1: Email the CEP team at CEPTEAM@gov.bc.ca to discuss your project idea.

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Step 2: After the initial project idea discussion, complete the online application and attach:

- Letters of support
- [Budget template](#)

Step 3: Wait for review. The CEP team will contact you with the funding decision after the application period closes.

Note: Lead Applicants are solely responsible for ensuring that all information submitted in their Application is true and correct. The Ministry reserves the right to reject any Application due to unsatisfactory letters of support, unsatisfactory past performance under contracts with the Ministry, or any material error, omission, or misrepresentation in the Application. If the Ministry obtains evidence of false declarations or misrepresentations with respect to any material provided as part of an Application, the Ministry also reserves the right to exclude the Lead Applicant or any proposed subcontractor or partner from participation in the Application process, or if the evidence is discovered after the Lead Applicant enters an Agreement, to exercise any rights available under the Agreement, including termination.