



WorkBC

WORKBC CENTRES SERVICE FRAMEWORK



TABLE OF CONTENTS

1. Introduction	3
2. Purpose of the Service Framework	3
3. Vision	4
4. Target Population	4
5. Service Principles	5
6. Expected Outcomes	6
7. Services	7
8. Service Integration	9
9. Service Delivery Expectations	10



1. INTRODUCTION

This Service Framework provides an overview of the Ministry of Social Development and Poverty Reduction's (SDPR) WorkBC Centres, one of three service options within an expanded and integrated future WorkBC Employment Services system.

Building on the guided, one-to-one employment services that people get through WorkBC Centres today, the new approach offers more choice and tailored support to meet people's individual needs. It will support a range of needs, pathways and employment goals.

WorkBC Centres offer a wide range of employment services for people who need the guidance of a WorkBC employment counsellor and personalized support to prepare for, find and keep a good job.

2. PURPOSE OF THE SERVICE FRAMEWORK

This Service Framework is intended to describe the model of service delivery for WorkBC Centres, specifically how it:

- is designed to ensure people who are best served through guided, expert support have streamlined access to responsive and personalized employment services; and
- integrates with the broader WorkBC Employment Services system.



3. VISION

WorkBC Centres are community employment service hubs, bringing job seekers, employers, and communities together to create opportunities and build stronger futures. Here all job seekers who need one-to-one, personalized guidance get the support they need to achieve their individual employment goals.

Here, people:

- Collaborate with an employment counsellor to identify career goals, co-develop personalized action plans, and work together toward success;
- Access a suite of services and supports to gain skills, broaden work experience in the community and strengthen job search strategies;
- Engage and learn in welcoming, accessible and culturally-safe spaces;
- Connect directly with employers through local networking opportunities and hiring events that help build trust and open doors to meaningful work;
- Build confidence and skills to secure meaningful jobs and consider longer term career plans;
- Get seamless referrals to community agencies for housing, financial, family, or safety needs; and
- Get support with WorkBC Self Serve Online digital tools and/or WorkBC Employment Readiness services as needs evolve.



4. TARGET POPULATION

WorkBC Centres are designed to support all job seekers (unemployed or at risk of being unemployed) who need the support of an employment counsellor to help them prepare for, find and keep a job. This includes people with a wide range of support needs, from those seeking personalized coaching, guidance and advice to get their first job, to those with extensive work history who need help clarifying their career goals, rebuilding confidence, and developing skills to transition into a different role.

5. SERVICE PRINCIPLES

The following principles reflect the foundational values and approaches that guide service delivery for WorkBC Centres.



PERSON-CENTERED

This service principle is based on acknowledging the strengths, goals, and challenges unique to each job seeker, and empowering them to set, pursue, and modify their employment goals in a way that is right for them.



ACCESSIBLE:

This service principle highlights the importance of removing barriers to access and creating a welcoming environment so people of all abilities and backgrounds can participate fully and feel respected.



CULTURALLY-SAFE:

This service principle prioritizes service environments that are welcoming, inclusive and culturally safe. It emphasizes the importance of considering cultural safety and trauma-informed practices and acknowledging and celebrating a diversity of perspectives. This includes thoughtful physical design, integration of diverse staff, resources and perspectives.



STRENGTH-BASED:

This service principle acknowledges a person's individual strengths, empowering them to be engaged in their employment journey and achieve meaningful results.



ADAPTABLE:

This service principle highlights the importance of service delivery that is flexible and responsive to evolving community needs, providing relevant support aligned with shifting local labour market realities.



INTEGRATED:

This service principle highlights ease of service navigation and coordination with WorkBC Self-Serve Online, WorkBC Employment Readiness and other government-funded programs and community initiatives. Seamless and supported referrals help meet the holistic needs of participants.

6. EXPECTED OUTCOMES

WorkBC Centre services help job seekers, their communities and B.C.'s labour market. They are expected to result in the following key outcomes:

INDIVIDUAL OUTCOMES



SYSTEMIC OUTCOMES

- Increased employment and workplace participation
- Reduced reliance on income assistance
- Reduced poverty rate
- Increased social inclusion and stronger communities

OUTCOMES MEASUREMENTS

These outcomes will be measured through multiple indicators, including participants:

- completing training related to their employment goals
- gaining in-demand knowledge and skills
- enrolling in further education
- getting a job or a job better aligned with their goals
- successfully maintaining employment and/or community attachment
- improving their financial situation and quality of life



7. SERVICES

WorkBC Centres are designed to provide inclusive, accessible employment services to meet the diverse needs of job seekers. Services are available in-person, virtually, and through community outreach, ensuring flexibility and convenience. People can access services multiple ways - by walking into a local WorkBC centre, connecting by phone, online, or through referrals from community partners.

WorkBC Centre services include the following service categories:

CAREER COACHING & EMPLOYMENT NAVIGATION

Services provide personalized guidance to a broad range of job seekers throughout their employment journey. Through one-to-one coaching, qualified employment counsellors build trust-based relationships that empower people to identify employment goals, identify and highlight strengths, build skills and confidence, develop job search strategies, reduce barriers, and navigate resources to secure and maintain meaningful employment. This collaborative relationship continues into employment, ensuring people have the tools and support they need to grow in their roles.

GUIDED JOB SEARCH ASSISTANCE

Services and supports help job seekers build essential job search skills, such as resume writing, interview preparation, and digital literacy, while fostering personal growth and strengthening core workplace competencies like communication, teamwork, and problem-solving. Support can be delivered through one-to-one coaching or group-based learning, equipping job seekers with practical tools to reduce barriers and build skills and confidence.

EMPLOYMENT-RELATED SKILLS TRAINING

Services include training aligned with labour market demand, including short-term certifications, technical skills development, and industry-recognized credentials. Individual and cohort-based training prepares people with skills for employment in high-demand jobs.

FACILITATED COMMUNITY-BASED LABOUR MARKET CONNECTIONS

Services and supports actively connect job seekers with local employers through job matching, networking, and work experience placements. This leverages strong relationships with employers and communities to create inclusive employment opportunities and accelerates the hiring of job seekers who lack professional networks or recent work experience while helping employers access diverse talent.

SPECIALIZED PROGRAMMING

Targeted services and supports that reduce barriers and advocate for people with diverse needs and those facing challenges so they can participate fully in their community and find meaningful work. Specialized programming includes initiatives for equity-deserving populations that remove barriers and ensure equity and inclusion so everyone can access opportunities.

COMMUNITY DEVELOPMENT THROUGH STRATEGIC PARTNERSHIPS

Initiatives that focus on building strong partnerships with local industries, employers, training institutions, and governments to collect and analyze labour market data, identify trends and opportunities, and build proactive strategies to address skill gaps within the community. By leveraging these insights, the goal is to develop strategies to align workforce skills with current and future community needs, fostering sustainable economic growth and resilience.

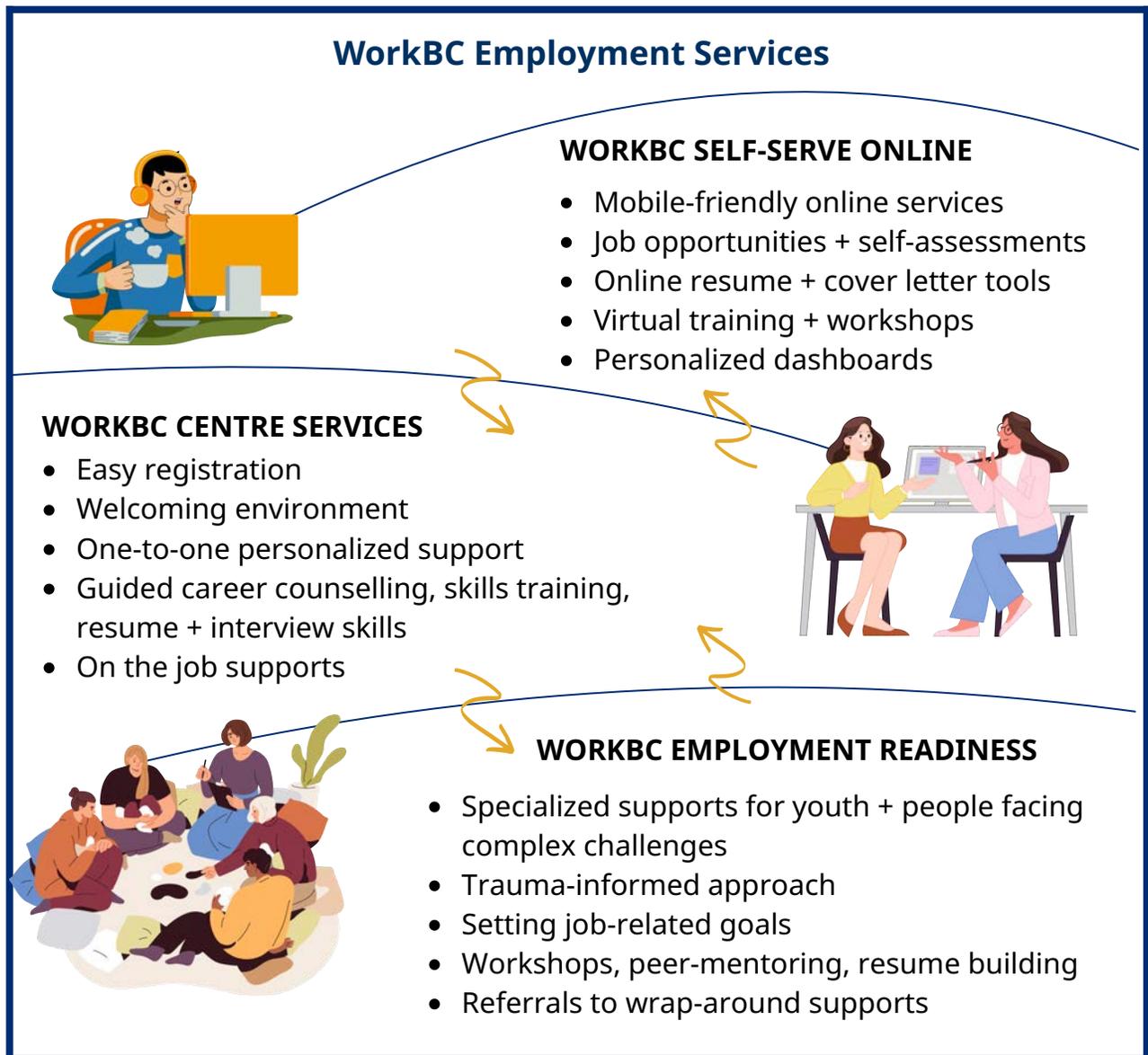
SUPPORTS TO START A NEW JOB

Financial supports to help remove barriers that can hold people back from training or starting a new job include financial supports for transportation, childcare, living expenses and equipment and/or clothing needed for a new job.

8. SERVICE INTEGRATION

WorkBC Centre Services will exist as part of an integrated system of employment services, designed to offer more choice and tailored support to meet people's individual needs.

WorkBC will offer three different employment service stream options – all part of the same WorkBC system. People can start in any of the service streams, accessing services that best meet their needs and move to other services as their needs change.



WorkBC Centre participants will receive services appropriate to their needs and, as those needs evolve, will be directly supported to seamlessly access other services and supports, as needed.

9. SERVICE DELIVERY EXPECTATIONS

Job seekers who choose to access WorkBC Centres can expect that services will be:

Personalized:

Services are tailored to job seekers' individual needs. WorkBC staff are patient and supportive, using culturally sensitive and trauma-informed practices, especially with vulnerable populations (e.g., newcomers, people with disabilities, people with complex needs).

Dependable:

Services are available and promoted throughout the community. Staff exhibit competence and instill confidence. They are knowledgeable about industries, standards, and hiring trends. Job seekers have access to accurate and transparent communication about services, eligibility criteria, and timelines. They are well supported to reach their personal goals.

Responsive:

Staff provide prompt service, quickly responding to enquiries from job seekers or employers. Staff offer timely support to help people address any issues or barriers. Job seekers access timely services.

Accessible:

Centres are welcoming, safe, inclusive and culturally diverse, with accessible physical spaces and quiet meeting rooms. Centres are highly visible with good parking availability and/or proximity to public transportation.

Collaborative:

Centre staff build partnerships with other employment services and community organizations to provide timely support through coordinated service delivery. They build partnerships with employers to help create job opportunities and understand hiring needs.

Flexible:

Services are offered through multiple channels to meet diverse needs, including in-person, virtual, and outreach. This ensures equitable access and convenience, bringing services closer to where people are and giving them support options.

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