



**Employment and
Social Development Canada**

Access to Information and Privacy
140 Promenade du Portage
Phase IV, Level 12, Mail stop 1203
Gatineau, Québec K1A 0J9

**Emploi et
Développement social Canada**

Accès à l'information et
Protection des renseignements personnels
140, promenade du Portage
Phase IV, niveau 12, arrêt postal 1203
Gatineau (Québec) K1A 0J9

JUN - 2 2014

Our file - Notre référence
A-2014-00070 / CDA

Mr. Jacobus Kriek
C/O Matrixvisa Inc.
Suite 362, Unit 440
10816 MacLeod Trail South
Calgary, Alberta
T2J 5N8

Dear Mr. Kriek:

This is in response to your request submitted under the *Access to Information Act*, received at Employment and Social Development Canada on May 2, 2014, and which reads as follows:

"There was an internal policy memo in January 2014 (approximate date) which informed officers to treat Kijiji and Craglist as one source in Labour Market Opinion (LMO) request, and Monster.com and Workopolis as one source. Please provide a copy of that complete internal memorandum that provided guidance on advertising for LMO purposes."

Enclosed is a copy of the information you have requested. Please note that the document is released in its entirety.

You are entitled to complain to the Information Commissioner concerning the processing of your request within 60 days of the receipt of this notice. In the event you decide to avail yourself of this right, your notice of complaint should be sent to the following address:

Office of the Information Commissioner
30 Victoria Street, 7th Floor
Gatineau, Quebec
K1A 1H3

.../2

Canada

This completes the processing of your request. Should you have any questions, do not hesitate to contact Christine Danis at 819-654-6993.

Yours sincerely,

A handwritten signature in cursive script, appearing to read "J Holden".

Jackie Holden
Director
Access to Information and Privacy

Encl.

Request:

ON writes the following:

We are seeking clarification of direction received in the recent past concerning recruitment methods. NB

The direction stated:

"If employers choose two online methods to meet the "additional methods of recruitment" requirement, they must not be substantially the same, nor should they target substantially the same audience" NB

This has led some PO's to refuse an LMO where an ER has utilized both Kijiji and Craigslist. This presents some issues:

- 1) *We wouldn't refuse an ER for using Monster and Workopolis.*
 - 2) *It would be upon us to demonstrate that the two sites target the same audience. Which I'm not sure we can do.*
-

Response:

The current minimum recruitment guidelines, as communicated to employer's on the website, states advertisements must be posted:

1. On the national Job Bank (or its provincial/territorial counterpart)
 - o The advertisement must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.
 - o The advertisement must remain posted to actively seek qualified Canadians and permanent residents until the date a labour market opinion is issued.

AND

Higher-skilled occupations

2. Using 2 or more additional methods of recruitment
 - o One method that is national in scope
 - o Advertisements must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.

Lower-skilled occupations

2. Using 2 or more additional methods of recruitment consistent with the normal practice for the occupation (lower-skilled)
 - o employers can choose 1 or more recruitment methods among these:
 - print media (local newspapers, job boards, youth magazines etc.); and
 - general employment websites (jobboom.com, workopolis.com, monster.ca, etc.).

- The advertisement must be posted for a minimum of 4 weeks starting from the first day the ad appears and is accessible to the general public.

3. Targeting underrepresented groups (lower-skilled)

NHQ is in the process of updating the recruitment directive. The proposed "not substantially the same" language is to have employers reach the greatest number of Canadians and permanent residents as possible. However, as this revised directive has not yet been approved and communicated to employers, Program Officers should allow employers to use these two websites, so long as they meet the minimum recruitment requirements. Additionally, Program Officers should be advising employers that moving forward they should not be using two websites that are substantially the same unless the employer can demonstrate that they can reach different audiences.