

# Recruitment & Retention Initiatives

## ACROSS THE PROVINCE

While there may not be a single recruitment and retention initiative present in every region of Quebec, these broader initiatives collectively contribute to efforts aimed at attracting and retaining individuals in communities across the province.

Click on the title of each initiative to head to their website for more information.

### Place aux jeunes en région (PAJR)

This program aims to attract and retain young adults in rural areas of Quebec by offering personalized support and assistance in finding employment, housing, and integrating into the community.

### Dialogue McGill Recruitment and Retention Program

Dialogue McGill offers financial support to community networks, educational institutions, and other groups to execute initiatives that facilitate the recruitment and retention of healthcare and social service professionals within the province.

### Emplois en régions

The mission of Emplois en régions is to facilitate the employment integration of immigrants in all regions. To make this possible, they work in collaboration with over 75 partners across Quebec.

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## IN THE REGIONS

This list is meant to be a starting point—the specific needs and priorities of each region may influence the existence, development, and implementation of local initiatives tailored to address unique challenges and opportunities.

Click on the title of each initiative to head to their website for more information.

## 01 Bas-Saint-Laurent

**Arrimage Kamouraska**: A recruitment and workforce initiative that provides a matchmaking service between local employers and future employees (newcomers of Canadian origin aged 36+) from outside the region.

**L'attractivité du Bas-Saint-Laurent**: A coordinating committee, made up of *attractivité* officers from each MRC and representatives from Place aux jeunes en région, is working on the development and implementation of an action plan. Two agreements are associated with this work: one for regional actions, the other for actions by MRC territory.

## 02 Saguenay–Lac-Saint-Jean

**Le Grand Saguenay–Lac-Saint-Jean**: This is the region's recruitment and workforce attraction strategy. This initiative was put in place to support anyone wishing to settle here, and to position Saguenay-Lac-Saint-Jean's many competitive advantages in terms of jobs and quality of life.

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## 03 Capitale-Nationale

Québec International: A strategy to attract and retain French-speaking international students in the Capitale-Nationale and Chaudière-Appalaches regions.

## 04 Mauricie

Attractivité Mauricie: A marketing strategy for the Mauricie region and its territories. This mobilizing approach tackles the challenges of attracting workers to the Mauricie region, thanks to a strong territorial identity created in partnership with over 70 socio-economic players.

## 05 Estrie

Vision attractivité: A non-profit organization that aims to coordinate and mobilize its partners in attracting, retaining and welcoming workers, residents, entrepreneurs, students and visitors, and to reinforce the competitive and attractive character of the Estrie region.

## 07 Outaouais

The Gatineau Chamber of Commerce and its partners developed a joint strategy in 2022 called the Stratégie territoriale sur la main-d'œuvre to implement concrete actions to address labour shortage challenges. The strategy is intended for elected officials and partners who can help support employers in the territory.

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## 08 Abitibi-Témiscamingue

The AT-traction Abitibi-Témiscamingue project is the result of a concerted effort by the region's Carrefours jeunesse-emploi agents and a partnership between the region's 5 MRCs, where new strategies for attracting and retaining skilled workers are in constant development.

## 09 Côte-Nord

The Fonds de soutien à l'attraction et à l'établissement durable en Côte-Nord (FSAED) aims to :

- Support initiatives to promote the attraction and sustainable settlement of the workforce, young people and immigrants
- Promote a positive, progressive and open image of the North Shore by highlighting the region's diverse attractions;
- Promote, educate and sensitize the North Shore population to the realities of the various MRCs to increase the sense of belonging and pride in being part of it.

More information can be found on the Tourisme Cote-Nord [website](#).

## 11 Gaspésie

Vivre en Gaspésie is a regional strategy supported by ~50 partner organizations and is designed to contribute to demographic growth and dynamic occupation of the Gaspé Peninsula. The strategy's actions are focused on three main areas:

- Promoting the region to the general public
- Attracting new people
- Integrating new arrivals



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## 11 Îles-de-la-Madeleine

Les Îles: Partners from the Îles-de-la-Madeleine community have joined forces around an attraction strategy to deploy all available resources to inspire and support people to live on the islands, come back, move there, and stay.

## 12 Chaudière-Appalaches

Tourisme Chaudière-Appalaches is not focused specifically on recruitment and retention but does offer a page featuring employment assistance services in the region.

Québec International: A strategy to attract and retain French-speaking international students in the Capitale-Nationale and Chaudière-Appalaches regions.

## 14 Lanaudière

Lanaudière Economique has a mission to respond to common local economic development issues and contribute to the prosperity and influence of the Lanaudière region by promoting synergy among economic development players.

The Attirer et retenir la main d'oeuvre immigrante en région service aims to:

- Respond to the labour shortage in the Lanaudière region
- Increase the region's ability to attract and retain immigrants and people from ethnocultural diversity
- Promote the benefits of ethnocultural diversity



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## 15 Laurentides

Les Laurentides en emploi offers the possibility of exploring career opportunities in each of the region's MRCs as well as information about training opportunities, living in the region, and video capsules via their website.

## 16 Montérégie

Montérégie Économique uses a collaborative development approach to attracting and retaining talent in the Montérégie region. It is the regional grouping of economic development departments and organizations from the Montérégie MRCs and the Longueuil agglomeration.

## 17 Centre-du-Québec

Choisir Drummond is an initiative of the the Société de développement économique de Drummondville (SDED) to support companies in the Drummond RCM in their recruitment of workers. With a view to filling job vacancies in the region, the SDED is developing various means to facilitate the link between workers and employers.

Escouade main-d'œuvre seeks to address the complex issue of labor shortages in the Centre-du-Québec region. Its resources aim to:

- Facilitate workforce retention.
- Provide a directory of resources and services.
- Inspire by sharing innovative HR practices.
- Inform of events focused on regional needs and realities.
- Share innovative projects for the Centre-du-Québec region.

