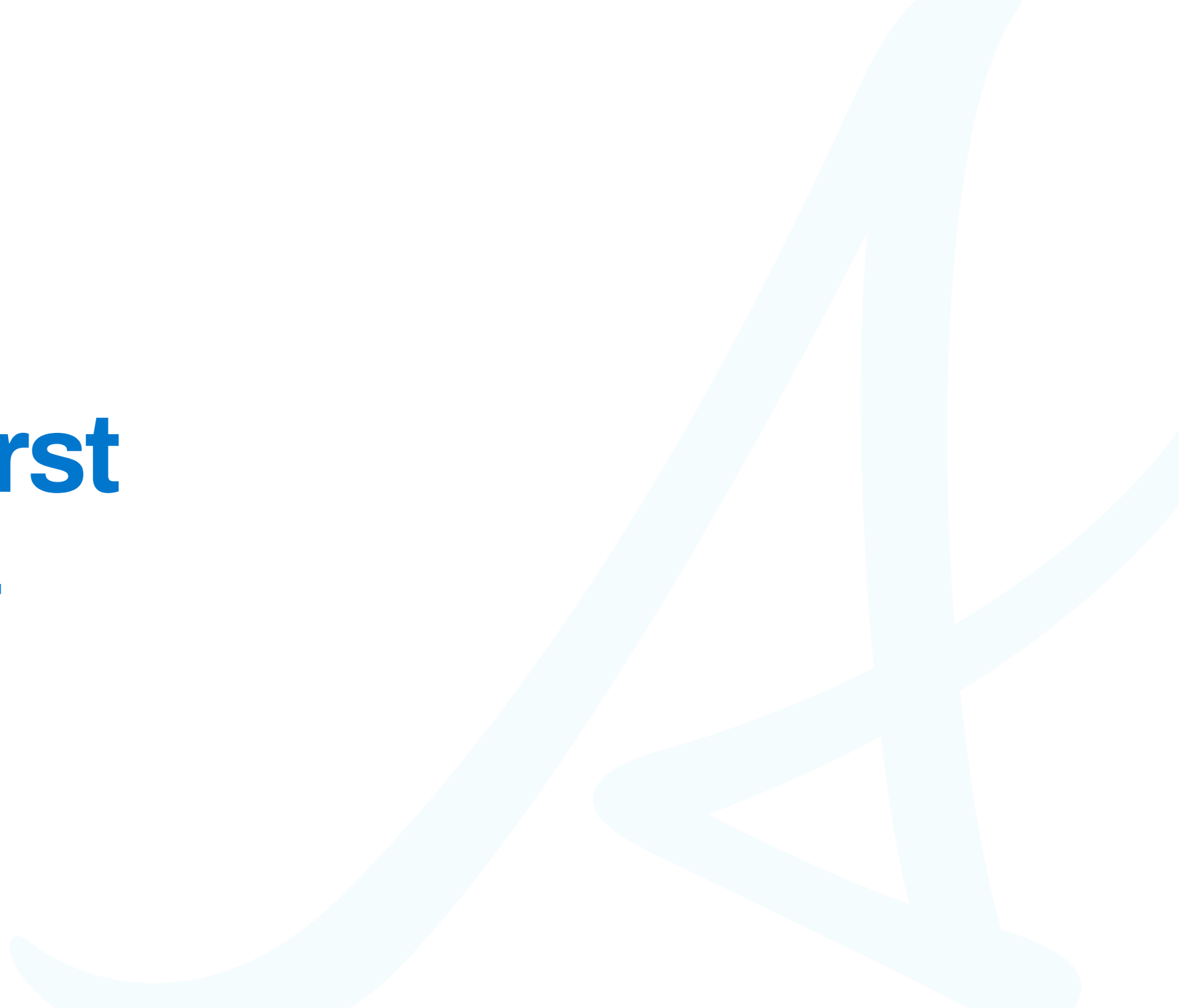


EMPLOYER TOOLKIT

# WORKFIRST ALBERTA

*Alberta* 

**WorkFirst  
Alberta**



# TABLE OF CONTENTS

**04**

## **INTRODUCTION**

- A new era for Employment Services at the Government of Alberta

**08**

## **MOVING YOUR BUSINESS FORWARD**

- How WorkFirst Alberta will benefit your business
- The talent you could hire

**12**

## **OUR EMPLOYMENT SERVICES**

- Access to existing resources
- Access to resources coming soon

**21**

## **YOUR NEXT STEP**

- How you can play a role in helping every Albertan find a path forward

[INTRODUCTION](#)

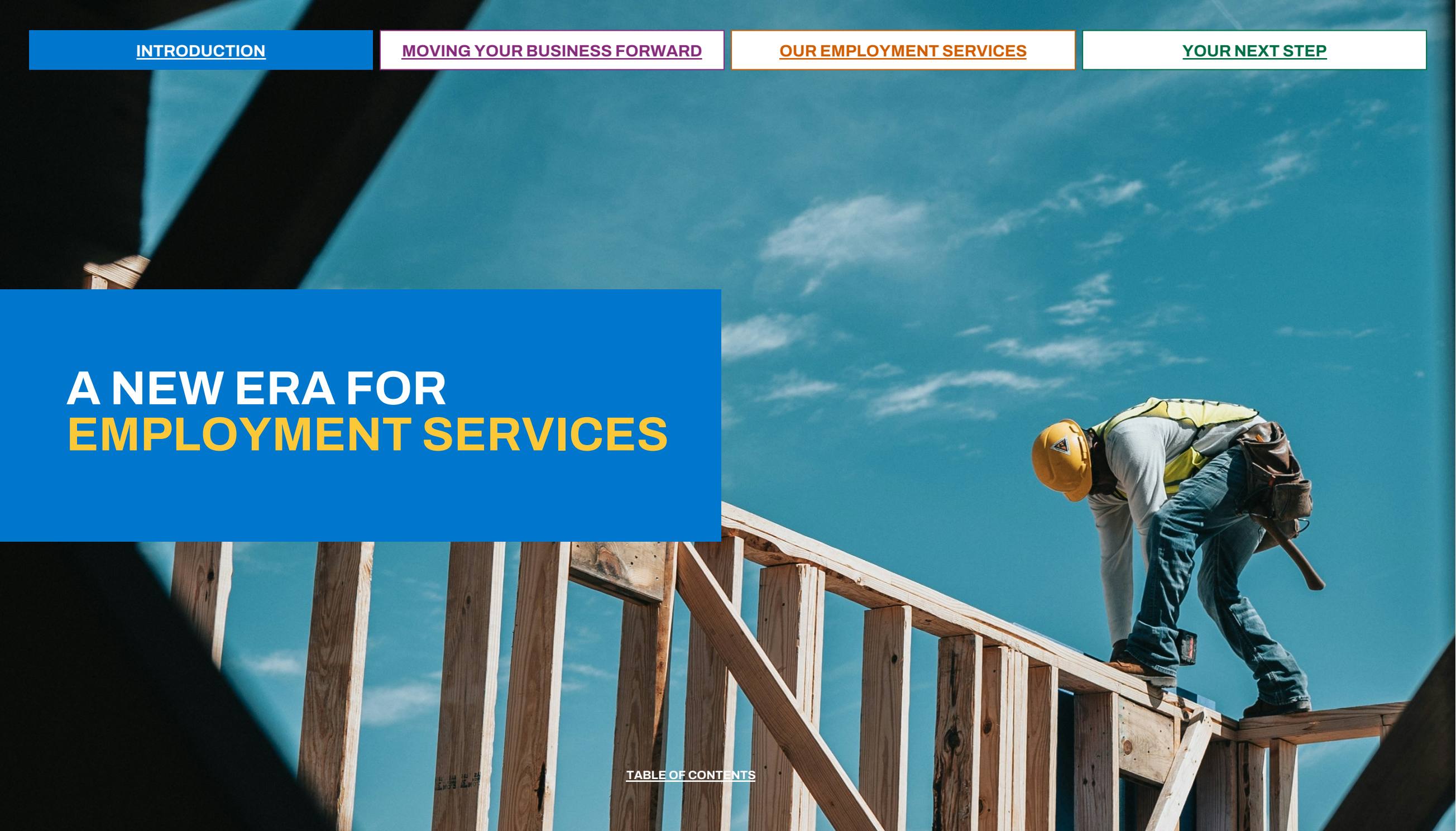
[MOVING YOUR BUSINESS FORWARD](#)

[OUR EMPLOYMENT SERVICES](#)

[YOUR NEXT STEP](#)

# A NEW ERA FOR EMPLOYMENT SERVICES

[TABLE OF CONTENTS](#)



# A STRONGER WORKFORCE FOR ALBERTA

Many employers across Alberta are struggling to find the talent they need to grow their businesses, while countless Albertans are ready to work but face barriers to finding the right jobs. Rising mental health challenges and the high cost of living are making it even harder for people to secure steady employment and support their families.

But it doesn't have to be this way.

That's why we're introducing **WorkFirst Alberta** – a digital employment platform designed to close the gap between employers and job seekers. WorkFirst Alberta helps you identify the roles you need to fill, promote your job postings and connect with the right candidates. Beyond hiring, it also ensures these individuals receive the support they need to thrive as strong, reliable employees for your organization now and into the future.



# HIRING SOLUTIONS FOR TODAY'S LABOUR MARKET

Businesses across our province are facing historic labour shortages. Finding skilled, reliable workers is harder than ever – and every unfilled role affects your bottom line.

Our **WorkFirst Alberta** employer services help you access job-ready candidates prepared to start work. We equip them with the training, tools and supports they need to succeed, including soft skills development, equipment, transportation and child care assistance where needed. This means you can hire with confidence, knowing your new employees are ready to perform from day one.

When we work together to open doors, remove barriers and invest in people, we don't just fill jobs; we unlock potential.

Explore how we can help you fill roles quickly, strengthen your workforce and keep your business moving forward.

# HOW WORKFIRST ALBERTA HELPS YOUR BUSINESS, YOUR ECONOMY & YOUR PROVINCE

- 01** **STRENGTHEN YOUR WORKFORCE AND THE ECONOMY**  
When more people are working, businesses have access to a larger, more reliable talent pool. This helps reduce turnover costs, fills roles faster and keeps Alberta's economy growing – benefiting employers across every sector.
- 02** **BUILD STRONGER COMMUNITIES AND TEAMS**  
Employment empowers people to meaningfully contribute to their communities, connect with others and thrive. Hiring individuals who are ready and eager to work not only supports them, but also builds healthier, more engaged and resilient teams within your business.
- 03** **SUPPORT SUSTAINABLE GROWTH**  
By hiring Albertans who face barriers to employment, your business plays a key role in strengthening the province's economic health. This means more stable communities, increased consumer spending and a stronger foundation for your future growth.

[INTRODUCTION](#)

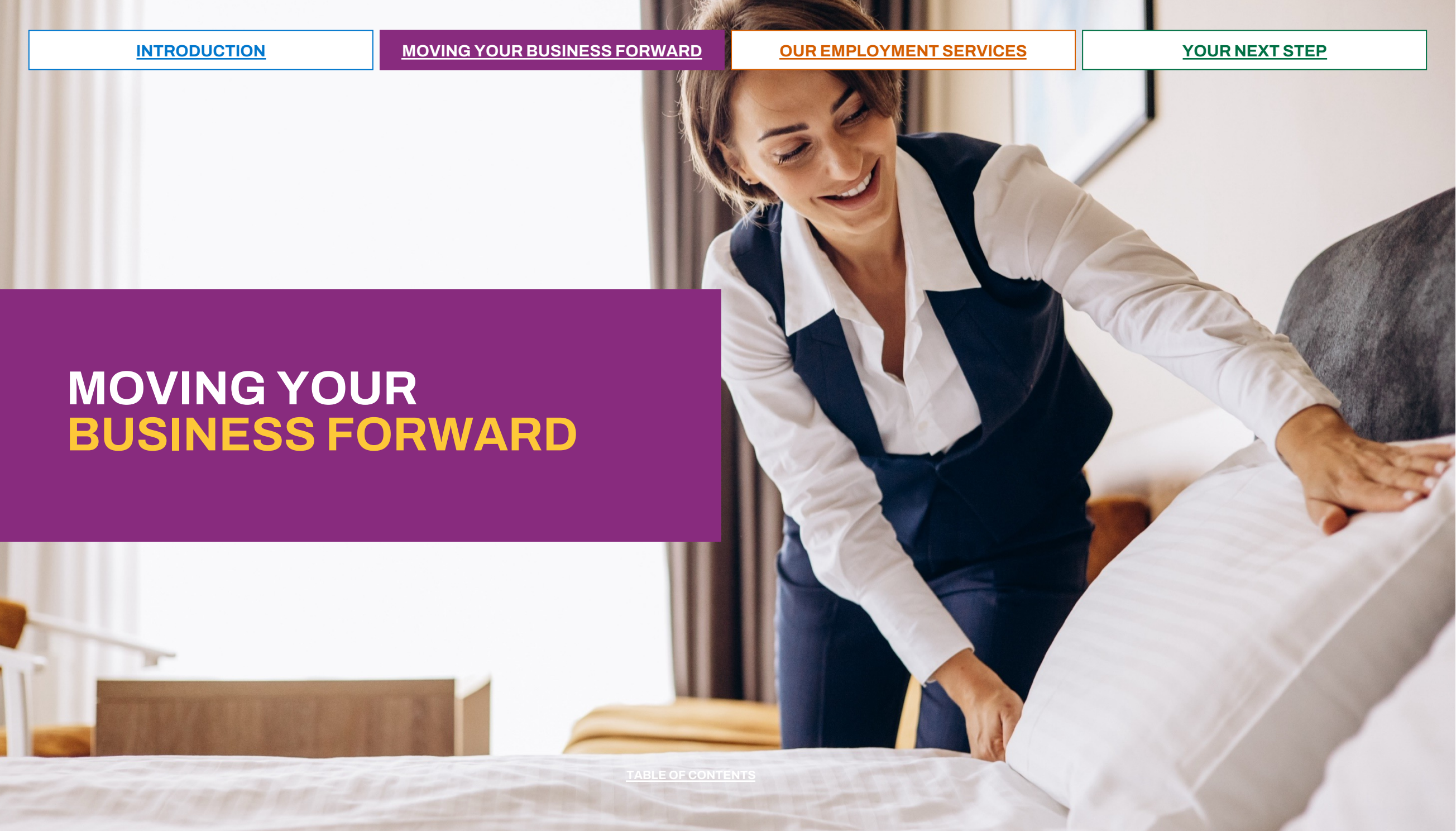
[MOVING YOUR BUSINESS FORWARD](#)

[OUR EMPLOYMENT SERVICES](#)

[YOUR NEXT STEP](#)

# MOVING YOUR BUSINESS FORWARD

[TABLE OF CONTENTS](#)





# HOW WORKFIRST ALBERTA BENEFITS EMPLOYERS & JOB SEEKERS

Small and medium-sized businesses are the backbone of Alberta's economy. But finding qualified, committed employees remains a major challenge.

Today, 65% of employers struggle to find the talent they need – whether due to a lack of industry experience, essential skills or access to supports like healthcare and housing. These hiring gaps make it harder to keep your operations running smoothly.

WorkFirst Alberta helps you prepare, find and retain reliable workers so your business can continue to grow and serve your community.

## BENEFITS FOR EMPLOYERS

- Identify the roles you need to meet your business goals
- Promote your job postings to a pipeline of job-ready candidates
- Co-invest in skill development so your future employees have the training needed to perform from day one

*"Working with WorkFirst Alberta program graduates has been fantastic. Their strong soft skills, safety training and hands-on experience mean they start with confidence and are ready to work safely from day one. We've hired multiple program participants and are always impressed by their communication and teamwork."*

***Employer in Fort Saskatchewan, AB***

## BENEFITS FOR JOB SEEKERS

- Access to training and skill development that align with real business needs
- Wraparound supports like transportation, child care and mental health services, helping them stay focused and committed at work

*"Finding work in a small town can be tough, but my WorkFirst Alberta advisor was compassionate and encouraging. She helped me see the skills I already had and motivated me to apply for roles I wouldn't have considered. Now I'm in a job I love and look forward to every day."*

***Job seeker in Whitecourt, AB***

## THE VALUE WORKFIRST ALBERTA CAN PROVIDE FOR YOUR BUSINESS

- **These services are fully funded to support your business.** We've made the investment so you can focus on achieving your workforce goals.
- **We take on many HR tasks for you**, including writing job descriptions, screening resumes, interviewing candidates and providing post-placement support to help with retention.
- **We provide tailored skill development** for your current or future employees, ensuring they have the training that matters most to your business.
- **This reduces turnover costs** by ensuring you hire employees with the right skills and readiness to succeed.
- **We remove barriers to work** by helping employees access transportation, child care, mental health supports and other essential services – so you can focus on their performance, not their personal challenges.

## STRENGTHENING WORKFORCE AND LEADERSHIP FOR A MANUFACTURING COMPANY

*A leading Alberta-based manufacturer was experiencing rapid growth and needed to strengthen its leadership structure and workforce development to support ambitious business goals.*

*The company faced challenges in aligning its management team, developing consistent training programs and building internal leadership capacity to drive long-term success.*

*By partnering with WorkFirst Alberta, the company transformed its approach. They received support to develop a new management staffing model, recruit an external General Manager, implement Lean business practices and create standardized training and onboarding systems. WorkFirst Alberta also helped design a leadership academy and supervisor certification program to build strong leaders from within.*

*As a result, the company established a solid foundation for continued growth, improved productivity and strengthened its ability to develop and retain skilled employees for the future.*

**Lethbridge, AB**

# THE PEOPLE THAT MOVE YOUR BUSINESS FORWARD

Our job seekers are ready to work. They're motivated, driven and eager to contribute meaningfully to your business and community.

Our job seekers might be:

- Youth looking for their first job
- Individuals re-entering the workforce after a period of time away, such as parents who have taken an extended leave
- Individuals that are looking to upskill, change industries or improve their income in order to provide more stability for their families
- People with disabilities
- Individuals living on income support but eager to be able to provide for their families

Many simply need the right opportunity and support to take their next step. That's where WorkFirst Alberta comes in – connecting you with reliable, job-ready candidates so your business can thrive.

## MYTH

They don't want to work.

## TRUTH

**Employers say:** "Many job seekers are eager to find employment but face barriers. This is how WorkFirst Alberta makes the difference."

## MYTH

They don't have the right skills.

## TRUTH

**Employers say:** "The training provided by WorkFirst Alberta allows employees to show up job-ready."

## MYTH

They will be late or won't show up.

## TRUTH

**Employers say:** "Job seekers I've hired through WorkFirst Alberta are some of my most hard-working, loyal employees."

## MYTH

They don't have the right supports to allow them to perform at work.

## TRUTH

**Employers say:** "WorkFirst Alberta addressed any obstacles and provided supports so my employee was ready to work."



[INTRODUCTION](#)

[MOVING YOUR BUSINESS FORWARD](#)

[OUR EMPLOYMENT SERVICES](#)

[YOUR NEXT STEP](#)

# OUR EMPLOYMENT SERVICES

[TABLE OF CONTENTS](#)



# SERVICES TO HELP BUSINESSES LIKE YOURS

Through our investments, we have developed employment services that meet the needs of employers like you. We are committed to continued innovation and look forward to providing even more support in the years ahead.

## SERVICES AVAILABLE TO HELP YOU TODAY

- Employer Services & Resources
- Labour Market Insights
- Job Design Support
- Recruitment & Retention Support
- Co-Investment in Employment Services

## SERVICES COMING SOON IN 2026 AND BEYOND

- Employer & Job Seeker Matching
- Employer Concierge

Let's learn more about each of these services and how you can access them.

## EMPLOYER SERVICES & RESOURCES

### HOW THIS SERVICE CAN HELP YOUR BUSINESS TODAY

We have partnered with over 100 service providers and invested significant resources to support employers in accessing the services they need. Finding the right services at the right time can be challenging.

To address this, we developed WorkFirst Alberta – an employment platform that consolidates available services in one location. Employers can independently browse programs or receive assistance in exploring available options.

Support is available online or in person through our service providers. Our team can provide information on government programs, funding opportunities, job boards and application processes as needed. Details on accessing in-person support can be found on our website [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca)

### SUCCESS STORY & SUPPORTING EVIDENCE

*A plumbing company struggled to find reliable entry-level workers. After connecting with WorkFirst Alberta, they were matched with a motivated candidate. WorkFirst Alberta provided support, including a wage subsidy, personal protective equipment (PPE) and transportation, which made the hiring process smooth for both parties.*

*To ensure a successful placement, WorkFirst Alberta conducted regular check-ins. The new employee proved to be dependable, which lowered the company's hiring costs and strengthened its commitment to inclusive hiring.*

**Edmonton, AB**

### HOW TO ACCESS THIS SUPPORT

Learn more about our support services at [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca)

## LABOUR MARKET INSIGHTS

### HOW THIS SERVICE CAN HELP YOUR BUSINESS TODAY

Understanding the labour market, especially trends specific to your industry, can help employers better prepare for and navigate change. However, with most of their time dedicated to daily operations, it can be challenging for employers to stay on top of a shifting market landscape.

Our Labour Market Insights can support you in this by:

#### **Sharing Industry-Relevant Labour Market Insights**

We can provide you with up-to-date labour market information, including trends, salaries and in-demand skills, to help you plan your hiring.

#### **Gathering Employer Insights on Hiring Needs**

As part of our research, we may ask you about your hiring needs and challenges so we can improve employment programs and services.

### SUCCESS STORY & SUPPORTING EVIDENCE

*A daycare owner was initially hesitant to re-engage in inclusive hiring due to past negative experiences. After connecting with a WorkFirst Alberta employer coach, she received tailored labour market insights that highlighted the unmet need for inclusive child care services in her community. With this knowledge and coaching support, she reimagined her business as an inclusive space.*

*Over the course of six months, she applied for accessibility grants, modified her facilities to support children with disabilities, hired three employees with disabilities and one newcomer and began planning an inclusive playground.*

**Edmonton, AB**

### HOW TO ACCESS THIS SUPPORT

Learn more about our support services at [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca)

## JOB DESIGN SUPPORT

### HOW THIS SERVICE CAN HELP YOUR BUSINESS TODAY

Often, employers struggle to find candidates with the exact skills needed for a role or observe that current employees are not able to complete all assigned tasks, which may contribute to increased turnover.

We assist employers by reviewing job requirements and exploring ways to allocate tasks more effectively among existing or potential staff. This can include adjusting, sharing or grouping responsibilities to better match individual strengths.

This approach can help enhance employee performance, improve team efficiency and support the development of a stable and effective workforce.

### SUCCESS STORY & SUPPORTING EVIDENCE

*A natural foods retailer partnered with WorkFirst Alberta to make their onboarding more accessible for employees with disabilities. The accessibility coach developed practical resources and tools to support staff with visual, cognitive, hearing and mobility impairments, helping the team adapt their onboarding and communication processes.*

*As a result, the employer saw smoother onboarding experiences and managers felt more confident supporting employees with diverse needs. This initiative strengthened their commitment to inclusive hiring and created a stronger foundation for future workplace inclusion.*

**St. Albert, AB**

### HOW TO ACCESS THIS SUPPORT

Learn more about our support services at [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca)



## RECRUITMENT & RETENTION SUPPORT

### HOW THIS SERVICE CAN HELP YOUR BUSINESS TODAY

Finding the right talent is often a very costly and time-consuming task. It can require a lot of effort to comb through applications, find potential talent and ensure you are able to give them the best onboarding experience to set them up for success in the short, medium and long term. Our Hiring Supports can help you with that through:

#### **Candidate Screening**

We'll review job seekers and give you a shortlist of people who are a good fit for your job openings.

#### **Job Promotion Services**

We can help you spread the word about your job openings by promoting them through the Government of Alberta channels like the job board and employment service provider centres.

#### **Onboarding & Retention Support**

We'll help you bring new hires onboard smoothly and set them up for success. This might include coaching or advice for you as an employer, as well as wraparound supports to help the employee.

### SUCCESS STORY & SUPPORTING EVIDENCE

*When a local communications company needed to hire a Sales Representative urgently, they turned to WorkFirst Alberta for support.*

*The team worked closely with the employer to create an engaging job posting and promoted it widely through their networks and social media. They also connected the company directly with pre-screened candidates to speed up the process.*

*Within just two and a half weeks, the role was successfully filled and the employer praised the team for their efficient, tailored and impactful recruitment support.*

**St. Paul, AB**

### HOW TO ACCESS THIS SUPPORT

Learn more about our support services at [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca)

## CO-INVESTMENT IN EMPLOYMENT SERVICES

### HOW THIS SERVICE CAN HELP YOUR BUSINESS TODAY

Finding qualified talent is a common challenge for employers, as many job seekers lack the necessary skills and experience. Co-investment opportunities, such as simulated worksites, can help address this gap.

We partner with employers to create skill development programs that meet industry needs. Examples of co-investment opportunities include:

- Small-scale: Participating in job fairs, offering experience talks or posting job opportunities
- Medium-scale: Hiring job seekers or providing job shadowing and work exposure
- Large-scale: Co-investing in simulated worksites for hands-on skill development in sectors like hospitality and construction

By partnering with us, you can shape skill development programs and gain early access to job-ready candidates. These partnerships connect employers with skilled talent and support a stronger workforce.

### SUCCESS STORY & SUPPORTING EVIDENCE

*In Grande Prairie, three employers partnered to offer paid work experiences to program participants, without asking for wage subsidies or reimbursements.*

*Over 10 months, these placements allowed participants to earn more than \$68,000 in wages while gaining valuable hands-on industry experience that increased their confidence and long-term employability. For the workforce program, this partnership reduced operating costs by over \$45,000, making the program more sustainable and freeing up more resources for training and client support.*

**Grande Prairie, AB**

### HOW TO ACCESS THIS SUPPORT

Learn more about our support services at [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca)

# COMING SOON: EMPLOYER & JOB SEEKER MATCHING

## HOW THIS SERVICE CAN HELP YOUR BUSINESS IN THE FUTURE

As part of our employment services transformation, we're introducing an enhanced WorkFirst Alberta platform to better connect employers with qualified job seekers.

You'll soon be able to post job openings and specify required skills and experience. The platform's smart matching technology will suggest suitable candidates, streamlining your hiring process. This upgrade also supports inclusive hiring by considering a diverse range of candidates, including those facing employment barriers.

We look forward to helping you find great employees and strengthen the workforce.

## HOW TO BE NOTIFIED WHEN EMPLOYER MATCHING BECOMES AVAILABLE

Employer Matching will be available in 2026. Head to [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca) to sign-up to be notified when the service becomes available.

# COMING SOON: EMPLOYER CONCIERGE

## HOW THIS SERVICE CAN HELP YOUR BUSINESS IN THE FUTURE

We're introducing the Employer Concierge program – a dedicated, one-on-one support service for employers. Through this program, you'll have direct access to an advisor who can guide you through employment services and connect you with the right resources.

The Employer Concierge offers practical support, including HR tools, templates and expert advice on hiring, workplace policies and leadership development.

This service helps businesses build strong HR foundations and create workplaces where employees want to stay.

## HOW TO BE NOTIFIED WHEN EMPLOYER CONCIERGE BECOMES AVAILABLE

Employer Concierge will be available in 2026. Head to [www.WorkFirstAlberta.ca](http://www.WorkFirstAlberta.ca) to sign up to be notified when the service becomes available.



[INTRODUCTION](#)

[MOVING YOUR BUSINESS FORWARD](#)

[OUR EMPLOYMENT SERVICES](#)

[YOUR NEXT STEP](#)

# YOUR NEXT STEP

[TABLE OF CONTENTS](#)

# HERE'S HOW YOU CAN TAKE THE NEXT STEP

We are doing our part to ensure every Albertan has a clear path to meaningful employment. As employers, your role in this is vital. You are not just offering jobs. You are shaping futures, strengthening communities and fueling economic recovery. This transition is about more than new tools. It is about reimagining how we connect people to opportunity and unlock potential. We hope you will join us as a champion of change. Your leadership and participation will help ensure these services reach the people who need them most.

Here's how you can play a role in helping **every Albertan find a path forward**:

01

## USE THE RESOURCES AVAILABLE TODAY

Start using the services outlined in this toolkit to attract and retain talent that will help move your business forward.

02

## SHARE THE TOOLKIT WITH YOUR NETWORK

Help strengthen Alberta's workforce by sharing these tools with other employers. When more organizations get involved, more job seekers find opportunities.

03

## GET INVOLVED IN DEVELOPING ALBERTA'S WORKFORCE

Play a role in shaping future tools and programs by visiting the **WorkFirst Alberta** website and getting involved in the design of what comes next.

**WorkFirst  
Alberta**



Alberta