

be required to ensure that the employer completely understands the limited screening of applicants likely to be referred to him from a listing of his order in the JIC. Referral forms should also indicate clearly that only limited screening has been given to the job seeker being referred.

The JIC staff, including the monitor counsellors assigned specifically to circulate in the JIC area, should be constantly on the lookout for those who cannot take advantage of this service, who have deeper counselling needs and who should be directed to counsellors responsible for giving this assistance.

The Canada Manpower Counsellor—Duties and Qualifications

"The Manpower counsellor deals with people and their problems. You will agree that no two human beings are the same and therefore, there is nothing routine about the job of a Manpower counsellor." This observation was made by a manager of a CMC in a letter to the editor of the *Financial Post*.² From everything the Committee was told and from many personal visits to Canada Manpower Centres, it was apparent that the manpower counsellor is the key person in the effective promotion of manpower policies. In numbers they represent 57.9 per cent of the total manpower staff, about 4,000 in all. Nearly one-third of them are women. The Division estimated that counsellors annually conduct close to six million interviews and in 1974-75 Canada Manpower staff made 256,335 visits to employers.

Prior to 1966 this official was called a 'placement officer'. The designation 'manpower counsellor' which was adopted to reflect the new Departmental name in 1966, is more descriptive of the role now played in human resource development. The present range of responsibilities has been described by one counsellor:

We're a resource centre as well as a placement agency. We have to know where to send an applicant to live, get money or get treatment for alcoholism or a drug problem. And we're also an information centre; we have to know about UIC and Workmen's Compensation and labour law and regulations.³

Counsellors carry a heavy case-load. It was established in the hearings that there may be upwards of 800 jobs seekers on a single counsellor's file, albeit organized by his occupational interest and qualifications. Theoretically a system of purging removes the names of those who no longer need assistance every thirty days. The system of referrals through the Job Information Centre has improved the flow of paper work arising from the placement process. The Division is also introducing the concept that it is the responsibility of the individual job seeker to inform the counsellor that he still needs help after thirty days.

² *Financial Post*, September 20, 1975.

³ *Industrial Canada*, Jan/Feb. 1973, page 21.