

OVERCOMING THE PROBLEMS OF COMMUNICATION

Having assessed the evidence the Committee received outside of the purely departmental representations, it was overwhelmingly apparent that the Division has a problem of communication. The confusion between the real and the presumed focus of the Division's activities came through time and time again during the meetings. The Minister acknowledged this during his final meeting with the Committee.

... our policy approach to manpower has been different from the concepts held by the general public. I think to a degree we still suffer from that, because I do not think the whole story has yet penetrated as to the changes that have been taking place, those changes having been introduced more recently. (26:5)

The Committee agreed with the Minister that the whole story of the recent changes in orientation of programs has not yet penetrated. The communication problem exists on different levels in the Division's relations with both the country-wide community it seeks to serve, and within the network of its own offices. Not enough employers know how a Canada Manpower Centre operates. Too many of them use it as a source of unskilled labour only. Not enough workers know about all the services offered to help them find employment.

The Division has failed to get across to job seekers and even more to employers that its main function is to find jobs for those who are seeking them, especially the unemployed. As a result there exists an unfortunate public image of the service likely to be given to both employers and job seekers in Canada Manpower Centres. An extreme example is this quotation from a pamphlet now available in Canadian bookstores entitled, *A Canadian Guide to Successful Job Hunting*.

CANADA MANPOWER

The federal government employment agency is the biggest and most inefficient job-aid service in the country. Because it is government controlled and operated it can never hope to be as efficient as private agencies and as such is often ignored by employers. However, for first timers and 'blue collar' workers it can be useful.¹

This kind of image is in strong contrast to the prestige attached to government employment agencies in Europe. The reasons for this public

¹Ernest S. Kelly, Self Counsel Series, *A Canadian Guide To Successful Job Hunting*.