



MEDIA RELEASE

New *Guide* presents employers with tools to hire Veterans as part of COVID-19 recovery

Friday, November 6, 2020

For Immediate Release

TORONTO – On **Monday, November 9, 2020**, Challenge Factory, one of Canada’s leading organizations focused on workforce trends and the Future of Work, will launch [*The Canadian Guide to Hiring Veterans*](#).

Until now, there has never been a fully Canadian resource that provides employers with:

- practical information and guidance to combat misperceptions that keep Veterans hidden as a talent pool
- templates and other aids for attracting, interviewing, onboarding and retaining Veterans
- a unique focus on the data, experiences and hiring needs of Canada’s small- and medium-sized businesses (SMEs)

Funded by Veterans Affairs Canada’s [Veteran and Family Well-Being Fund](#), the tools in *The Canadian Guide to Hiring Veterans* will help employers connect with a skilled talent pool and build a strong workforce in unprecedented times.

“I’m pleased to congratulate Challenge Factory on publishing *The Canadian Guide to Hiring Veterans*,” said **the Honourable Lawrence MacAulay, Minister of Veterans Affairs and Associate Minister of National Defence**. “Canada’s Veterans have talents and skills that make them valued employees wherever they choose to work in their post-service careers, and at Veterans Affairs Canada, we work with Veterans throughout their transition to life after service so they can reach their employment goals. This Challenge Factory project is another example of how the Veteran and Family Well-Being Fund supports innovative efforts to support our Veterans and their families. *The Canadian Guide to Hiring Veterans* offers detailed insights and research to explain why Veterans are an invaluable employment resource for businesses across the country, and I believe it’s going to help promote Veterans hiring across Canada.”

Canada has more than 700,000 Veterans, the majority of whom are of working age – and each year, more than 10,000 highly skilled Veterans enter the civilian job market. Despite this, 95 per cent of the SMEs surveyed by Challenge Factory indicated they do not have a Veteran hiring program or focus.



Canada's SMEs are facing new and urgent challenges as they plan their paths to recovery from the COVID-19 pandemic. According to the [Canadian Federation of Independent Business](#), as of the end of September only 69 per cent of SMEs were fully open, 43 per cent were fully staffed, and 30 per cent had normal sales.

In today's uncertain and unstable labour market, Canada's Veterans represent an increasingly important hiring and talent pool. This fall and winter, as employers continue to rebuild their businesses and workforces during a second COVID-19 wave and the ongoing economic repercussions, Veterans should be top of mind.

Media Inquiries

Challenge Factory

Sage Duquette

sage@challengefactory.ca

514-929-7243

About Challenge Factory

Challenge Factory's systems-focused consulting, research and learning services provide innovative yet practical solutions to today's most pressing career and workforce challenges. Serving clients in government, institutional and corporate sectors, Challenge Factory is a leading voice on the Future of Work, career development and revolutionary change.