



Tourism **HR**
Canada



Memorandum of Understanding

BETWEEN:

Canadian Tourism Human Resource Council
operating as
Tourism HR Canada

Located at 71 Bank Street, 4th Floor, Ottawa, ON K1P 5N2 Canada

and

Aboriginal Tourism Association of Canada

Located at 300-3665 Kingsway, Vancouver, BC, V5R 5W2 Canada

1. PARTNERS

1.1. **Tourism HR Canada** is a national organization working for the tourism sector in Canada, a \$88.5 billion industry employing over 1.7 million people including over 500,000 youth. The organization works to identify and address labour market issues in the Canadian tourism sector with main goals including: improving the quality and mobility of the tourism workforce and supplying tourism businesses with the labour market intelligence they need to plan for and overcome their current and future human resource challenges.

1.2. **Aboriginal Tourism Association of Canada** includes over 20 Aboriginal tourism industry organizations and government representatives from every province and territory in Canada. Through a unified Aboriginal tourism industry voice, ATAC focuses on marketing, product development support, and creating partnerships between associations, organizations, government departments and industry leaders from across Canada to support the growth of Aboriginal tourism in Canada.

2. PURPOSE

2.1. This Memorandum of Understanding is intended to act as a framework that supports Tourism HR Canada and the Aboriginal Tourism Association of Canada's common interests in addressing labour and skills shortages and increasing workforce participation by Aboriginal people in Canada's Tourism sector.

3. COMMENCEMENT/TERMINATION

3.1. This MOU takes effect upon the signature of the Parties and shall remain in effect until termination is requested by one of the Parties. This request must be done in writing with a 30 day written notice to the other(s).

4. **TOURISM HR CANADA SHALL**

- 4.1. In partnership with Aboriginal Tourism Association of Canada, look to secure funding to support labour market information research projects specific to Aboriginal peoples' participation in the Canadian Tourism Sector.
- 4.2. In partnership with Aboriginal Tourism Association of Canada, look to secure funding to support skills development and workforce participation for Aboriginal peoples
- 4.3. Disseminate information related to Aboriginal Tourism Association of Canada reports, statistics and professional development training and workshops
- 4.4. Announce and reference this MOU via social media and on appropriate websites

5. **ABORIGINAL TOURISM ASSOCIATION OF CANADA SHALL**

- 5.1. Disseminate information related to Tourism HR Canada's research reports, workforce development programs, training and professional certification
- 5.2. In partnership with Tourism HR Canada, look to secure funding to support skills development and workforce participation for Aboriginal peoples
- 5.3. Announce and reference this MOU via social media and on appropriate websites

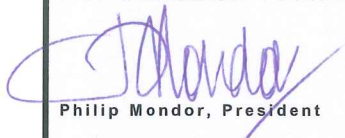
6. **RESPONSIBILITIES OF THE PARTIES.** The Tourism HR Canada and Aboriginal Tourism Association of Canada and their respective agencies and offices will handle their own activities and utilize their own resources, including the expenditure of their own funds, in pursuing these objectives and negotiating this MOU. Each party will carry out its separate activities in a coordinated and mutually beneficial manner and neither party shall, without its prior consent, be required to expend any funds or license any technology or other rights from any third party in connection with performance under this MOU.

7. **CONFIDENTIALITY AND BONA FIDES.** All parties agree that they shall not, either during the course of this Agreement or thereafter, for any reason whatsoever, directly or indirectly: Disclose the private affairs or confidential matters of the other parties (which shall include the private affairs and confidential matters of any corporate or other organization affiliated with the parties) to any person, firm or corporation other than for the purposes of Tourism HR Canada or Aboriginal Tourism Association of Canada as authorized by both parties in advance; or use for his own purposes, or for any purposes other than those of Tourism HR Canada, or Aboriginal Tourism Association of Canada, any information and intellectual property which he acquired through this contract with Tourism HR Canada or Aboriginal Tourism Association of Canada and through his contract with any person, firm or corporation affiliated with Tourism HR Canada

7.1. The information collected by the Tourism HR Canada or Aboriginal Tourism Association of Canada for the purposes of carrying out the activities defined herein, is privileged and confidential. Tourism Hr Canada and Aboriginal Tourism Association of Canada agree to hold the information in strict confidence in accordance with the Personal Information Protection and Electronic Documents Act of the Government of Canada and the Tourism Hr Canada Privacy Policy. Tourism Hr Canada and Aboriginal Tourism Association of Canada also agree not to disclose such information to any third party, except as permitted herein.

IN WITNESS WHEREOF the parties have executed this MOU by their authorized representatives this 30 day of March 2016.

For Canadian Tourism Human Resource Council:



Philip Mondor, President

30 MAR 16

Date


For Aboriginal Tourism Association of Canada :



Keith Henry, CEO

March 30, 2016

Date



NICHOLAS YEE,
INAC

Appendix

Contact Information

For purposes of communication between the two parties to this Memorandum of Understanding, contacts will be:

For TOURISM HR CANADA:

Vince Accardi
VP Marketing and Business Development
71 Bank St., 4th Floor, Ottawa, Ontario, Canada K1P 5N2

Telephone: 613-231-6949
Email: vaccardi@tourismhr.ca

For ABORIGINAL TOURISM ASSOCIATION OF CANADA:

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