

Standing Committee on Finance (FINA)

Pre-budget consultations 2012

Monster Government Solutions (MGS)

Responses

1. Economic Recovery and Growth

Given the current climate of federal and global fiscal restraint, what specific federal measures do you feel are needed for a sustained economic recovery and enhanced economic growth in Canada?

2. Job Creation

As Canadian companies face pressures resulting from such factors as uncertainty about the U.S. economic recovery, a sovereign debt crisis in Europe, and competition from a number of developed and developing countries, what specific federal actions do you believe should be taken to promote job creation in Canada, including that which occurs as a result of enhanced internal and international trade?

3. Demographic Change

What specific federal measures do you think should be implemented to help the country address the consequences of, and challenges associated with, the aging of the Canadian population and of skills shortages?

As one of Canada's largest providers of strategic human resource planning and resourcing services, Monster understands the issues caused by the increasing skills shortages. In order to address these labour shortages, the Government of Canada needs to do a better job at tapping into already available candidates. We are talking about our departing Forces personnel. Our military personnel have so much to offer the Canadian labour force, and we believe that the fundamentals of programs, such as Helmets to Hardhats, should be extended beyond the unionized construction industry to encompass the employment of all departing military personnel in both the public and private sectors. In the United States, Monster is able to provide a wide array of placement and transitioning services for all Veteran and Military personnel through our Military.com solution. Monster owns and operates the Military.com program and works with the United States military, and other areas of government, to develop programs and content to assist veterans and their families. Our experience south of the border provides Monster with expertise in managing and participating in a joint initiative with the public sector focused on a common goal. Over the years, the Government of Canada has invested large sums of money to train and school military personnel during their service. Due to this high level of training, these individuals have developed highly sought after skills in all areas of leadership, project management, engineering, security and protection, health care -- skills that translate well and address current labour force shortages in both public and private sectors. Monster's skills translator application, which could be available through Military.ca, has the capacity to match military skills to civilian skills with a high level of accuracy and is able to align military personnel with other government departments and private sectors, quickly and easily. Monster's research in the United States shows that 98% of employers who have hired a veteran would hire them again: veterans are generally seen as coachable, innovative, creative

and mature.

4. Productivity

With labour market challenges arising in part as a result of the aging of Canada's population and an ongoing focus on the actions needed for competitiveness, what specific federal initiatives are needed in order to increase productivity in Canada?

5. Other Challenges

With some Canadian individuals, businesses and communities facing particular challenges at this time, in your view, who is facing the most challenges, what are the challenges that are being faced and what specific federal actions are needed to address these challenges?

Public support for veterans and their families has never been higher. Canadians are looking for evidence that the Government of Canada reflects that support. While the Government of Canada offers many support and transition tools, there is no single point of consolidation from which enlisted personnel, veterans, families and spouses can access the relevant information. To serve in the Canadian Forces, means to belong to a brotherhood. It is a community of connected interests and shared experiences. However, Canadian modern resources do not yet exist to connect the military community before, during and after their service to Canada. Monster understands this challenge, and through its online property, Military.com in the United States, Monster has built a platform for the Military community to come together. It is also a virtual destination point for military personnel, their families and the community at large who support the Military community. Military.com offers a military spouse centre, education and scholarship information, a Buddy finder, community forums, pay and benefit information, relocation assistance, military news and more. Military.com is a self sustaining program that, after initial set up, is profitable and does not require continuous funding from the government. Today, Military.com touches nearly 10 million American active duty and veteran personnel, including 68,000 unique Canadian visitors twice per month. Through a joint venture with the Government of Canada, Monster proposes to create a 'Made in Canada' version of Military.com, proposed as Military.ca. Military.ca would help connect Forces personnel, veterans and their families with the information, services and modern resources they need. Military.ca not only connects veterans and their families with the government. It also connects them with each other. This would help the Government of Canada meet its objectives under the New Veterans Charter as it helps veterans and their families transition into civilian life. Monster is the only organization, globally, that can connect Canada's veteran community to every privilege earned in service to Canada, by providing a single, trusted source for information, resources and career services.