

Newsletter ACNA

An Informative Newsletter for Canadian Nanny Agencies



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How can local caregivers survive the ever changing economy in Canada?

Although there hasn't been a significant decline in the number of Canadian families looking for caregivers, there may be a number of caregivers worried about the stability of their jobs.

For some of the families looking to hire local caregivers, they seem to be finding it more economical to share the caregiver with another family and between both are able to provide the caregiver with full time hours. This way, the caregiver is able to work full time while the families are able to enjoy paying for a part time nanny.

*This nanny sharing is only an option to families looking to hire local Canadian caregivers.

Keeping your Clients Informed

In our industry there are always changes being made in an effort to improve efficiencies.

We believe it is always in your client's best interest to advise them of changes to the live-in caregiver program or to the waiting times associated with bringing caregivers into Canada from foreign countries.

We believe that your clients will thank you for being upfront and

honest with them.

The less informed client is the one who will forever be calling with questions about how much longer they have to wait, or why something is the way that it is.

You will be saving yourself a great deal of time and energy by giving your client the true facts and timelines associated with bringing in overseas caregivers prior to them beginning their nanny search.

Do your overseas caregivers need to make changes to their work permit or extend their stay?

As you may be well aware, it is only a matter of time before you start receiving calls from your overseas caregivers asking you how they renew their work permit or make changes to it.

We have included the link below to the CIC website where your caregiver's can obtain a fillable form to print off which allows them change conditions to their work permit, extend their stay or remain in Canada.

<http://www.cic.gc.ca/english/pdf/kits/forms/imm1249e.pdf>

If you haven't already done so, it is highly recommended that you provide your caregivers with the necessary web links for them to obtain answers to some of their questions.

Below are a couple of the most common links that overseas caregiver's should be made aware of:

CIC – Live-in Caregiver Program:
<http://www.cic.gc.ca/English/work/caregiver/apply-how.asp>
HRSDC – Temp. Foreign Worker Program:
http://www.hrsdc.gc.ca/eng/workpl/aceskills/foreign_workers/index.shtml



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Bribery vs. Reinforcement

By Gary Direnfeld, MSW, RSW

I agree. Bribery does not work. However, parenting experts continue to tell folks to reward their children's behaviour. The experts talk in terms of "reinforcement" but sometimes the parent hears "bribery" and as such, parents do not want to participate. Parents learn that bribery does not work; that they cannot buy good behaviour... and the parents are correct.

The problem here is not with the parent, but with miscommunication on the part of parenting experts. We need to clarify what is meant by reinforcement and the difference between that and bribery.

Bribery is paying BEFORE behavior is delivered. With bribery, parents pay in advance for the "promise" of delivery. However, with payment already in hand, many kids fail to deliver. The child, having already received payment, falls short on delivery while still enjoying the payment. The parent feels deceived or taken advantage of, which in turn leaves parents even more frustrated than when they started.

Rather than buying behavior, reinforcement is based upon paying AFTER delivery. So rather than buying behavior, we are rewarding behavior that has already been delivered. Big difference.

There is a very good reason most companies have policies against pay advances. Even in adult behavior, the likelihood of delivery is less when they are paid in advance. When homeowners negotiate with contractors for home renovations, they negotiate a partial payment to cover some expenses in advance *and* a "holdback" in order to maintain the motivation of the contractor to finish the job to the agreed upon standards.

So the difference between bribery and reinforcement is that with bribery the reward comes before delivery and with reinforcement, the reward come after delivery. This rule is also known as Grandma's Rule, "Finish your dinner, *then* you get desert." The trick is for the parent to not back down even in the face of the child's arguments; dinner first, desert second.

Reinforcement is a reasonable approach to shaping behavior. Let's face it, few adults would continue in their job without a paycheck at the end. The paycheck for kids however, does not have to be money or extravagant gifts. Just as parents appreciate recognition for their contribution at work, kids appreciate recognition for their efforts and contributions at home and school.

In the absence of such recognition-reward-reinforcement, kids like adults, feel unappreciated, then disconnected and then resentful. The same process that leads to disgruntled employees leads to disruptive kids. Flip side is, reward given as recognition, attention and appreciation *after* deliver, goes a long way to improving relationships and increases the likelihood of future delivery... on the same terms.

Hopefully this clarifies the difference between bribery and reinforcement. Your kid cleaned up... let them know how pleased you are.

Top 5 Benefits to Email Marketing:

1. Increase your sales.
2. Generates repeat sales.
3. Up-sell and cross-sell products.
4. Gain valuable feedback from your visitors.
5. Drive web users to make off-line purchases.

Once you have a potential client's or existing client's email address you have a great opportunity to send them free information that may be of interest to them.

Monthly newsletters and informative articles relating to their immediate needs are easy ways to gain their attention.

New Members

New members, please check out our website, www.acnaonline.org, to review your business contact information and make sure it is correct. For those agencies who are not yet members, please send us your membership application as soon as possible to avoid disruption of the newsletter and other member benefits.

Tough Questions?

For members with tough questions about agency, immigration, employment standards, or any other issue, please email your questions to info@acnaonline.org. We will be happy to discuss them amongst ourselves and share what answers we may find. Who knows, your question may become the topic of a future newsletter article!

New Changes to Caregiver Advertising Requirements

As you know, as of January 2009, Service Canada requires all employers, wishing to hire a foreign live-in caregiver, to advertise for two weeks, on both the National Job Bank and a secondary source, before applying for a Labour Market Opinion (LMO).

Great news! As of May 4, 2009, a secondary source of advertisement is no longer required. Additionally, third-party representatives (i.e. your nanny agency) are permitted to conduct advertising on the employer's behalf.

This means less hassle to your clients with no more phone calls and emails from people looking for a job! In addition, the employer does not have to complete the Recruitment Report and retain useless records. Unless, of course, they are looking for a local nanny, then personal advertising options are still an option.

We see three other great benefits to your agency:

Market Research – not only can you tell exactly how many nannies are being hired in your area, now you can tell how many are being hired privately and how many are being hired by you and your competition!

Free advertising – now when private employers go to check their advertisement they'll see your company name advertising on the job bank. If they weren't aware of your company before and are having problems hiring a caregiver directly, maybe they'll give you a call!

Finding local caregivers – now when local caregivers are looking for a job, instead of calling your clients and cutting you out of the loop, they'll call you and you can offer them a job with another client!

The following three new requirements will be a little extra work:

1. You will have to prepare the Recruitment Report and have it signed by the employer.
2. The employer will have to provide an attestation, signed by a guarantor, testifying to the identity of the employer.
3. LMO letters will be mailed to employers only, not Third Parties, and you will be required to retrieve the LMO from your client.

We believe the positives outweigh the negatives. The above three requirements will provide a better opportunity for you to provide value to your clients, allowing you to solidify that relationship and to possibly even raise your rates! Joint venture opportunities may present themselves if you know of a guarantor to whom you could refer your clients. Faxed or emailed copies of LMO letters are sufficient to send to your nanny for processing.

All in all, we think these are great changes by Service Canada. The new changes should also cut down on fake employers because guarantors will have to put their professional designation on the line!

ACNA is planning on sending a thank you letter to Service Canada for listening and for making smart changes. This is a good opportunity for us to introduce ourselves and hopefully begin to gain credibility and endear ourselves to the powers that be.

Question of the Day (CAIPS Notes)

Q: How do I find out what's happening with my nanny's work permit application overseas?

A: Canadian overseas immigration offices maintain a computer database called Computer Assisted Immigration Processing System (CAIPS). Everything about your nanny's visa application is listed in the computer file, including the date her application will be brought forward for processing as well as any problems or issues that exist with her application. This CAIPS file can be requested from Ottawa using Citizenship and Immigration Canada **Form IMM 5563, Access to Information and Personal Information Request**. The cost is \$5 and processing time is about 30 days. You will need your nanny's authorization. If you are an Immigration Consultant, use **Form IMM 5476 Use of a Representative**. If you are not an authorized representative, you might ask your client, the employer, to complete **Form IMM 5476 Authority to Release Information to Designated Individuals** and have them sign the CAIPS request. For more information on obtaining CAIPS notes, please visit <http://immigrationguides.com/index.php?option=content&task=view&id=207>