



**AITA**

**AUTOMOTIVE INDUSTRY TRAINING ASSOCIATION**

**2006 / 07 BUSINESS PLAN**

**JANUARY 2006**

<b>MANDATE</b> .....	<b>1</b>
<b>VISION</b> .....	<b>1</b>
<b>PLANNING CONTEXT &amp; LABOUR MARKET CONDITIONS</b> .....	<b>2</b>
<b>SCOPE</b> .....	<b>3</b>
<b>TRAINING CAPACITY NEED</b> .....	<b>4 - 5</b>
<b>PERFORMANCE GOALS</b> .....	<b>6</b>
<b>PROGRAM STANDARDS</b> .....	<b>7</b>
<b>PROGRAM DEVELOPMENT ACTIVITIES</b> .....	<b>8</b>
<b>STAKEHOLDER CONSULTATIONS</b> .....	<b>9</b>
<b>BUDGET SUMMARY</b> .....	<b>10</b>
<b>OPERATIONS BUDGET</b> .....	<b>11</b>
<b>ORGANIZATION &amp; GOVERNANCE STRUCTURE</b> .....	<b>12</b>

## MANDATE

The mandate of the **Automotive Industry Training Association** is to function as an effective industry sector coordinating agency by defining industry training needs, aligning industry training needs and occupational standards, measuring industry training results, and directly interfacing with the public, private and K-12 training providers.

**AITA** will be governed by its automotive industry representatives, with the active participation of stakeholders such as governments, training providers and others. It is mandated by the industry and recognized as an ITO by ITA vis-à-vis its industry training programs, standards and credentials.

While the **AITA** may have a broader mandate including post journeyman credentials, business education, etc. the ITA's interest and involvement will be associated with the technical training part of the AITA mandate that leads to a Red Seal and or BC Trades Qualification.

## VISION

The **AITA** vision is:

*to be an industry sector organization that supports the British Columbia automotive industry with training and credentialing that effectively matches the supply of skilled workers with industry demands.*

# PLANNING CONTEXT AND LABOUR MARKET CONDITIONS

The following factors provide the planning context and market conditions that drive the business priorities and planned activities for the ***Automotive Industry Training Association***.

1. A downward trend in the effective working life of technicians is emerging across the industry. This appears to be driven by a number of factors including: rapid technological change creating higher educational and performance demands, competitive compensation and performance demands, physical demands on the individual. These factors affect all three Red Seal automotive trades. Future strategic planning for the industry will focus equally on recruitment of new technicians and also retention of existing. This is supported by feedback from industry, survey results and anecdotal evidence from employers.
2. Proliferation of electronic technology within the industry is profoundly changing the skill requirements for technicians. This will have an impact on recruiting practices, training and career progression for technicians.
3. **Increased Use of New Materials** - in the collision repair industry, new metals and alloys along with plastics require technicians to be more highly trained. Demand for training and re-training in these areas will increase substantively in the future.
4. **Improvements in Vehicle Manufacturing Quality** - Today's vehicles typically require less maintenance and repair work during their lifetime. However, the standards of maintenance and repair are placing higher demands on technicians. This will create a need to provide focussed training in very specific areas.
5. **Consumer Awareness and Expectations** - Increased consumer expectations with regard to quality of work, speed of repairs, and cost effectiveness are increasing pressure on employers and technicians to be highly productive. This is creating a need for employers to make significant investments in the training and development of their technical employees.

The **Automotive Industry Training Association** is accountable to it's customers (employers and apprentices) and the **ITA** for the standards and outcomes of the following **ITA** approved training programs:

PROGRAM	LEAD RESPONSIBILITY	LINKAGES
<b>ACCREDITED</b>		
AUTOMOTIVE COLLISION REPAIR TECHNICIAN	✓	
AUTOMOTIVE PARTS PERSON	✓	
AUTOMOTIVE SERVICE TECHNICIAN	✓	
AUTOMOTIVE REFINISHING TECHNICIAN	✓	
MOTORCYCLE MECHANIC	✓	
<b>RECOGNIZED</b>		
AUTOMOTIVE TRANSMISSION SERVICE TECHNICIAN	✓	
AUTOMOTIVE ELECTRICAL AND TUNE-UP SERVICE TECHNICIAN	✓	
AUTOMOTIVE ELECTRICAL TECHNICIAN	✓	
AUTOMOTIVE GLASS TECHNICIAN	✓	
AUTOMOTIVE MACHINIST	✓	
AUTOMOTIVE RADIATOR MANUFATURER AND REPAIRER	✓	
AUTOMOTIVE REFINISHING PREP. TECHNICIAN	✓	
AUTOMOTIVE UPHOLSTERER	✓	
AUTOMOTIVE WHEEL ALIGNMENT, BRAKE & FRAME STRAIGHTENING SERVICE TECHNICIAN	✓	
AUTOMOTIVE WHEEL ALIGNMENT & BRAKE SERVICE TECHNICIAN	✓	
FORKLIFT MECHANIC	✓	
INDUSTRIAL ENGINES AND EQUIPMENT PARTSPERSON	✓	
INDUSTRIAL WAREHOUSE PERSON	✓	
STANDARD TRANSMISSION REPAIRER	✓	
TIRE REPAIRER	✓	
<b>FOUNDATION</b>		
AUTO COLLISION - REFINISH, CO-OP	✓	
AUTO COLLISION - REPAIR, CO-OP	✓	
AUTO PARTS / LT. WARE.	✓	
AUTO REFINISHING PREP.	✓	
AUTOMOTIVE COLLISION REPAIR TECHNICIAN	✓	
AUTOMOTIVE SERVICE TECHNICIAN	✓	
AUTOMOTIVE SERVICE TECHNICIAN - CO-OP	✓	
GENERAL MECHANICS	✓	
MOTORCYCLE MECHANIC	✓	
UPHOLSTERY / AUTO TRIM	✓	

# TRAINING CAPACITY NEED

Based on available labour market data and consultation with stakeholders the **Automotive Industry Training Association** is requesting that the following training capacity be funded by the **ITA**.

PROGRAM	LEVEL	LAST YEARS ACTUAL	CURRENT YEARS FORECAST 05/06	BUSINESS PLAN REQUEST 06/07	FORECAST 07/08	CURRENT ACTIVE APPRENTICES
<b>APPRENTICESHIP TRAINING</b>						
AUTO COLLISION REPAIR	1	84	68	64	67	184
	2	84	116	100	105	66
	3	100	96	116	122	53
AUTO COLLISION REPAIR TECHNICIAN / PAINT AND PREP	SPECIAL	16	10	10		
AUTO GLASS INSTALLER	1	16	16	16		12
	2	16	16	16		
AUTO PARTS	1	32	16	16		32
	2	24	16	16		10
	3	24	16	16		10
AUTO SERVICE TECHNICIAN	1	208	245	280	294	792
	2	416	328	400	420	268
	3	328	344	346	363	263
	4	320	330	312	328	274
AUTOMOTIVE REFINISHING PREP	1	80	80	80		106
AUTOMOTIVE REFINISHING TECHNICIAN	2	64	64	64	67	121
MOTORCYCLE MECHANIC	1	6	6	6		34
	2	8	8	8		7
AUTOMOTIVE RADIATOR MANUFACTURER & REPAIRER	NO SCHOOL REQUIRED					5
TIRE REPAIRER	NO SCHOOL REQUIRED					16
AUTOMOTIVE WHEEL ALIGNMENT, BRAKE & FRAME	NO-ONE OFFERING					1
AUTOMOTIVE WHEEL ALIGNMENT & BRAKE SERVICE TECH.	NO-ONE OFFERING					13
AUTOMOTIVE TRANSMISSION SERVICE TECHNI-	LEVEL 4 AUTOMOTIVE SERVICE TRAIN-					12

# TRAINING CAPACITY NEED (Cont.)

PROGRAM	LEVEL	LAST YEARS ACTUAL	CURRENT YEARS FORECAST 05/06	BUSINESS PLAN REQUEST 06/07	FORECAST 07/08	CURRENT ACTIVE APPRENTICES
<b>APPRENTICESHIP TRAINING (cont.)</b>						
AUTOMOTIVE ELECTRICAL TECHNICIAN	LEVEL 3 AUTOMOTIVE SERVICE TRAINING					4
AUTOMOTIVE ELECTRICAL & TUNE UP SERVICE	NOT SURE IF TRAINING IS BEING OFFERED					0
AUTOMOTIVE MACHINIST	LEVEL 1 MACHINIST & LEVEL 2 AUTOMOTIVE SERVICE TECHNICIAN					21
FORKLIFT MECHANIC	LEVEL 2 & 3 AUTOMOTIVE SERVICE TECHNICIAN					6
INDUSTRIAL ENGINES & EQUIPMENT PARTS	LEVEL 1 & 2 AUTOMOTIVE PARTS AND LEVEL 3 INDUSTRIAL ENGINES & EQUIP-					75
INDUSTRIAL WAREHOUSE	LEVEL 1 & 2 AUTOMOTIVE PARTS AND LEVEL 2 & 3 INDUSTRIAL WARE-					16
AUTOMOTIVE UPHOLSTERER						
<b>FOUNDATION (ELTT)</b>						
AUTO COLLISION - REFINISH CO-OP		32		32		
AUTO COLLISION - REPAIR CO-OP		16	32	32		
AUTO COLLISION - REPAIR / REFINISH CO-OP		16	16	16		
AUTO COLLISION - SECONDARY SCHOOL TRANS.		16	16	32		
AUTO PARTS / LT. WAREHOUSE		16	16	27		
AUTO REFINISHING PREP.		48	48	64		
AUTO REFINISHING PREP. HIGH SCHOOL		16	32	32		
AUTOMOTIVE COLLISION REPAIR TECHNICIAN		96	111	127		
AUTOMOTIVE COLLISION REPAIR / PAINT & REFINISHING		36	36	36		
AUTOMOTIVE MECHANIC - TOYOTA		16	16	16		
AUTOMOTIVE MECHANIC - VOLKSWAGEN		16	16	16		
AUTOMOTIVE SERVICE TECHNICIAN		450	416	476		
AUTOMOTIVE SERVICE TECHNICIAN CO-OP		80	80	80		
AUTOMOTIVE SERVICE TECHNICIAN - CTC		18	18	18		
AUTOMOTIVE SERVICE TECHNICIAN - FORD		16	16	16		
AUTOMOTIVE TECHNICIAN ACEIT			36	36		
GENERAL MECHANICS		36	15	18		
MOTORCYCLE MECHANIC		13	13	13		
UPHOLSTERY / AUTO TRIM		16	16	16		
<b>TOTAL FOUNDATION (ELTT)</b>		<b>953</b>	<b>963</b>	<b>1,103</b>		

# PERFORMANCE GOALS

The following goals are derived from the *ITA* service plan and have been agreed upon by the *ITA* and the *Automotive Industry Training Association*.

## Goal 1

The number of employers/sponsors offering trainee/apprentice placements.

BASELINE (March 2005)	05 / 06 TARGET	06 / 07 TARGET	07 / 08 TARGET
N/A	N/A	1,691	1,850

## Goal 2

The number of programs meeting the specifications and standards of an up to date training program.

BASELINE (March 2005)	05 / 06 TARGET	06 / 07 TARGET	07 / 08 TARGET
0 out of 33	N/A	19 out of 30	22 out of 30

## Goal 3

The level of customer satisfaction as evaluated through an annual customer satisfaction index measure.

BASELINE (March 2005)	05 / 06 TARGET	06 / 07 TARGET	07 / 08 TARGET
N/A	N/A	ESTABLISH BASELINE	TBD

## Goal 4

The level of stakeholder awareness and understanding of the *Automotive Industry Training Association*, it's mandate and services, as measured by an annual stakeholder awareness index.

BASELINE (March 2005)	05 / 06 TARGET	06 / 07 TARGET	07 / 08 TARGET
N/A	N/A	ESTABLISH BASELINE	TBD

## Goal 5

The percentage of participants who completed the training programs assigned to the *Automotive Industry Training Association*.

BASELINE (March 2005)	05 / 06 TARGET	06 / 07 TARGET	07 / 08 TARGET
N/A	N/A	ESTABLISH BASELINE	TBD

## Goal 6

The number of registered youth participants in programs attributed to the *Automotive Industry Training Association* as measured by participants in the ACE-IT and SSA programs.

BASELINE (March 2005)	05 / 06 TARGET	06 / 07 TARGET	07 / 08 TARGET
68	N/A	71	75

## Goal 7

The number of registered trainees/apprentices in programs assigned to the *Automotive Industry Training Association*.

BASELINE (March 2005)	05 / 06 TARGET	06 / 07 TARGET	07 / 08 TARGET
2,576	N/A	2705	2840

# PROGRAM STANDARDS

PROGRAM NAME	COMPLIANCE WITH STANDARDS	PLANNED COMPLIANCE DATE
<b>ACCREDITED</b>		
AUTOMOTIVE COLLISION REPAIR TECHNICIAN	NO	06/07
AUTOMOTIVE PARTS PERSON	NO	06/07
AUTOMOTIVE SERVICE TECHNICIAN	NO	06/07
AUTOMOTIVE REFINISHING TECHNICIAN	NO	06/07
MOTORCYCLE MECHANIC	NO	07/08
<b>RECOGNIZED</b>		
AUTOMOTIVE TRANSMISSION SERVICE TECHNICIAN	NO	07/08
AUTOMOTIVE ELECTRICAL AND TUNE-UP SERVICE TECHNICIAN	NO	06/07
AUTOMOTIVE ELECTRICAL TECHNICIAN	NO	06/07
AUTOMOTIVE GLASS TECHNICIAN	NO	07/08
AUTOMOTIVE MACHINIST	NO	07/08
AUTOMOTIVE RADIATOR MANUFACTURER AND REPAIRER	NO	06/07
AUTOMOTIVE REFINISHING PREP. TECHNICIAN	NO	07/08
AUTOMOTIVE UPHOLSTERER	NO	06/07
AUTOMOTIVE WHEEL ALIGNMENT, BRAKE & FRAME STRAIGHTENING SERVICE TECHNICIAN	NO	06/07
AUTOMOTIVE WHEEL ALIGNMENT & BRAKE SERVICE TECHNICIAN	NO	06/07
FORKLIFT MECHANIC	NO	07/08
INDUSTRIAL ENGINES AND EQUIPMENT PARTSPERSON	NO	06/07
INDUSTRIAL WAREHOUSE PERSON	NO	06/07
TIRE REPAIRER	NO	07/08
STANDARD TRANSMISSION REPAIRER	NO	06/07
<b>FOUNDATION</b>		
AUTO COLLISION - REFINISH, CO-OP	NO	06/07
AUTO COLLISION - REPAIR, CO-OP	NO	06/07
AUTO PARTS / LT. WARE.	NO	06/07
AUTO REFINISHING PREP.	NO	06/07
AUTOMOTIVE COLLISION REPAIR TECHNICIAN	NO	06/07
AUTOMOTIVE SERVICE TECHNICIAN	NO	06/07
AUTOMOTIVE SERVICE TECHNICIAN - CO-OP	NO	06/07
GENERAL MECHANICS	NO	06/07
MOTORCYCLE MECHANIC	NO	06/07
UPHOLSTERY / AUTO TRIM	NO	06/07

# PROGRAM DEVELOPMENT ACTIVITIES

Based on the factors described in planning context and labour market conditions and the status of program standards the **Automotive Industry Training Association** intends to undertake the following program development activities.

PLANNED ACTIVITY NEW (N) UPDATE (U)	PROGRAM	PLANNED YEAR OF ACTIVITY	TYPE OF ACTIVITY		
			PROGRAM PROFILE	PROGRAM OUTLINES	EXAM BANK DEVELOPMENT
	ACCREDITED				
U	AUTOMOTIVE COLLISION REPAIR TECHNICIAN	06/07	06/07	06/07	06/07
U	AUTOMOTIVE PARTS PERSON	06/07	06/07	06/07	06/07
U	AUTOMOTIVE SERVICE TECHNICIAN	06/07	06/07	06/07	06/07
U	AUTOMOTIVE REFINISHING TECHNICIAN	06/07	06/07	06/07	06/07
U	MOTORCYCLE MECHANIC	06/07	07/08	07/08	07/08
	RECOGNIZED				
U	AUTOMOTIVE TRANSMISSION SERVICE TECHNICIAN	07/08	07/08	07/08	07/08
U	AUTOMOTIVE ELECTRICAL AND TUNE-UP SERVICE TECHNICIAN	06/07	POSSIBLE INACTIVATION		
U	AUTOMOTIVE ELECTRICAL TECHNICIAN	06/07	POSSIBLE INACTIVATION		
U	AUTOMOTIVE GLASS TECHNICIAN	07/08	07/08	07/08	07/08
U	AUTOMOTIVE MACHINIST	07/08	07/08	07/08	07/08
U	AUTOMOTIVE RADIATOR MANUFACTURER AND REPAIRER	06/07	POSSIBLE INACTIVATION		
U	AUTOMOTIVE REFINISHING PREP. TECHNICIAN	06/07	06/07	06/07	06/07
U	AUTOMOTIVE UPHOLSTERER	06/07	POSSIBLE INACTIVATION		
U	AUTOMOTIVE WHEEL ALIGNMENT, BRAKE & FRAME STRAIGHTENING	06/07	POSSIBLE INACTIVATION		
U	AUTOMOTIVE WHEEL ALIGNMENT & BRAKE SERVICE TECHNICIAN	06/07	06/07	06/07	06/07
U	FORKLIFT MECHANIC	07/08	07/08	07/08	07/08
U	INDUSTRIAL ENGINES AND EQUIPMENT PARTSPERSON	06/07	06/07	06/07	06/07
U	INDUSTRIAL WAREHOUSE PERSON	06/07	06/07	06/07	06/07
U	TIRE REPAIRER	07/08	07/08	07/08	07/08
U	STANDARD TRANSMISSION REPAIRER	06/07	POSSIBLE INACTIVATION		
U	AUTOMOTIVE UPHOLSTERER	07/08	07/08	07/08	07/08
	FOUNDATION (ELTT)				
U	AUTO COLLISION - REFINISH, CO-OP	06/07	06/07	06/07	06/07
U	AUTO COLLISION - REPAIR, CO-OP	06/07	06/07	06/07	06/07
U	AUTO PARTS / LT. WARE.	06/07	06/07	06/07	06/07
U	AUTO REFINISHING PREP.	06/07	06/07	06/07	06/07
U	AUTOMOTIVE COLLISION REPAIR TECHNICIAN	06/07	06/07	06/07	06/07
U	AUTOMOTIVE SERVICE TECHNICIAN	06/07	06/07	06/07	06/07
U	AUTOMOTIVE SERVICE TECHNICIAN - CO-OP	06/07	06/07	06/07	06/07
U	GENERAL MECHANICS	06/07	06/07	06/07	06/07
U	MOTORCYCLE MECHANIC	06/07	06/07	06/07	06/07
U	UPHOLSTERY / AUTO TRIM	06/07	06/07	06/07	06/07

# STAKEHOLDER CONSULTATIONS

The ***Automotive Industry Training Association*** has consulted with the following stakeholders in the development of this business plan:

## **Industry Associations**

1. Automotive Retail Association
2. New Car Dealers Association of BC

## **Training Institutions**

1. BC Trades Training Consortium

## **Other**

1. Winn Automotive
2. Richmond Motorworks
3. Jim Pattison Toyota
4. Preston Chevrolet Cadillac
5. Carter Chev
6. Kirmac Collision
7. Honda Canada
8. Ford Motor Canada

# BUDGET SUMMARY

REVENUES	CURRENT YEAR 05 / 06	06 / 07	07 / 08
ITA (CORE CONTRIBUTION)	127,862	300,000	300,000
INDUSTRY	0		
OTHER	0		
IN KIND	0		
<b>TOTAL</b>	<b>\$127,862</b>	<b>\$300,000</b>	<b>\$300,000</b>

EXPENDITURES	CURRENT YEAR 05 / 06	06 / 07	07 / 08
OPERATIONS	127,862	300,000	300,000
NEW PROGRAM DEVELOPMENT	0	0	
SIGNIFICANT PROGRAM UPGRADES	0	400,000	500,000
<b>TOTAL</b>	<b>\$127,862</b>	<b>\$700,000</b>	<b>\$800,000</b>

# OPERATIONS BUDGET

OPERATIONS EXPENDITURES	CURRENT YEAR TO DATE ACTUAL EXPENDITURES*	BUDGET 06 / 07	FORECAST 07 / 08
SALARY & BENEFITS	11,255	126,000	131,500
CONSULTING	9,023	70,000	70,000
PROFESSIONAL SERVICES (LEGAL/AUDIT)	2,915	2,000	2,000
FACILITIES	0	0	0
OFFICE EXPENSES	8,911	13,500	13,500
MARKETING/ COMMUNICATIONS	0	50,000	50,000
TRAVEL/MEETING	2,717	32,000	32,000
OTHER	41	6,500	7,000
<b>TOTAL</b>	<b>\$34,862*</b>	<b>\$300,000</b>	<b>\$306,000</b>

\*YTD Sept 30<sup>th</sup> 2005

# ORGANIZATION & GOVERNANCE STRUCTURE

## BOARD OF DIRECTORS

Chair	Glenn Volhoffer	Ford Canada
Director	Bruce Winn	Winn Automotive
Director	Bob Wilson	Kirmac Collision
Director	Rob Long	Richmond Autoworks
Director	Candace Sadler	Preston Chev Cadillac
Director	Glen Ringdat	New Car Dealers Association of BC
Director	Bob Clarke	Automotive Retailers Association
Director	Curtis Edwards	Jim Pattison Toyota
Director	George Douglas	BCIT
Director	Goeff Stevens	ITA
Director	Vacant	

## STAFF

Lloyd Stamm	Director of Operations
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## COMMITTEES

Standards - All Board Directors