

industry training authority

Strategic Plan

August 2009



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Welcome From the Board Chair and CEO



Welcome from Frank Borowicz, Industry Training Authority Board Chair

A productive, competitive BC economy requires a highly skilled and qualified workforce and, as such, industry training is a critical component of our province's success.

Driven by this belief, the Industry Training Authority (ITA) Board of Directors has worked collaboratively with management and has sought the input of ITA staff and the organization's enterprise partners to develop the organization's first comprehensive strategic plan.

In the coming years, we will work with our partners to continually improve BC's industry training system and ensure that it provides opportunities for individuals to reach their full potential and meets employers' demands for skilled workers.

As this plan was being finalized, we entered a period of uncertainty which, though the full impact remains to be seen, is expected to result in significant changes to BC's economy. The industry training system and the ITA must be prepared to adapt, while at the same time staying focused on the needs of our customers: individuals and employers.

We are confident that this strategic plan positions us well to meet the dual challenges of remaining client focused and flexible. It clearly articulates our vision and mission, as well as the goals, objectives, and strategies that cumulatively make up the roadmap for the ITA. It is my hope that this plan will provide you with a greater understanding of the ITA's priorities for the coming years and a sense of how they will contribute to the bigger picture: the success of British Columbia's industries and overall economy.

A handwritten signature in black ink, appearing to read 'Frank Borowicz', with a horizontal line underneath.



Welcome from Kevin Evans, Industry Training Authority CEO

The ITA has come a long way since it was launched in 2004.

In the start-up phase, the goal was to build the infrastructure for an entirely new model of industry training that was industry driven. Today, the BC model is unique in Canada. Industry is represented by seven Industry Training Organizations established to determine the industry training agenda for a specific economic sector. As a result, there are more registered apprentices, employer sponsors and technical training capacity at colleges and institutions in BC than ever before.

The ITA is emerging from its start-up phase at precisely the time when British Columbia requires an industry training system ready to take on the challenges presented by an uncertain economy and a looming labour shortage.

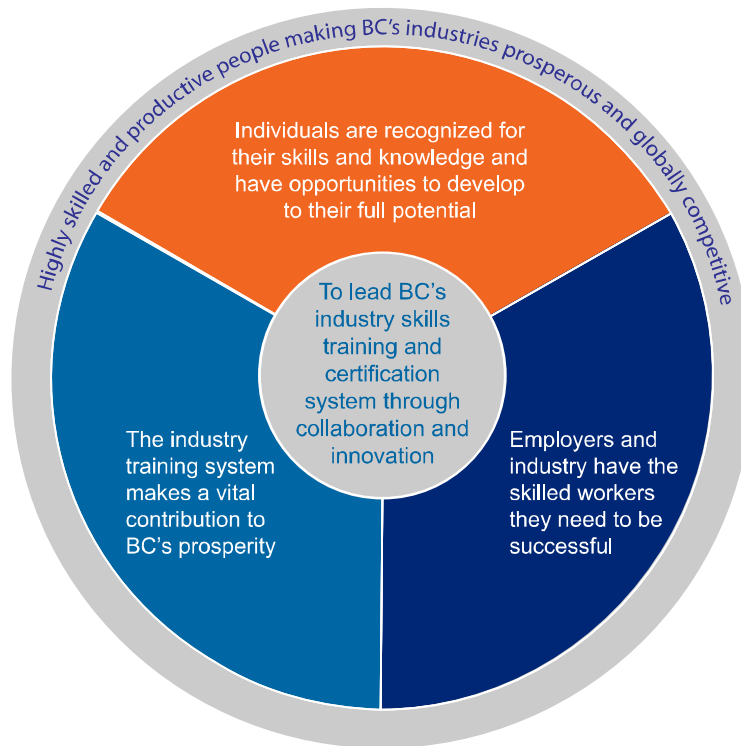
This strategic plan puts forth the framework for the ITA and our system partners to successfully meet BC's current and future labour market needs. At its core are the guiding principles of collaboration and innovation without which the ITA cannot accomplish its mission to lead BC's industry training and certification system.

This document was prepared to provide guidance to the work of ITA staff. It should also help the group of stakeholders that make up the industry training system and who care passionately about developing a highly skilled workforce understand what the ITA does and where it is headed.

With that in mind, I hope you find this plan informative and that it encourages you to share our commitment to its successful delivery.

A handwritten signature in black ink that reads "Kevin Evans". The signature is written in a cursive, flowing style.

An Overview of the ITA Strategic Framework



Individuals are recognized for their skills and knowledge and have opportunities to develop to their full potential

- Training and assessment are accessible, flexible and responsive to individual needs
- ITA issued credentials are valued because they enable employment, mobility and progression

Employers and industry have the skilled workers they need to be successful Industry drives BC's industry training and certification system

- Industry drives BC's industry training and certification system
- Effective partnerships that enable collaboration and innovation among system stakeholders
- The value proposition of the industry training system is widely understood

The industry training system makes a vital contribution to BC's prosperity

- The value of all investments made in the system are maximized
- Effective partnerships that enable collaboration and innovation among system stakeholders
- The value proposition of the industry training system is widely understood

Introduction to the ITA Strategic Plan



Delivering value through enterprise partnership

BC's industry training system is an enterprise comprised of a complex myriad of partners that work together to support the system's focus: apprentices and their employer sponsors. Enterprise partnership is a concept derived from recognition that maximum value will be achieved from the industry training system when its constituent parts are collaborating in an environment that promotes innovation and respect for the unique mandate and contribution of all participants.

The ITA strategic plan was designed through a consultative process that gathered input from all parts of the organization as well as its external partners. It has been designed to guide the ITA through the next three years by providing strategic direction to ITA staff. This plan should also serve as a high-level declaration of direction for all those who have an interest in BC's industry training system.

The ITA recognizes that this plan is being launched in a time of tremendous economic uncertainty. While the ITA cannot predict how long the current economic downturn will last, it can proactively respond to it. This will mean evolving as an organization and supporting the industry training system to do the same. This plan supports that evolution. The ITA looks forward to working together with its enterprise partners to maintain and strengthen BC's industry training system, focussing on the following key goals:

- Individuals are recognized for their skills and knowledge and have opportunities to develop to their full potential
- Employers and industry have the skilled workers they need to be successful
- The industry training system makes a vital contribution to BC's prosperity

In the following pages you will find an articulation of the ITA and industry training system of the future, commentary on the issues we face as we work to build it and the strategies we will employ to achieve our objectives.



How the ITA will use this plan

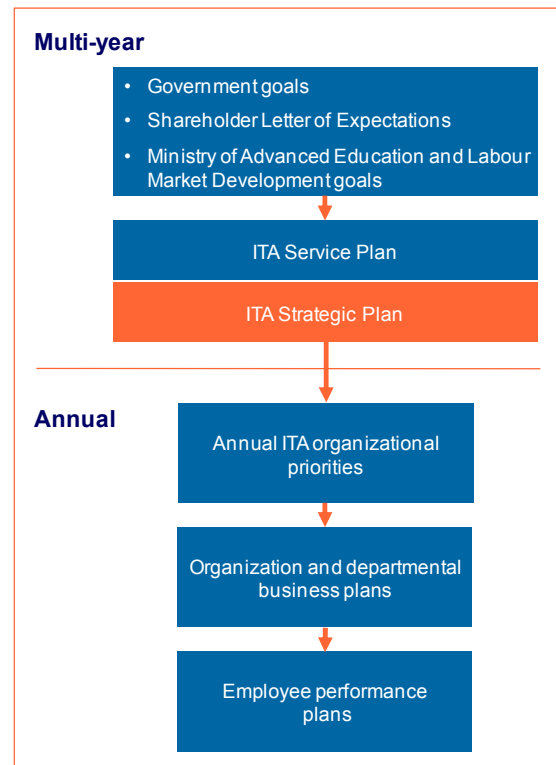
The ITA strategic plan provides the necessary framework to help the organization set priorities and make decisions, by defining what is important to the ITA at the highest level. The strategic plan is aligned to the ITA service plan, the overall goals of the provincial government and direction from the Ministry of Advanced Education and Labour Market Development through an annual Shareholder Letter of Expectations, specific to the ITA.

The strategic plan (the “plan”) guides the board and executive in establishing the priorities for the annual planning process, which ultimately determines the specific initiatives, projects and activities undertaken by the ITA in a given fiscal year – including specific performance measures for these activities.

These priorities will be actioned by the specific departments within the ITA and its enterprise partners. Each department will develop an annual business plan that takes its direction from the annual priorities set by the organization and from the ITA strategic plan.

Through employee performance plans, individuals will use the plan to help prioritize their efforts and ensure alignment with those of their department and the ITA as a whole.

By formally aligning the strategic plan, the annual planning process and individual performance plans, the ITA strategic framework provides a clear linkage between day-to-day work and the vision of the industry training system that the ITA and others are striving to achieve.



By clearly articulating its strategic goals and objectives, this strategic plan should help the ITA's partners understand what the ITA does and where it is headed.



What is industry training?

“Industry training” is skills training that occurs primarily in the workplace as well as in formal instructional settings. Employers assess trainees based on the skills and knowledge they demonstrate in the workplace against a set of industry-defined standards. Training providers and ITA also assess trainees against the same industry standards. The outcome of these assessment processes is an ITA credential that is recognized across the country indicating an individual has met an industry-defined occupational standard. While industry training includes the traditional apprenticeship model, it also includes other models for skill development that combine various mixes and sequencing of work-based experiential learning and in-school training in secondary and post-secondary institutions.

What is the Industry Training Authority?

The Industry Training Authority (ITA) is the crown agency of the Government of BC with responsibility for leading and overseeing the industry training system in BC. It was established in 2004 through the *Industry Training Authority Act*. Based on labour market demand, the ITA works with its enterprise partners to maximize the quality of training and certification outcomes for tens of thousands of registered participants and challengers across BC.

What is an Industry Training Organization?

Industry Training Organizations (ITOs) are the mechanism through which industry in BC provides input and leadership of training standards for a specific economic sector. The ITA and its partners work with industry to improve and expand industry training in specific sectors. ITOs are industry-initiated, independent, not-for-profit legal entities that provide standards coordination and related services to ITA for assigned industry training programs on behalf of industry.

The ITA and the Industry Training System of the Future



Industry training is a critical contributor to the long-term prosperity of British Columbia. Skilled workers increase the overall productivity of the workforce, which is the single most important factor in improving the standard of living in British Columbia. Training and assessment also provides tools for mobility and enhance the career prospects of individuals.

For these reasons and many others, investments made in BC's industry training system provide a positive return for the province. It is imperative that the ITA, along with its enterprise partners, work together to continually strengthen the training system.

This means the ITA must continue on its path to evolve the industry training system to one:

- that is able to withstand short-term economic set-backs while staying focused on meeting the fundamental, long-term skilled labour needs of industry;
- that values and recognizes the range of talents and abilities that British Columbians possess and provides individuals with training and assessment opportunities to maximize their career potential;
- that responds quickly to change and industry needs – an outcome that will result from strengthened industry involvement in driving the system;
- that maximizes all potential sources of labour, including those groups that are traditionally under-represented or faced with barriers to participation;
- that maximizes the strengths of all participants in the system through sound partnerships where the whole is greater than the sum of its parts;
- that is recognized as a world leader in training and assessment practices due to a rigorous, continuous cycle of innovation and evaluation; and

- where the crucial connection between skills and productivity is widely understood, training is valued and a skilled workforce becomes a key global competitive advantage for BC industry.

This future system will provide a strong foundation on which individuals, employers and the province can prosper.

The industry training system of the future

What it means for employers

Assurance they will have the skilled and knowledgeable workers they need to be successful. Through assessment, these individuals will gain the credentials that demonstrate they have achieved occupational standards set by industry.

What it means for individuals

Access to training and assessment opportunities that lead to a highly credible certification that is valued by industry in BC and across the country, thereby providing opportunities for good employment prospects and mobility.

What it means for BC

A highly skilled and mobile workforce that is productive, flexible and can respond to the changing needs of the world economy. Ability to attract skilled and knowledgeable workers from other places to address long-term labour shortages in BC, and assess and credential these workers to standards that reflect industry needs.



The Operating Context of the ITA and Industry Training System

The current economic situation is creating uncertainty for the ITA and the industry training system in the short term. However, the demographic and labour market trends in BC remain consistent over the long term. BC employers will require more skilled people in the future to replace those who are leaving the workforce. Meeting this demand requires a clear and consistent path forward and collective action on the part of all industry training system partners.

Short-term challenges

Current realities may result in less demand for skilled labour in the short term. This creates considerably less certainty about the number of certified workers that will be required to meet longer term industry demand. At the same time, the economic situation may reduce industry's ability to retain existing apprentices and take on new apprentices, which could negatively impact individual participation and completion rates in the industry training system.

The growth in demand for technical training over the past few years has strained the capacity of British Columbia's training providers. This strain may be eased somewhat by the current economic conditions. There is also the potential for heightened technical training demand, as more apprentices find themselves without work or with the opportunity to more easily take temporary absences from their jobs to attend school.

Overall, the outcome of the current situation is uncertainty. All system partners, including the ITA, must work together, share information and stay focused on building a strong foundation for industry training in the future.

Long-term issues

The current situation aside, the systemic issues facing industry training in British Columbia will persist, including:

System accessibility and flexibility – Accessibility and flexibility of training (technical training in particular) and assessment opportunities continue to determine the level of individual participation and completion in the industry training system. Accessibility and flexibility are of particular relevance to the



participation of some currently under-represented groups and those who have geographic or other barriers to participation.

Barriers to participation – There are a number of groups that face barriers to participation in the industry training system, including women, recent immigrants and Aboriginal people. Issues such as access to assessment and skill recognition, the stigma associated with trades occupations, cultural and socio-economic factors and geography can all impact participation. These barriers must be removed to enable more people to reach their full potential through training and attract more people to the system, thus enabling employers to deal with the demographic pressures they face in the long term.

Essential skills deficiencies - Research strongly suggests that addressing essential skill (i.e. literacy and numeracy) deficiencies will help remove common barriers to entry into and completion of industry training programs.

Lack of appreciation for the linkage between skills and productivity - There is growing recognition of the productivity gap that exists between Canada and other jurisdictions in the global economy. Training can play an important role in increasing productivity and will be central to sustaining long-term prosperity in BC and Canada. The ITA and its partners must work to demonstrate the linkage between skills and productivity on an ongoing basis.

Workforce transition – The BC economy is in transition. The industries that have traditionally driven the provincial economy are giving way to new drivers of economic prosperity. There is also a trend toward new ‘green’ industries. The industry training system will need to continually adapt to meet the needs of these new and emerging industries.

Completion rates - The average completion rate of industry training in British Columbia is less than 50 per cent. Addressing the complex and varied causes of low completion rates is essential if, the system is to provide employers with the certified, skilled workers they need to meet their future demand.

Employer participation - Currently less than 20 per cent of eligible employers participate in BC’s industry training system. The expansion and improvement of the system to meet the needs of the economy will only be realized through fuller participation of the employer community.

Quality assurance – Maintaining employer confidence in the system is critical to its ability to meet the needs of industry. Given the number of players contributing

to the training and assessment experience, ensuring overall system quality can be challenging. A robust quality assurance framework will demonstrate to employers that the credentials issued by the ITA are aligned to training and assessment standards that meet the needs of industry.

These long-term issues cut across all aspects of the industry training system. While the ITA will not be able to address these issues on its own, it is positioned to play a leadership role by facilitating the contributions of the system's enterprise partners.



The ITA Strategic Framework

In the context of the ITA's legislated mandate from government, the following strategic framework has been developed to guide the organization. It is designed to provide focus to the organization against the backdrop of an ever-changing external environment. While the high-level goals of the organization are unlikely to change significantly over the next three years, the strategies employed to achieve these goals must be designed and re-tooled periodically, as necessary, to deal effectively with whatever external context the organization faces.

The ITA strategic framework is composed on the following components:

Vision	Defines the ultimate destination that the ITA is striving to reach for the industry training system.
Mission	Describes the role of the ITA in achieving its vision of the system.
Goals	At the highest level, goals define the main outcomes the ITA is working towards. Success in each goal will support the ITA's mission.
Objectives	The results that will be achieved through the successful execution of the organization's strategies.
Strategies	Programs or initiatives that will be comprised of numerous projects and activities undertaken to achieve the objectives of the organization.

A Vision for British Columbia's Industry Training and Certification System

Highly skilled and productive people making BC's industries prosperous and globally competitive

This vision reflects the ITA's view that highly skilled people are critical to the success of the province. They are an essential ingredient in the creation and sustainability of the prosperous industries that will make BC's economy globally competitive. Industry training is an effective way of developing the people that will form the foundation of these industries.



The Mission of the ITA

To lead BC's industry skills training and certification system through collaboration and innovation.

The ITA's role in delivering the broad vision for the system is to lead British Columbia's industry training and certification system while facilitating input from industry. This requires a sophisticated degree of collaboration – bringing together enterprise partners to deliver the best outcomes possible.

Effective leadership of the industry training and assessment system also requires a commitment to innovation and the recognition that some of the best ideas may originate outside of the ITA. This requires a culture that proactively identifies best practices and invites and welcomes stakeholders to bring forward new ideas to the system.

The ITA's Strategic Goals

Individuals are recognized for their skills and knowledge and have opportunities to develop to their full potential

The ITA recognizes that each individual participant in the system follows his or her own unique learning and assessment path. This means that a one-size-fits-all model of industry training and assessment will not best serve the individuals who participate in the system. The ITA aims to respond to this diversity of learning needs and to recognize the acquisition of skills and knowledge through flexible methods of assessment and training delivery.

Employers and industry have the skilled workers they need to be successful

The true indicator of success for the industry training system is whether employers have the right number of people with the right skills at the right time to meet their business needs. This requires that the system be closely aligned to the needs of industry both in terms of the types of skills and the number of skilled workers needed.

The industry training system makes a vital contribution to BC's prosperity

The Industry Training Authority plays a critical role in ensuring that the investments in British Columbia's training and certification system are maximized. This requires that all participants be able to effectively contribute to the success of the system and that the connection between industry training and economic prosperity be clearly understood.

Goal #1 – Individuals are recognized for their skills and knowledge and have opportunities to develop to their full potential



Context:

An effective training and assessment system must be responsive to the needs of those working towards their certification and those considering enrolling in an industry training program. For the ITA, this means continuing to enhance the system so that it provides training and assessment opportunities in more places and in more accessible ways.

Objectives

To achieve this goal, the ITA will focus on two key objectives:

1. Training and assessment are accessible, flexible and responsive to individual needs
2. ITA issued credentials are valued because they enable employment, mobility and career progression

Strategies

Over the next three years the ITA will achieve these objectives by delivering the following specific strategies:

Strategies	Outcomes
<i>Reduce barriers to entering and participating in the industry training system.</i>	More under-represented individuals accessing and progressing through the industry training system.
Targeted initiatives will assist in removing barriers to participation for Aboriginal people, women and immigrants. Support will be provided for the assessment and development of “essential skills”, which is important to the successful participation in the industry training system.	

Strategies	Outcomes
<p data-bbox="490 231 990 373"><i>Develop new programs and processes to ensure industry training and assessment can be accessed by individuals and system stakeholders in a variety of ways.</i></p> <p data-bbox="490 420 990 703">The new IT platform “ITADirectAccess” will provide individuals with the ability to more effectively self-manage their progress through the system. E-PPRENTICE, a major initiative to accelerate the development of “E-learning” opportunities will provide alternatives to the traditional block-release classroom-based delivery of technical training.</p> <p data-bbox="490 751 990 924">A strategy that ensures sufficient capacity to meet the demand for training and assessment will also be critical to meeting the needs of individuals participating in the system from a demand perspective.</p>	<p data-bbox="1026 231 1433 336">A more flexible and responsible system that meets the varied needs of participants.</p>
<p data-bbox="490 951 990 1018"><i>Ensure that individuals are assessed and recognized for their existing skills.</i></p> <p data-bbox="490 1066 990 1690">The Multiple Assessment Pathways (MAP) project will provide a robust system of assessment that enables individuals to demonstrate their existing skills and knowledge in a variety of ways, and where competency can be demonstrated, be certified. This is a departure from the existing model which relies on a written examination as the only means to demonstrate competency for individuals challenging an industry training program credential. The new approach will be both more accessible to individuals who are competent but not well suited to written assessment, as well as more rigorous in ensuring practical competencies are assessed using a variety of forms of evidence (including practical demonstration).</p> <p data-bbox="490 1738 990 1900">A strategy to develop opportunities to fill skill ‘gaps’ through both formal training and on-job mentoring is also a critical and will be developed in conjunction with the MAP initiative.</p>	<p data-bbox="1026 951 1433 1056">Greater recognition and utilization of existing skills throughout the workforce.</p> <p data-bbox="1026 1104 1433 1245">More effective ways to recruit and assess individuals who have gained their skills outside the formal apprenticeship system.</p>

Strategies	Outcomes
<p data-bbox="492 233 967 331"><i>Work nationally to ensure that individuals holding ITA issued credentials have full mobility.</i></p> <p data-bbox="492 380 992 888">While the Trade Investment and Labour Mobility Agreement (TILMA) and Agreement on Internal Trade (AIT) guarantee mobility of certified individuals within Canada, the ITA will continue to actively support and improve the national Red Seal program as an effective mechanism to achieve harmonization of standards at the national level. This includes both involvement in standards and the examination maintenance and development, in addition to research that supports innovative programs (such as MAP) that have the potential to improve the relevance and effectiveness of the Red Seal program.</p>	<p data-bbox="1024 233 1425 369">A national training standards program that is relevant and responsive, and maximizes the existing value of the Red Seal brand.</p>

Goal #2 – Employers and industry have the skilled workers they need to be successful

Context:

An industry-driven training system must have employers and industry at its heart. It is individual employers who train and hire apprentices. They are also the ones who define the skills that need to be developed and recognized through the system in order to ensure a supply of credentialed workers with the right skills.

Objectives

To achieve this goal, the ITA will focus on three objectives:

1. Industry drives BC's industry training and certification system
2. Industry has access to skilled workers with the right skills at the right time
3. ITA-issued credentials are valued because they signify that standardized, industry-defined outcomes have been met

Strategies

Over the next three years the ITA will achieve these objectives by delivering the following specific strategies:



Strategies	Results
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Continually improve the industry engagement model to ensure that the system is meeting the skills needs of industry

The ITA has developed and implemented an industry engagement model based on a partnership with Industry Training Organizations (ITOs). The ITA will continue to facilitate the maturation of the relationship with ITOs through continuous evaluation to ensure the right structures and funding models are in place to sustain industry engagement.

In addition to mechanisms to provide input into the system, the ITA will develop a strategy to ensure direct employer participation in registering and training apprentices – a critical ingredient to the growth of the industry training model.

An industry training system that is truly driven by industry, both through defining skills needs and participating in the training and assessment of apprentices.

Maintain and grow the supply of skilled labour to meet industry's long-term needs.

The ITA will focus on measures in the short term that will, in times of economic uncertainty, protect the current investment made in apprenticeship by trainees and employers. The ITA will continue to pursue demand-side activities focused on youth, under-represented groups and international workers to ensure there is a continuing supply of skilled labour in the longer term.

A reliable supply of skilled labour that meets the needs of industry in British Columbia in the short, medium, and long term.

Strategies	Results
<p data-bbox="492 233 954 369"><i>Develop and implement an Occupational Performance Standards Framework that effectively supports skill formation and skill recognition</i></p> <p data-bbox="492 411 964 583">Occupational Performance Standards are foundational and reflect what people need to be able to do on the job and the level of performance they must demonstrate to add value to industry in a particular occupation.</p> <p data-bbox="492 632 980 915">The ITA will continue to develop and refine a comprehensive skill formation and skill recognition system that is based on Occupational Performance Standards that reflect the needs of industry. This will include mechanisms to ensure that all training and assessment related activities are tied firmly back to Occupational Performance Standards.</p>	<p data-bbox="1013 233 1386 369">A framework for industry standards that forms the foundation of British Columbia's industry training and certification system.</p>

Goal #3 – The industry training system makes a vital contribution to BC’s prosperity

Context:

Public money is invested into BC’s Industry Training Authority and it is the responsibility of the ITA to make sure that investment contributes to the overall prosperity of the province. This requires that the network of individuals, employers, training providers and funders who make up the industry training system are able to effectively contribute to its success.

Objectives

To achieve this goal the ITA will focus on three objectives:

- 1. The value of all investments made in the system is maximized
- 2. Effective partnerships enable collaboration and innovation among system stakeholders
- 3. The value proposition of the industry training system is widely understood

Strategies

Over the next three years the ITA will achieve these objectives by delivering the following specific strategies:

Strategies	Results
<p><i>Focus on innovation, best practices and continuous improvement to ensure the most effective use of public resources.</i></p> <p>To achieve this strategy, the ITA will put in place mechanisms to ensure system innovation is encouraged and initiatives that may benefit the system receive support. Additionally, the ITA will engage in proactive research into national and international best practices to leverage the successes and expertise of other jurisdictions, which in turn can benefit industry training in British</p>	<p>BC’s industry training system is leading edge and delivers the maximum benefits to its stakeholders.</p>

Strategies	Results
<p>Columbia. In particular, the ITA will continue work in the areas of completion rate research and foreign credential recognition.</p>	
<p><i>Work closely with training providers to ensure the most effective use of the public dollars that are invested in training.</i></p> <p>To achieve this strategy, the ITA will continue to work with public training providers to establish priority areas, set capacity utilization targets and implement incentives to ensure the best use of training dollars. The ITA will collaborate with training providers to review industry training pathways on a program-by-program basis, as well as monitor the impact of the external economic situation on training demand.</p>	<p>Most effective use of public dollars invested in apprenticeship training.</p>
<p><i>Promote the connection between training, skills and productivity.</i></p> <p>To achieve this strategy, the ITA will leverage existing research findings in the area of skills and productivity to factually demonstrate the connection between training, skills and productivity. The ITA will promote the importance of this connection in the industry training context through key messaging to stakeholders and the public.</p>	<p>Increased awareness and understanding of the connection between the investment in skills training and productivity.</p>
<p><i>Lead and support initiatives that enhance the national standards system (Red Seal)</i></p> <p>To achieve this strategy the ITA will take a leadership role in initiatives being driven by Canadian Council of Directors of Apprenticeship (CCDA) and other relevant national bodies. The ITA will also support other provinces and territories and the federal government to enhance the effectiveness and efficiency of the Red Seal program across the country.</p>	<p>A strong national standards system that aligns with BC's interests.</p>
<p><i>Develop and implement a quality assurance framework that ensures adherence to industry set occupational performance standards</i></p> <p>In order to effectively manage quality assurance in the system, the ITA will focus on building critical</p>	<p>ITA-issued credentials are recognized as representing the attainment of occupational performance standards.</p> <p>Training and assessment program</p>

Strategies	Results
expertise around standards and assessment development to ensure programs funded by the ITA are developed based on recognized best practices and directly aligned with Occupational Performance Standards.	models are based on best practices most likely to result in high-quality outcomes aligned to Occupational Performance Standards.



Appendix – Industry Training Organizations

There are many partners involved in delivering BC's industry training system. The Industry Training Organizations (ITOs) are critical to the success of the entire training system. They coordinate industry engagement in the system and help ensure that the skills and competencies produced by the system are aligned to the needs of their industry sectors.

There are currently seven ITOs participating in the industry training system:

Automotive Training Standards Organization (ATSO)

ATSO is the ITO for the automotive industry in British Columbia.

Contact Information

Automotive Training Standards Organization (ATSO)
Unit #1 8980 Fraserwood Court
Burnaby, BC V5J 5H7
Tel: (604) 419-3626
E-Mail: info@autoapprentice.com
Web Site: www.autoapprentice.com
Chief Executive Officer: Lloyd Stamm

Construction Industry Training Organization (CITO)

CITO is the ITO for the industrial/commercial/institutional construction industry in British Columbia.

Contact Information

Construction Industry Training Organization (CITO)
412 - 4370 Dominion Street
Burnaby, BC V5G 4L7
Tel: (604) 431-1994
E-Mail: info@bccito.ca
Chief Executive Officer: George Douglas

HortEducation BC (HEBC)

HortEducationBC is the ITO for the horticulture industry in British Columbia.

Contact Information

HortEducation BC
#102 5783 - 176A Street
Surrey, BC V3S 6S6
Tel: (604) 575-3239
E-Mail: info@horteducationbc.com
Web Site: www.horteducationbc.com
Chief Executive Officer: Anne Kadwell

PROPEL™

PROPEL is the ITO for the tourism and hospitality industry in British Columbia.

Contact Information

PROPEL
Suite 450, One Bentall Centre 505 Burrard Street
Vancouver, BC V7X 1M3
Tel: (604) 633-9787
E-Mail: info@go2propel.ca
Web Site: www.go2propel.ca
Director Industry Training: Debbie Yule

Residential Construction Industry Training Organization (RCITO)

RCITO is the ITO for the residential construction industry in British Columbia.

Contact Information

Residential Construction ITO (RCITO)
BCIT Bldg NW5
3700 Willingdon Avenue
Burnaby, BC V5G 3H2
Tel: 604.433.5131
Fax: 604.432.9038
Email: mkenny@ritobc.ca
Web Site: www.ritobc.ca
Chief Executive Officer: Mary Kenny

Resource Training Organization (RTO)

RTO is the ITO for the mining and smelting, oil and gas, pulp and paper, and solid wood sectors industries in British Columbia.

Contact Information

Resource Training Organization (RTO)
403 - 21183 - 88th Avenue
Langley, BC V1M 2G5
Tel: (604) 455-0075
Fax: (604) 455-0078
E-Mail: info@rtobc.com
Web Site: www.rtobc.com
Chief Executive Officer: Doug MacLaren

Transportation Career Development Association (TCDA)

TCDA is the ITO for the transportation industry in British Columbia.

Tel: 604-910-9235
Email: rrobertson@tcda.ca
Chief Executive Officer: Russel Robertson

Appendix - Where to find information about the ITA and the industry training system

Where to find the ITA

www.itabc.ca

ITA Customer Service

General questions regarding industry training and apprenticeship – including administrative matters such as registration, examinations and certification – should be directed to ITA Customer Service.

Office Address

Suite 110, 2985 Virtual Way
Vancouver, B.C. V5M 4X7

Telephone: 778-328-8700

Fax: 778-328-8701

Toll Free (within BC): 1-866-660-6011

E-mail: customerservice@itabc.ca

Industry Training Authority - Richmond Office

Questions regarding industry training policy and the development of the industry training system – including new program review and approval – should be directed to the Industry Training Authority:

Office Address

1223-13351 Commerce Parkway
Richmond, B.C. V6V 2X7

Telephone: 604-214-8700

Fax: 604-214-8701

E-mail: info@itabc.ca

