

For Immediate Release

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NEW ONLINE TOOL LAUNCHED TO MATCH BC APPRENTICES AND EMPLOYER SPONSORS

Apprentice Job Match Tool to Better Support Job-Seeking Apprentices and Help Increase Continuation and Completion Rates

Vancouver, BC - The [Industry Training Authority \(ITA\)](#) and [WorkBC](#) today launched a new innovative online **Apprentice Job Match** tool which will better connect British Columbian apprentices looking for on-the-job training they need to boost their skills and achieve certification in their chosen trade. See [here](#) for videos of the new tool in action.

The launch of this new tool is well timed with the provincial government proclaiming November 7, 2014, as BC's inaugural "[Apprenticeship Recognition Day](#)". This day will help raise awareness of the importance of developing a highly trained and skilled workforce for key sectors of BC's growing economy where skilled trades are needed.

The online **Apprentice Job Match** tool is located on [WorkBC's website which has over 20,000 visitors daily and 10,000 job postings](#). Finding an employer sponsor is one of the biggest hurdles to a successful apprenticeship. With over 37,000 registered apprentices in BC, and over 9,400 employer sponsors, the need to connect apprentices to local employers is greater than ever.

"Employers are an essential component of any apprenticeship as 80 percent of an apprentice's journey is spent in practical training under the guidance of the employer," says **Gary Herman, ITA CEO**. "It can be challenging for young apprentices, especially those just starting out, to find employment, so the online **Apprentice Job Match** tool is an invaluable resource for them, as well as employer sponsors looking to hire apprentices."

"Helping apprentices find employer sponsors is critical to improving apprenticeship completion rates and ensuring industry has the skilled labour it needs to take advantage of our growing economy," says **Minister Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour**. "Through our Skills for Jobs Blueprint, we committed to improving the way we connect apprentices and employers, and the **Apprentice Job Match** Tool is providing an easy and accessible way to do exactly that."

The tool was launched province-wide earlier today at ten simultaneous events hosted by local ITA training providers. The events were attended by [Foundation program students](#), local employers, and



other industry stakeholders.

“As one of the largest providers of trades training programs in Western Canada, BCIT is proud to work with ITA and WorkBC in launching the Apprentice Job Match Tool,” says **Kathy Kinloch, President British Columbia Institute of Technology**. “This tool will be able to better connect our students with the employers who are looking to build their skilled workforce.”

By 2022, there are expected to be a million job openings in British Columbia. These job openings will create major new opportunities, including expanding liquefied natural gas (LNG), new mines and mining expansions, expanding shipbuilding, growing forestry exports, and increased activity in transportation. ITA is committed to building a skilled workforce to help ensure that British Columbians have the skills they need to be first in line for the many opportunities across the province.

The Introduction of the **Apprentice Job Match** tool is part of ITA's increased efforts to better support apprentices through the apprenticeship pathway and to increase continuation and completion rates across the province. It also delivers on recommendations outlined in [B.C.'s Skills for Jobs Blueprint: Re-engineering Education and Training](#) and the [McDonald Report](#).

Want to learn more about **Apprentice Job Match**? ITA is hosting a webinar on Nov 12, 2014 to take BC apprentices and employers through the online job match process step-by-step: <http://www.itabc.ca/events/apprentice-job-match-webinar>.

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