

For Immediate Release

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B.C. MANUFACTURING REPRESENTATIVES TO ADVISE GOVERNMENT ON TRADES TRAINING NEEDS FOR SECTOR

ITA continues to drive *B.C.'s Skills for Jobs Blueprint* and respond to industry needs

Vancouver, B.C. — The [Industry Training Authority \(ITA\)](#) today announced the formation of the **Manufacturing Sector Advisory Group**, which is tasked with the essential role of advising government and ITA on industry-specific issues that are key to skills training.

The [Canadian Manufacturers and Exporters British Columbia](#), and the [Alliance for Manufacturing in B.C.](#) led the consultation and recruitment of members of the Sector Advisory Group. This group includes manufacturers that have a history of championing and employing tradespeople, along with representation from small-, medium- and large-sized firms from across key manufacturing sectors including building materials, food processing and metal fabrication. Aboriginal community members are also advisory members of the group.

2014 has been a strong year for B.C. manufacturers. This sector is growing, and is the province's third largest source of employment, providing over 163,500 direct jobs. The sector is also the fourth largest contributor to provincial GDP (7.2 per cent) after retail, construction and real-estate. The industry remains the primary source of exports for B.C. at 65 per cent.

"The Manufacturing Sector Advisory Group will have an important role in helping government set priorities for skills training funding, aligning it with what the sector needs," says **Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour**. "A key goal of *B.C.'s Skills for Jobs Blueprint* is to build stronger partnerships with industry and labour to deliver training and apprenticeships. It's great to see the *Blueprint* working to keep B.C.'s diversified economy strong and growing."

"Manufacturing touches on every sector of the B.C. Jobs Plan – our government's plan to keep our economy diverse and growing in every region," says **Greg Kylo, MLA and Parliamentary Secretary for the B.C. Jobs Plan to the Minister of Jobs, Tourism, and Skills Training**. "ITA's Manufacturing Sector Advisory Group is going to help this continue by ensuring that our manufacturers have access to the skilled workers they need to keep growing and expanding."

"The Manufacturing Sector Advisory Group is the third Sector Advisory Group to be formed. We are very excited about this collaboration, especially because B.C.'s manufacturing sector is seeing growth at such a rapid pace," says **Gary Herman, CEO, ITA**. "The sector is producing an ever-widening range of value-added products, from building materials to aerospace components to electronics and clothing."

As such, our Sector Advisory Groups are key components in making sure our province has the right skills, in the right place, at the right time based on labour market demand.”

The 16 members of the **Manufacturing Sector Advisory Group** are:

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| 1. Marcus Ewert-Johns | Vice President | Canadian Manufacturers & Exporters, Vancouver |
| 2. Adam Van Steinburg | Business Manager & Financial Secretary | International Brotherhood of Electric Workers Local, 213, Port Coquitlam |
| 3. Al Cyr | Business Representative | International Association of Machinist & Aerospace Workers, Surrey / Victoria |
| 4. Stephen Peel | Vice President | Ironside Design Manufacturing Inc., Chilliwack |
| 5. Sam Menzies | President | Menzies Metal Products, Surrey |
| 6. Sarah Mussell | General Manager | Mussell Crane, Chilliwack |
| 7. Dan Reader | President | Murray Latta Progressive Machine, Surrey / Prince George |
| 8. Rick Gibbs | President | Neutron Factory Works, Delta / Prince Rupert |
| 9. Kristine Bovay | General Manager | Pacific Bindery Services, Vancouver |
| 10. Trevor Borland | CEO | Pacific Bolt Manufacturing, New Westminster |
| 11. Phillip Mariani | President | Pacific Rim Engineered Products Ltd., Surrey |
| 12. Ben Hume | President | Sheppards Building Materials Inc., Surrey |
| 13. Meghan Delmage | HR Manager | TYCROP, Rosedale |
| 14. Mark Soares | CEO | Unifiller Systems, Delta |
| 15. Brian Harder | District 3 Staff Representative | United Steelworkers, Langley |
| 16. Neil Perry | Owner | Wayside Printers, Vernon |

The **Manufacturing Sector Advisory Group** is the third of 10 Sector Advisory Groups that has been established to advise Government and ITA on industry – specifically, issues key to skills training in the province (see Terms of Reference and application process www.itabc.ca/industry).

The 10 **Sector Advisory Groups** are for the following sectors and key to the B.C. economy:

- Automotive
- LNG (including Natural Gas)*
- Marine & Shipbuilding
- Mining
- Forestry
- Aerospace
- Manufacturing*
- Construction
- Tourism & Hospitality*
- Transportation & Transit

** Established Sector Advisory Groups*

Further to the 10 **Sector Advisory Groups**, ITA will also provide opportunities for other sectors to give feedback through surveys, events and meetings. [Industry Relations Managers](#) and [Apprenticeship Advisors](#) will also ensure industry and industry members stay connected to ITA.

The introduction of **Sector Advisory Groups** and **Industry Relations Managers** are part of a broader industry engagement plan to ensure a responsive and relevant skills training system in B.C. The new approach follows the [B.C.'s Skills Jobs Blueprint](#) as well as recommendations made in the [McDonald Report](#).

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