

For Immediate Release

October 17, 2014

KEY SUPPORT FOR TRADES TRAINING NOW AVAILABLE IN DAWSON CREEK

Industry Training Authority introduces local Apprenticeship Advisor to act as an on-the-ground resource for apprentices and employers

Dawson Creek, BC – The [Industry Training Authority \(ITA\)](#) has introduced the Apprenticeship Advisor who will act as the on-the-ground resource for apprentices and employers in the Dawson Creek area. Over 40 local apprentices, employers and industry representatives gathered at the Fixx Urban Grill yesterday to meet **Pam Eales, ITA's Apprenticeship Advisor for Dawson Creek**, along with **Gary Herman, ITA CEO**.

Eales brings over 15 years of experience in post-secondary education, trades and apprenticeship training. Eales was the Associate Dean of Vocational Programs, the Associate Dean of Trades and Apprenticeship, and the Coordinator of Trades and Apprenticeship for Northern Lights College. She has a strong administrative, managerial and instructional background; including completion of the Provincial Instructor Diploma Program.

"This new regional Apprenticeship Advisor will develop relationships with local employers to promote the value of apprenticeships and create opportunities for those looking for work," **Peace River South MLA Mike Bernier** said. "This position is part of *B.C.'s Skills for Jobs Blueprint* and will help connect people with the skills we need to grow our economy and our prosperity."

[Apprenticeship Advisors](#) serve as an extension of the ITA Customer Support team, with the primary focus of providing regional support to apprentices and sponsors, creating a positive impact on continuation and completion rates for apprenticeship. Key responsibilities include building knowledge of the BC apprenticeship system, advising apprentices and sponsors, boosting apprentice success, and supporting apprentice and sponsor connections.

The introduction of the Apprenticeship Advisor initiative was the result of an in-depth, province-wide consultation into apprenticeship supports in 2013 that included input from multiple stakeholders. It is also in direct response to the recently launched [B.C.'s Skills for Jobs Blueprint](#) as well as recommendations made in [The Industry Training Authority and Trades Training in BC: Recalibrating for High Performance](#) (the McDonald Report).

ITA now has 10 Apprenticeship Advisors located in Cranbrook, Dawson Creek, Kamloops, Kelowna, Nanaimo, Prince George, Terrace, Vancouver / Lower Mainland and Victoria regions. Three of the Apprenticeship Advisors, who are located in Cranbrook, Kamloops and Vancouver's North Shore area, will also work on initiatives to support Aboriginal people throughout the province.

ITA is currently recruiting five additional Apprenticeship Advisors to increase support to the following regions: Northeast Region (Prince George), Northwest Region (Prince Rupert) and three in the Lower Mainland to service Greater Vancouver, the Tri-Cities area and the Fraser Valley. These roles will be filled by the end of 2014.

A decorative graphic in the top right corner consisting of a grid of colored squares in shades of orange, blue, and light blue, arranged in a pattern that tapers to the right.

NEWS RELEASE

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