

For Immediate Release

August 6, 2014

INCREASE IN APPRENTICESHIP ADVISORS TO BOOST ON-THE-GROUND SUPPORT FOR BC APPRENTICES AND EMPLOYER SPONSORS

Industry Training Authority introduces an additional six regional Apprenticeship Advisors, including three Aboriginal representatives.

Vancouver, B.C. – The [Industry Training Authority \(ITA\)](#) has hired an additional six (6) regional [Apprenticeship Advisors](#) to act as on-the-ground resources for apprentices and employer sponsors in communities across the province. Three (3) of these Advisors will work specifically at recruiting and supporting Aboriginal apprentices. These new hires are part of ITA's increased efforts to build knowledge and awareness of the BC apprenticeship system, and to provide guidance to both local trades apprentices and local employer sponsors.

The new Apprenticeship Advisors will be located in the Lower Mainland, Victoria/South Island, Kamloops, Dawson Creek, and Cranbrook. This brings the total number of ITA Apprenticeship Advisors to ten (10). ITA will continue to recruit to have a total of fifteen (15) Advisors in the field by the end of December 2014.

The introduction of the Apprenticeship Advisor initiative was the result of an in-depth, province-wide consultation into apprenticeship supports that took place in 2013, and 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 \(McDonald Report\)](#).

The Apprenticeship Advisor serves as an extension of the ITA Customer Support team, with the primary responsibility 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 inclusion of three Aboriginal focused Advisors ensures that ITA is reaching British Columbians in Aboriginal communities. The Aboriginal population represents the fastest growing youth population, which not only represents a labour supply opportunity but also an opportunity to connect aboriginal people to long-term occupations near or within their communities throughout the province. ITA will have a total of five Aboriginal focused Advisors by the end of 2014.

"We have moved quickly to hire more local Apprenticeship Advisors as we have already seen how crucial they are to supporting both apprentices and employers," says Gary Herman, CEO, Industry Training Authority. "They have also helped strengthen ITA's relationships with local industry and apprentices as well as provided us with the opportunity to get a better understanding of the skilled trades training industry in each community."

The six (6) new Apprenticeship Advisors will officially start in their communities on **September 15, 2014**. The first four (4) Apprenticeship Advisors were introduced in April 2014 and are based in Kelowna, Nanaimo, Prince George and Terrace. ITA has committed to having fifteen (15) Apprenticeship Advisors in place by the end of 2014. View job postings here www.itabc.ca/about-ita/careers-ita

- 30 -

For interviews, high-res event photos, or more information, please contact:

Jennifer Vallance
Edelman Vancouver
PH: 604-648-3433
Email: jennifer.vallance@edelman.com