

For Immediate Release

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## KEY SUPPORT FOR TRADES TRAINING NOW AVAILABLE FOR THE NORTH FRASER REGION

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

**Coquitlam, BC** – The [Industry Training Authority \(ITA\)](#) has introduced the Apprenticeship Advisor who will act as an on-the-ground resource for apprentices and employers in the North Fraser region. Over 30 local apprentices, employers and industry representatives gathered at the Executive Plaza Hotel and Conference Centre Coquitlam yesterday to meet **Paul Zelinski, ITA's Apprenticeship Advisor for the North Fraser**, along with **Gary Herman, ITA CEO**.

Paul Zelinski is a professional employment counsellor, advisor, and facilitator with a specialty in trades. He has an extensive knowledge of the BC apprenticeship system, and most recently worked as the trades program facilitator for Douglas College, where he was responsible for developing and instructing a skilled trades-focused curriculum.

"This new resource will assist students to realize their career-focused academic goals and to graduate with the necessary requirements for more immediate transition to employment," said **MLA for Port Moody-Coquitlam Linda Reimer**. "Paul Zelinski will be instrumental in building a knowledge base and awareness of the BC apprenticeship system, and will be a key liaison between apprentices and employer sponsors."

"We need to ensure that our children are prepared for the jobs of tomorrow," said **MLA for Coquitlam-Burke Mountain Douglas Horne**. "Paul Zelinski will provide students and stakeholders with the necessary support for this program and will help our students with a smooth transition from school to work, and an earlier start to becoming certified in a trade."

[Apprenticeship Advisors](#) serve as an extension of the ITA Customer Support team, and provide regional support to apprentices and sponsors in order to create 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 that took place in 2013, and included input from multiple stakeholders. The initiative is also in direct response to the recently launched [B.C.'s Skills for Jobs Blueprint](#), and recommendations made in [The McDonald Report](#).

To date, ITA has hosted a total of 12 Apprenticeship Advisor Open House events across the province (Kelowna, Nanaimo, Terrace, Prince George, Dawson Creek, Kamloops, Victoria, Cranbrook, Abbotsford, Surrey, Burnaby and Coquitlam). Over 880 apprentices, employers and industry representatives have attended to meet their local Apprenticeship Advisor and to learn more about the support available in their community. Over the next three months, Open Houses will also be taking place in North Vancouver, Prince

George, Whistler, and Richmond. For more information visit <http://www.itabc.ca/events/apprenticeship-advisor-meet-greet>.

ITA has 15 Apprenticeship Advisors located in the following regions:

**Lower Mainland, Coast & Mountains**

- Vancouver and Richmond
- North Shore, Whistler and Sunshine Coast\*
- Burnaby, New Westminster, and North Delta
- Fraser Valley\*
- South Fraser
- North Fraser

**Thompson Okanagan and Kootenay Rockies**

- Interior, Kamloops\*
- Interior, Kelowna
- South East\*

**Northern BC**

- North West\*
- North East
- Central North, Prince George South\*
- Central North, Prince George North

**Vancouver Island**

- North Island
- South Island

\*In addition to supporting apprentices and sponsors, these six Advisors will also focus on supporting apprentices within local Aboriginal communities.

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For interviews, additional event photos or more information, please contact:

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