

*For Immediate Release*

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## **DAWSON CREEK BUSINESSES SHARE STORIES OF SUCCESS WORKING WITH SKILLED TRADES APPRENTICES**

**Dawson Creek, BC** – The [Dawson Creek Chamber of Commerce](#) hosted a free interactive lunch information session yesterday in partnership with the [Industry Training Authority \(ITA\)](#) for local employers in the skilled trades sector on how hiring apprentices can help them grow their business and build a loyal and sustainable workforce.

With 80 per cent of trades training taking place on the worksite, employer sponsors provide invaluable hands-on experience to apprentices and constitute an essential component of the apprentice's journey towards certification.

The Dawson Creek Chamber of Commerce event included a panel of local employers, school district representatives, apprentices and industry who shared their experiences of hiring apprentices, how they overcame challenges and achieved success with apprenticeships, and how they've built loyalty amongst their employees.

ITA's local Apprenticeship Advisor, Pam Eales, was also at the event to share resources and supports that are available to employer sponsors, including tax credits, to ensure a successful apprenticeship for both the apprentice and the employer. The Dawson Creek Chamber of Commerce also spoke to Chamber memberships about the importance of connecting with the local business community.

"On-the-job training is a valuable and irreplaceable aspect of an apprenticeship that comes with energy, new ideas and mentorship opportunities. Employers in Dawson Creek have much to gain from hiring apprentices," says **Melanie Mark, Minister of Advanced Education, Skills and Training**. "Our government will continue to support apprenticeships, co-ops and work placements because we believe in the future builders, innovators and designers of a brighter BC."

"Only one in five trades employers hire apprentices and we need more to step up and hire and train the next generation of tradespeople in BC," says **Gary Herman, CEO, ITA**. "Apprenticeships are beneficial for both employers and apprentices, and we hope this event provided encouragement and support for employers that already have apprentices and those that are thinking about hiring one in the future."

"The Dawson Creek Chamber was pleased to host the Industry Training Authority at our December luncheon," says **Kathleen Connolly, Executive Director, Dawson Creek Chamber of Commerce**. "As the need for apprentices grows, we are so pleased that they were able to share up to date information on their programs, employer and apprentice experiences, and the need for



apprentices as we move forward.”

**About the Industry Training Authority**

The Industry Training Authority (ITA) leads and coordinates British Columbia’s skilled trades system. ITA works with apprentices, employers, industry, labour, training providers and government to fund training, issue credentials, support apprenticeships, set program standards and increase opportunities in the trades. [itabc.ca](http://itabc.ca)

**About the BC Chamber of Commerce**

The BC Chamber of Commerce was established in 1951 by BC’s local Chambers and Boards of Trade, with a mandate to drive business advocacy on behalf of its BC-wide network.

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