

For Immediate Release

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VERNON BUSINESSES SHARE STORIES OF SUCCESS WORKING WITH SKILLED TRADES APPRENTICES

Vernon, BC – The [Greater Vernon Chamber of Commerce](#) hosted a free interactive breakfast 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 Greater Vernon 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, Finbar O'Sullivan, 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 Greater Vernon Chamber of Commerce also spoke to Chamber memberships about the importance of connecting with the local business community.

"The next generation of young workers are the future innovators and builders of our province," explains **Melanie Mark, Minister of Advanced Education, Skills and Training**. "Strong partnerships between our government and local businesses will build a strong, sustainable economy, and apprentices add value to these businesses with fresh ideas and innovation. Our government is working hard to provide more opportunities for apprenticeships, co-ops and work placements because we believe in the contributions of students and young workers in building a bright future for all British Columbians."

"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."

"Working with ITA to bring information to employers in the Greater Vernon region, was a natural fit," stated **Dione Chambers, General Manager, Greater Vernon Chamber of Commerce**. "We

recognize the importance of connecting employers to a skilled labor force as high skilled jobs become more and more in demand. We were pleased with the attendance yesterday and we are looking forward to continuing to connect employers with potential opportunities such as the ITA event for first hand knowledge that can benefit their businesses.”

About the Industry Training Authority

The Industry Training Authority (ITA) leads and coordinates British Columbia’s skilled trades system. ITA works with employers, employees, industry, labour, training providers and government to fund training, issue credentials, support apprenticeships, set program standards and increase opportunities in the trades. www.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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For interviews or more information, please contact:

Susan Kirk
Director of Communications, ITA
Tel: 778.785.2410
Cell: 604.315.9959
Email: skirk@itabc.ca

Danielle Bronson
Edelman Vancouver
Tel: 604.648.3438
Cell: 604.616.4425
Email: Danielle.bronson@edelman.com