

For Immediate Release

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WHISTLER BUSINESSES SHARE STORIES OF SUCCESS WORKING WITH SKILLED TRADES APPRENTICES

Whistler, BC – The [Whistler 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 Whistler Chamber of Commerce event included a panel of local apprentices, employers 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.

"Apprenticeships offer students valuable hands-on experience and a good-paying job," says **Melanie Mark, Minister of Advanced Education, Skills and Training**. "My ministry plays an important role in molding apprentices into effective skilled workers who are supported by Whistler businesses through work opportunities. Our government is working hard to create better 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."

The panel was moderated by ITA CEO, Gary Herman. ITA's local Apprenticeship Advisor, Shannon Hanson, 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 Whistler Chamber of Commerce also spoke to Chamber memberships about the importance of connecting with the local business community.

"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."

"Investing in apprentices today by offering them the opportunity to develop skills in their field of choice will definitely help to grow your business for the future," says **Melissa Pace, CEO, Whistler Chamber**. "ITA offers an amazing platform to build trades in British Columbia to keep our province

strong. To elevate your business, first elevate your people!”

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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