



FOR IMMEDIATE RELEASE

The Industry Training Authority and Prince George Chamber of Commerce Partner to Reach Trade Employers and Raise Awareness of the Benefits of Hiring Apprentices

Prince George, BC – On July 6, 2016, the Industry Training Authority (ITA) and the Prince George Chamber of Commerce signed a partnership agreement to increase community and industry engagement in Prince George. The ITA and Chamber will work together to further engage employers, apprentices, and community members in conversations around skilled trades and increase participation in the apprenticeship system.

There is growing interest in skilled trades careers; innovative partnerships, such as this, will ensure that British Columbians have access to appropriate resources to explore their career options in the trade industry. Through this partnership, the ITA and Chamber will host an information session and share resource materials that will promote successful trade apprenticeships in the community.

Quotes:

Shirley Bond, Minister of Jobs, Tourism, Skills Training and Minister Responsible for Labour

“This partnership is a step toward achieving a strong and sustainable workforce for our growing economy. Together, the ITA and the Prince George Chamber of Commerce can continue to promote employer engagement in our trades training system and encourage more employers to become apprenticeship sponsors so that British Columbians can continue to get the on-the-job skills training they need to succeed in the trades.”

Gary Herman, CEO, Industry Training Authority

“We are excited for the new partnership with the Prince George Chamber of Commerce. This collaborative relationship will broaden our reach with the community of Prince George and we are looking forward to connecting with the employers and apprentices, promoting the benefits of apprenticeship in BC.”

Cindy Pohl, President, Prince George Chamber of Commerce

“We are pleased to partner with the ITA in order to help raise awareness of the benefits of hiring apprentices within our community. Apprenticeship not only helps provide applied on-the-job training to those entering trades employment, but it helps the employer with their human

resource development. An added benefit to our community and region is potential job growth as we build the foundation for a stronger economy.”

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About Prince George Chamber of Commerce

The Prince George Chamber of Commerce is a membership-based organization which strives to connect, engage and enhance the quality of life in Prince George by providing opportunities for businesses to succeed. The Chamber speaks on matters affecting their members, researches business issues, encourages investment, provides opportunities for networking, and recognizes the importance of education in improving the manner and method of doing business in Prince George. For newcomers, the Chamber is a primary resource for researching and understanding the community of Prince George.

About 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 issue credentials, manage apprenticeships, set program standards and increase opportunities in the trades. ITA is also a key collaborator in the B.C.’s Skills for Jobs Blueprint, which sets out a plan for re-engineering our education and training system to support our growing and changing economy, and to help British Columbians take full advantage of the opportunities presented by these changes.

Photo attached taken July 6, 2016 at the Ramada Hotel in Prince George. Pictured from left to right are: MLA Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour; Prince George Chamber President Cindi Pohl; Industry Training Authority CEO Gary Herman; and MLA Mike Morris, Minister of Public Safety and Solicitor General.

For interviews or more information, please contact:

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