

For Immediate Release

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## KEY SUPPORT FOR TRADES TRAINING NOW AVAILABLE IN PRINCE GEORGE

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

**Prince George, 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 Central Interior and Prince George South region of British Columbia. Over 70 local apprentices, employers and industry representatives gathered at the College of New Caledonia yesterday to meet **Donna Anderson, ITA's new Apprenticeship Advisor for the Central Interior and Prince George South**, and **Walter Sorokovsky, ITA's Apprenticeship Advisor for the Central Interior and Prince George North**, along with **Gary Herman, ITA CEO**.

As the new Apprenticeship Advisor for the **Central Interior and Prince George South** region of BC, **Donna Anderson** has over 10 years of experience coaching and motivating individuals towards employment as a Certified Career Development Practitioner. For the past 13 years she has worked primarily with the Employment Assistance Services Department at the Aboriginal Community Careers and Employment Services Society (ACCESS).

Donna will join **Walter Sorokovsky**, who started as the Apprenticeship Advisor for the **Central Interior and Prince George North** region of BC last year. In addition to operating a construction business, Walter has over 10 years of experience working as a Millwright / Machinist instructor. Walter obtained his Provincial College Instructors Diploma, and holds Red Seal certification in several trades—Millwright, Machinist, and Carpenter—along with a Certificate of Qualification in Power Engineering.

“Now with a total of 15 ITA Apprenticeship Advisors on the ground—two of them based in Prince George—we have delivered on our goal set out in *B.C.'s Skills for Jobs Blueprint* to hire 10 additional Advisors throughout the province this year,” said **Minister Shirley Bond, Minister of Jobs, Tourism and Skills Training, and Minister Responsible for Labour**. “These local Advisors will be able to provide valuable information and guidance to ensure young people can get the training they need to be first in line for well-paying jobs in the trades, and help keep B.C.'s economy diverse, strong, and growing.”

“The new ITA Apprenticeship Advisors in Prince George provide both apprentices and their employers with a fantastic resource,” said **Mike Morris, MLA for Prince George-Mackenzie**. “The support provided by the Apprenticeship Advisors allows apprentices to focus on their work and education, leading to faster apprenticeship completion rates. This supports B.C.'s economy through the certification of much-needed trades professionals.”

“Helping students build successful futures is our top priority. As a community college, the learning opportunities we provide align closely with the industry demands of our region,” said **Henry Reiser, President, College of New Caledonia**. “Our foundation and apprenticeship programs are direct pathways to some of the most in-demand careers projected within the next decade by the *B.C.'s Skills for Jobs Blueprint*.”

[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 13 Apprenticeship Advisor Open House events across the province (Kelowna, Nanaimo, Terrace, Prince George North, Prince George South, Dawson Creek, Kamloops, Victoria, Cranbrook, Abbotsford, Surrey, Burnaby and Coquitlam). Over 920 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 two months, Open Houses will also be taking place in Vancouver / Richmond, North Vancouver and Whistler. 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 Interior, Prince George South\*
- Central Interior, 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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NEWS RELEASE

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