

For Immediate Release

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## LEADING BC TOURISM AND HOSPITALITY REPRESENTATIVES TO ADVISE GOVERNMENT ON TRADES TRAINING NEEDS FOR SECTOR

ITA continues to drive *B.C.'s Skills for Jobs Blueprint* and respond to industry needs

**Vancouver, BC** - The [Industry Training Authority \(ITA\)](#) today announced that the ITA Board of Directors has endorsed the **Tourism & Hospitality Sector Advisory Group** which is tasked with the essential role of advising government and ITA on industry-specific issues key to skills training. With the support of [go2hr](#), this group of 16 volunteer members was formed, with each member having a unique perspective and position within BC's Tourism and Hospitality industry. Considerations were also made to ensure regional representation as well as Aboriginal and Labour interests.

BC's tourism and hospitality industry comprises five major sectors – Food & Beverage Services, Recreation & Entertainment, Accommodation Services, Transportation, and Travel Services. The sector is a priority for ITA with an estimated 101,000 new job openings in the tourism and hospitality industry by 2020. Nearly half (44,200) will be due to growth; and over half (57,210) will be due to replacement needs (e.g. retirements).

The 16 approved members of the **Tourism and Hospitality Sector Advisory Group** includes:

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|---------------------|--|---|
| 1. Bernard Casavant | President of Okanagan Chefs' Association | Culinary Arts Manager, Okanagan College           |
| 2. Bruce Jackson    | Labour                                   | United Food and Commercial Workers, Local 247     |
| 3. Darcy Dober      | Restaurant, franchise                    | Franchisee, Brown's Social House                  |
| 4. Dennis Green     | Industry Association                     | Director, Industry Workforce Development, go2hr   |
| 5. Edward Suter     | Pastry Chef                              | Owner, Schokolade                                 |
| 6. Heidi Romich     | Restaurant, small independent            | Owner, The Heid Out                               |
| 7. Jack Kuyer       | Bakery, full line                        | Owner, Valley Bakery                              |
| 8. James Kennedy    | Restaurant, casual                       | Corporate Training Chef, White Spot               |
| 9. Jason Forbes     | Restaurant, upscale                      | Operations Manager, Keg Restaurants               |
| 10. Joel Chevalier  | Resort, winter                           | Director, Employee Experience, Whistler Blackcomb |

11. Owen Bird	Lodge – fishing, guiding	Executive Director, Sport Fishing Institute of BC
12. Rachel Bennett	In-Store Bakery	Bakery Team Leader, Whole Foods (Robson)
13. Sylvain Ceurrier	Hotel/Casino	Executive Chef, River Rock Casino Resort
14. Takashi Ito	Hotel – large/upscale	Executive Chef, Inn at Laurel Point
15. Tim Muldoon	Operations Manager	Two Rivers Meats
16. Vacant <sup>1</sup>	Aboriginal representative	

The **Tourism & Hospitality Sector Advisory Group** is one of ten Sector Advisory Groups that are being established to advise Government and ITA on industry – specifically, issues key to skills training in the province (see Terms of Reference and application process [www.itabc.ca/industry](http://www.itabc.ca/industry)).

This is the second Sector Advisory Group to be finalized, the first being the LNG Sector Advisory Group, which is a sub-committee of the Premier’s LNG Working Group.

Following further consultation with industry, Automotive was added as a Sector Advisory Group. In addition, the Shipbuilding Advisory Group was expanded to include marine-focused trades, and the Hospitality Advisory Group was expanded to include Tourism-focused trades.

The ten **Sector Advisory Groups** are for the following sectors key to the BC economy:

- Automotive
- LNG (including Natural Gas)
- Marine & Shipbuilding
- Mining
- Forestry
- Aerospace
- Manufacturing
- Construction
- Tourism & Hospitality
- Transportation & Transit

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<sup>1</sup> An Aboriginal representative member was identified but this person took a position outside of the tourism and hospitality sector and the Sector Advisory Group is now identifying a replacement.

Further to the ten Sector Advisory Groups, ITA will also provide opportunities for other sectors to give feedback through surveys, events and meetings. Newly appointed **Industry Relations Managers and Apprenticeship Advisors** will also ensure that industry stays connected to ITA. Details of the broader engagement plan will be rolled out in the coming weeks.

ITA recently hired **Mary Jane Stenberg**, as Director, Industry Relations. Stenberg was most recently an **Industry Relations Manager** for BCIT School of Transportation and prior to that she was Special Advisor to the President and Executive Director, External Relations at Kwantlen Polytechnic University. Her role is to oversee the team of four Industry Relations Managers (IRMs) and ensure ITA has the pulse of its industry clients at all times, and is responding to priority needs.

The introduction of **Sector Advisory Groups** and **Industry Relations Managers** is part of a broader industry engagement plan that is key to ensuring a responsive and relevant skills training system in BC. The new approach is in response to [B.C.'s Skills for Jobs Blueprint](#) as well as recommendations made in [The Industry Training Authority and Trades Training in BC: Recalibrating for High Performance \(McDonald Report\)](#).

#### Quotes

#### **Minister Shirley Bond, Minister of Jobs, Tourism and Skills Training and Ministry Responsible for Labour –**

"The Tourism and Hospitality Sector Advisory Group responds to a key recommendation following an extensive review of the ITA. Advice and input from sector representatives is critical to ensuring we have a human resources plan that meets the needs now and in the future."

#### **Minister Naomi Yamamoto, Minister of State for Tourism and Small Business –**

"B.C.'s hospitality and tourism sector is poised for significant growth over the next decade. This Sector Advisory Group will help manage this growth by providing industry-led guidance to meet employers' needs, while shaping training priorities to give apprentices the best possible start on their careers."

#### **Gary Herman, CEO of ITA –**

"The Tourism & Hospitality Sector Advisory Group is our second group to be formed, following the LNG Sector Advisory Group, and we are working with the other eight sectors to have their groups formed as soon as possible."

#### **Arlene Keis, CEO of go2hr –**

"We're delighted to participate in and support the Sector Advisory Group for the Tourism and Hospitality sector. Continued investment in training will be critical to our industry's success and we look



forward to working together with the group.”

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For interviews, photos or more information, please contact:

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*Tags: ITA, apprenticeship in BC, BC tourism, BC hospitality industry, trades training in BC, skilled trades*

*Hashtags: #skills4bc #findyourfit*