

For Immediate Release

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## **NEW YOUTH TRADES GUIDE ASKS: WHAT ARE YOU MADE OF?**

Trades Guide Encourages Youth Looking to Use Head, Hands and Heart to find a Career that Fits

**Vancouver, B.C.** The [Industry Training Authority \(ITA\)](#) today launched the [2014 Trades Guide](#), an innovative recruiting tool designed to position the trades as an exciting post-secondary option, and a viable alternative to university, among BC students, career counsellors and parents. The guide offers a unique and highly visual overview of opportunities in the skilled trades across BC, as well as a guide about how apprenticeship works in the province and the steps needed to get started.

The skilled trades are continuing to present plenty of amazing opportunities now and in the near future. By 2022, there are expected to be more than one million job openings in BC with 43 percent in trades and technology occupations. The *2014 Trades Guide* focuses on the many benefits of the trades, including a flexible learning path, opportunities to earn while you learn, and a variety of lifestyle choices.

“The key takeaway is that there truly is a trade for everyone and that there’s flexibility” says **Gary Herman, ITA CEO**. “Universities have their guide books, this is our version, the trades version. The hope is that this will help more students, parents and educators see the trades as a smart and rewarding post-secondary option.”

“Through our Skills for Jobs Blueprint, we are committed to creating new tools and resources aimed at attracting B.C.’s youth to the skilled trades,” says **Minister Shirley Bond, Minister of Jobs, Tourism and Skills Training and Minister Responsible for Labour**. “ITA’s Youth Trades Guide is an engaging resource for students, parents and career counsellors that effectively showcases the many career options that a trades apprenticeship provides.”

“Getting the right information into the hands of students, career advisors and parents is an important first step in finding a career that fits,” says **Advanced Education Minister Amrik Virk**. “With a million job openings expected by 2022, many of which will require training, post-secondary institutions in British Columbia offer a range of programs that can open the door to exciting, well-paying jobs in the trades.”

ITA provides more than 100 apprenticeship training programs in BC, including 48 [Red Seal](#) trades. The *2014 Trades Guide* breaks the trades into six general categories, asking students to find the right fit for them based on individual traits:

1. The **Builder** – Athletic, Collaborative, Mathematical, Precise, Tactile
2. The **Analyzer** – Agile, Independent, Inquisitive, Logical, Persistent
3. The **Operator** – Calm, Careful, Confident, Coordinated, Decisive
4. The **Fixer** – Analytical, Dexterous, Mechanical, Resourceful, Systematic
5. The **Artisan** – Attentive, Creative, Expressive, Inventive, Precise

6. The **Outdoorist** – Adventurous, Curious, Nimble, Outdoorsy, Visual

The *2014 Trades Guide* is in direct response to [B.C.'s Skills for Jobs Blueprint](#). ITA is also working collaboratively with employers, government, and post-secondary training institutions to increase alignment of training dollars with labour market need, to provide boots-on-the-ground resources for apprentices and employers across our province, to reduce barriers to trade mobility, and to work closely with industry to both support their needs and encourage employer sponsorship.

For more information on the *2014 Trades Guide* visit [www.itabc.ca/youth/educators](http://www.itabc.ca/youth/educators)

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For a copy of the guide, to request an interview, or for more information, please contact:

**Susan Kirk**  
Director of Communications, ITA  
Cel: 604-307-2122  
Email: [skirk@itabc.ca](mailto:skirk@itabc.ca)

**Jennifer Vallance**  
Edelman Vancouver  
Cel: 604-710-6382  
Email: [jennifer.vallance@edelman.com](mailto:jennifer.vallance@edelman.com)

*Tags: Youth, Career Counsellors, B.C.'s Skills for Jobs Blueprint, ITA, apprenticeship, trades training, British Columbia*

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