Promoting Apprenticeship – Responding to the Challenges

Future of Lifelong Learning and Work

Toronto, ON – June 22, 2005
Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage (CAF-FCA)

- CAF-FCA was established in June of 2000.
- CAF-FCA is a pan-Canadian, multi-partite organization including representatives of:
  - Business
  - Labour
  - Interprovincial Alliance of Apprenticeship Board Chairs
  - Educators
  - Canadian Council of Directors of Apprenticeship
  - Equity groups
  - HRSDC
CAF-FCA’s Objectives

- CAF-FCA has been established to address two key objectives:
  - To promote apprenticeship as an education and training system contributing to the development of a skilled workforce.
  - To provide a vehicle for the constituent groups to work together to support the apprenticeship systems across Canada.
Barriers to Apprenticeship

- CAF-FCA’s previous work in this area was intended to improve the understanding and qualify the nature and impact of barriers to apprenticeship.
- Barriers examined included those that may impact entry into and successful completion of apprenticeship training.
The Highlights

- Barriers were explored from the perspectives of a wide range of stakeholders – across the country.
- The barriers related to initiating, maintaining and completing an apprenticeship
- Nine “generic” barriers were identified in the research as potentially affecting all groups, although they are experienced in different ways.
Key Perceived Barriers

1. Negative Attitudes to Apprenticeship
2. Lack of Information and Awareness
3. Unwelcoming Workplaces
4. Costs of Apprenticeship
5. Impacts of Economic Factors on Work
6. Lack of Resources to Support Apprenticeship
Key Perceived Barriers (cont.)

7. Lack of Basic and Essential Skills of the Apprentice
8. Shortcomings of workplace-based and technical training
9. Issues regarding regulations and standards
Responding to the Issues

- CAF-FCA and other organizations have recognized the importance of addressing these barriers.
- Developing and implementing effective responses is a challenge for the apprenticeship community at large.
- Focusing attention on specific areas is perhaps the most effective tactic.
Negative Attitudes and Poor Image of the Trades

- Careers in trades are often perceived as second-class or dead end careers.
- Trades based careers are perceived to offer little in terms of advancement opportunities.
- The lack of early exposure means people are not aware of the opportunities involving trades.
- Employers attitudes may also be a major barrier due to poor human resource planning and a lack of training culture.
- This may result in a lack of positions for apprentices and lower support for apprenticeship in general.
Lack of Information and Awareness

- Lack of awareness reflects society’s focus on university and other post secondary options that don’t include the trade occupations.
- Career information is sometimes lacking as is data on clearly articulated career paths.
- Shortage of high school trades work experience results in lack of exposure & lack of awareness.
SKILLED TRADES
A CAREER YOU CAN BUILD ON.

MÉTIERS SPÉCIALISÉS
UNE CARRIÈRE POUR BÂTIR TON AVENIR.
Promoting Careers in Skilled Trades

• With funding support from the Government of Canada, the Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage (CAF-FCA) and Skills Compétences Canada (SCC) have partnered to develop a strategic solution.

• The organizations share a common commitment to the promotion of careers in the skilled trades and apprenticeship as a “first choice” career option.

• This partnership enables a national, multi-stakeholder approach to addressing this important and complex issue.
The Solution

Three-year, integrated, pan-Canadian campaign focused on:

- Repositioning skilled trades as a first choice career option in the minds of youth and their key influencers.

- Encouraging employers to create, expand and sustain career opportunities for youth in the skilled trades.
Targeting youth, their influencers and employers

**YOUTH 13-18**

**EMPLOYERS**

**PARENTS**

**EDUCATORS**
National Advertising Campaign

Television advertising – specialty programming

Cinema advertising

Print advertising

MACLEAN’S
L’actualité
Campaign Web Site

www.careersintrades.ca - www.metiersspecialises.ca
Posters and Brochures

RESPECT
OPPORTUNITY
GOOD PAY

Learn about apprenticeships and careers in skilled trades.
WWW.CAREERSINTRADES.CA

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Engaging Employers

- Recognizes real issues and barriers to apprenticeship training faced by employers.
- Highly targeted trade related media relations and face to face presentations.
- Advertising campaign for employers.
- Support tools, such as brochures, posters, Apprenticeship Tool Kit, as well as targeted information on the campaign website.
- Employers will be involved and engaged in all aspects of the campaign – as spokespersons/champions, in media relations activities and grass roots programs.
Benefits of this Campaign

• Increased value associated to careers in the skilled trades and apprenticeships.
• Increased number of young people interested in careers in skilled trades.
• Increased number of employers willing to provide more apprenticeship opportunities and create long term jobs.
• Contributing to a long-term solution to supply and demand of skilled labour.
For more information:

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Thank you… merci