



THE BC  
JOBS PLAN



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## NEWS RELEASE

For Immediate Release  
2012JTI0043-000381  
March 29, 2012

Ministry of Jobs, Tourism and Innovation

### **Touring jobs show ready to hit the road**

VICTORIA – An innovative, engaging tour exhibition is ready to hit the road, visiting more than 25 communities in Northern B.C. to connect with young people and their families, educating them on labour market trends and the multitude of career opportunities in our province.

JobFest is a rock-concert themed mobile event that is designed to get youth and young adults excited about their futures, while teaching them about the various tools and resources government has developed to support them in their quest to find their perfect career – like the job trend tracker, which provides youth with analytics to help them select a career with good employment prospects.

The exhibit features a rock band, local community talent and speakers, two giant tents that look like amplifiers – one that will showcase the online career resources and tools, and one that is set up as a temporary tattoo parlour, where youth can select a removable tattoo of their chosen career and listen to a short presentation about that career while having the tattoo applied – and more.

JobFest will officially launch on April 18 in Abbotsford during the Skills Canada BC provincial competition. It will tour Northern B.C., visiting rural and remote communities until the beginning of July, with a tour of Southern B.C. slated to begin in August. JobFest is funded through the Canada – British Columbia Labour Market Development Agreement.

### **Quotes:**

#### **Pat Bell, Minister of Jobs, Tourism and Innovation –**

“British Columbia’s youth are vital to our economic future, and it’s important that they have access to the information needed to make a smart decision about their future career. JobFest brings labour market and career information, tools and resources to them, and delivers it in a fun and engaging way.”

**Quick Facts:**

- Over 50 highlighted career videos will be showcased during the JobFest tour.
- Over the next decade, British Columbia is projected to have over one million job openings. The BC Jobs Plan will ensure the over \$500 million provided annually for labour market and training programs is targeted to meeting regional and industry labour market needs.

**Learn More:**

To learn more about JobFest, visit: [www.jobfest2012.ca](http://www.jobfest2012.ca)

Check out more of JTI's Labour Market Information initiatives:

- Job Trend Tracker: [www.bcjobtrendtracker.ca](http://www.bcjobtrendtracker.ca)
- Build-a-Career: [www.buildacareer.ca](http://www.buildacareer.ca)
- Career Explorers: [www.careerexplorers.ca](http://www.careerexplorers.ca)

Looking for a one-stop resource for the working world? Visit WorkBC: <http://www.workbc.ca/>

Canada Starts Here: The BC Jobs Plan: <http://www.bcjobsplan.ca/>

A backgrounder follows.

Contact: Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Innovation  
250 356-7104

Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)

# BACKGROUNDER

For Immediate Release  
2012/JT10043-000381  
March 29, 2012

Ministry of Jobs, Tourism and Innovation

## **Government support for skills training**

- Over the next decade, there will be over one million job openings in British Columbia. There will be over 350,000 new jobs expected, and growth in the demand for workers will exceed the growth in available supply by 61,500 by 2020.
- The BC Jobs Plan will ensure the over \$500 million provided annually for labour market and training programs is targeted to meeting regional and industry labour market needs.
- Government invests over \$100 million annually in industry training through the Industry Training Authority (ITA) – the provincial Crown agency responsible for overseeing B.C.'s industry training and apprenticeship system. This investment is almost \$33 million (or 45 per cent) higher than it was in 2004 when the ITA was established.
- There are currently more than 32,000 apprentices in the system – more than double the number of apprentices registered when ITA was created in 2004.
- Through the ITA, the Province has increased apprenticeship training seats from 18,098 spaces in 2005-06 to almost 22,000 spaces in 2011-12 – an increase of 22 per cent.
- Aboriginal participation in apprenticeship training at public post-secondary institutions increased 103 per cent between 2006 and 2011. For 2011-12 fiscal year, the ITA will invest over \$3.13 million (Labour Market Agreement funding) in Aboriginal initiatives trades training programs.
- B.C. also invests approximately \$66 million a year – between 2008 and 2014 – in services that help people get the skills they need to fill job opportunities in regions where they live and study. These services are funded through the Canada-BC Labour Market Agreement (LMA).
- The Province has created Regional Workforce Tables, which bring people together to discuss how to best align training programs to meet regional needs. Representation on the tables include key leaders from industry, labour, employers, First Nations, educators, training service providers, economic development organizations and others. Work is already underway on this initiative in the Northwest and Northeast.
- Through the Ministry of Advanced Education (AVED), government has contributed approximately \$165 million since 2001 toward capital projects and equipment for the delivery of trades training in public post-secondary institutions.
- Since 2007-08, government has supported foundation programs at public post-secondary institutions, through AVED. These pre-apprenticeship programs are open to individuals who do not yet have an apprenticeship employer or a sponsor. In 2011-12, AVED provided nearly \$1.8 million in support of almost 400 foundation training spaces at nine public post-secondary institutions.

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**BC JOBS  
PLAN**



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## NEWS RELEASE

For Immediate Release  
2012JTI0093-001104  
Aug. 3, 2012

Ministry of Jobs, Tourism and Innovation

### **On the road again: JobFest tour hits southern B.C.**

VICTORIA – An innovative, engaging travelling exhibition for youth is refuelling and heading back on the road for another round of connecting with young people and their families, educating them on labour market trends and the multitude of career opportunities in B.C.

JobFest is a rock-concert themed mobile event that is designed to get youth and young adults excited about their futures, while teaching them about the various tools and resources government has developed to support them in their quest to find their perfect career. During its tour of Northern B.C., more than 3,700 people in rural and remote communities came out to see what the buzz was all about.

The exhibit features B.C.-based rock bands – including Acres of Lions, who joined the Northern JobFest tour – local community talent and speakers, two giant tents that look like amplifiers – one that will showcase the online career resources and tools, and one that is set up as a temporary tattoo parlour, where youth can select a removable tattoo of their chosen career and listen to a short presentation about that career while having the tattoo applied – and more.

JobFest was launched in April and, when it wraps up in October, the touring road show will have visited 50 communities all over the province. The southern tour kicked off today in Abbotsford, with Minister of Health and Abbotsford West MLA Michael de Jong in attendance. The project is funded through the Canada – British Columbia Labour Market Development Agreement.

#### **Quotes:**

**Pat Bell, Minister of Jobs, Tourism and Innovation –**

“There is a wealth of career opportunities right here in B.C. for young people, along with a wide number of training paths to consider – and this is only going to grow as our economy continues to grow and our population ages.”

"JobFest is helping youth educate themselves on their options, and learn more about careers that might interest them – whether it's a career in the trades or becoming an entrepreneur. It's a fun, engaging way for them to start thinking about their future."

**Michael de Jong, MLA for Abbotsford West –**

"It's really exciting to see the progress being made on B.C.'s Jobs Plan, here in Abbotsford and right across the province."

"JobFest is a great way to bring the community together and allow youth to learn about the various employment opportunities we have in B.C."

#### **Quick Facts:**

- Over the next decade, there will be over one million job openings in British Columbia. There will be over 350,000 new jobs expected, and growth in the demand for workers will exceed the growth in available supply by 61,500 by 2020.
- The BC Jobs Plan will ensure the over \$500 million provided annually for labour market and training programs is targeted to meeting regional and industry labour market needs.
- Labour market tools that are being highlighted at JobFest include:
  - **Career Trek** – A web application hosting videos of highlighted jobs throughout the province. Follow our Career Trek hosts as they travel 8,200 kilometres throughout B.C. to bring 52 careers to life. For jobseekers 15-25 years old: [www.careertrekbc.ca](http://www.careertrekbc.ca)
  - **WorkBC.ca** – Great enhancements to our labour market and career information portal have been made, including a new job search function. Explore an abundance of information from job postings to careers to training programs. Other features include occupation profiles, and an education-to-career pathfinder tool. For job seekers, career planners and employers: [www.workbc.ca](http://www.workbc.ca)
  - **Job Trend Tracker** – Explore B.C. job statistics on more than 500 careers, with outlooks from 2010 to 2020. Compare information by year and region to look ahead and make decisions. For industry and career planners 18–25 years old: [www.bcjobtrendtracker.ca](http://www.bcjobtrendtracker.ca)
  - **Build a Career Application** – A Smartphone application for iPhone, Android, BlackBerry, iPad and Internet. The career suitability quiz helps to discover the breadth of careers in B.C and provide details on 520 careers, including education, salaries and job prospect information. For youth 14–18 years old: [www.buildacareer.ca](http://www.buildacareer.ca)
  - **Career Explorers** – A 3-D online video game that explores the many career options available in B.C. and its regions. Badges and mini-games make it fun to "travel" the province and learn about different careers. For youth 8–10 years old: [www.careerexplorers.ca](http://www.careerexplorers.ca)

**Learn More:**

For JobFest tour dates, bios on the crew, and more, visit: <http://www.jobfest2012.ca>  
Canada Starts Here: The BC Jobs Plan: <http://www.bcjobsplan.ca/>

Media Contact: Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Innovation  
250 356-8177

Connect with the Province of B.C. at: [www.gov.bc.ca/connect](http://www.gov.bc.ca/connect)

## Northern Tour

Sequence	Community	Date
1	Prince Rupert	April 24
2	Skidegate, Haida Gwaii	April 28
3	Kitimat	May 2
4	Terrace	May 4
5	New Aiyansh	May 7
6	Kitwanga	May 9
7	Iskut	May 12
8	Dease Lake	May 15
9	Hazelton	May 18
10	McBride	May 22
11	Prince George	May 24
12	Mackenzie	May 26
13	Fort Nelson	June 1
14	Prophet River	June 3
15	Fort St. John	June 5
16	Dawson Creek	June 8
17	Chetwynd	June 10
18	Smithers	June 15
19	Houston	June 18
20	Burns Lake	June 20
21	Fraser Lake	June 22
22	Fort St. James	June 24
23	Vanderhoof	June 27
24	Williams Lake (Williams Lake Stampede)	June 29,30, July 1
25	Quesnel	July 4
26	100 Mile House	July 6

Note: Tour dates are subject to minor changes. Final dates will be posted on the JobFest website, from its launch in March.

# **JobFest and Skills Training**

## **Key Messages**

### **March 29, 2012**

#### **JobFest**

- Our government's top priority is to create and protect jobs for B.C. families.
- The JobFest tour is a rock concert themed mobile event designed to educate 15-25 year old British Columbians about the career opportunities that exist in B.C. and showcase the tools and resources available to support them.
- JobFest will visit approximately 50 communities throughout the province to engage and educate youth about job opportunities in B.C.

#### **Skills Training**

- Government invests over \$100 million annually in industry training through the Industry Training Authority – almost \$33 million (or 45%) higher than it was in 2004, when the ITA was established.
- There are currently more than 32,000 apprentices in the system – more than double the number of apprentices registered with the ITA was created in 2004.
- B.C. also invests approximately \$66 million a year, between 2008 and 2014, in services that help people get the skills they need to fill job opportunities in regions where they live and study. These services are funded through the Canada – B.C. Labour Market Agreement.



# **JobFest and Skills Training**

## **Key Messages**

### **April 12, 2012**

#### **JobFest**

- Our government's top priority is to create and protect jobs for B.C. families.
- The JobFest tour is a rock concert themed mobile event designed to educate 15-25 year old British Columbians about the career opportunities that exist in B.C. and showcase the tools and resources available to support them.
- JobFest will visit approximately 50 communities throughout the province to engage and educate youth about job opportunities in B.C.

#### **Skills Training**

- Government invests over \$100 million annually in industry training through the Industry Training Authority – almost \$33 million higher than it was in 2004, when the ITA was established.
- There are currently more than 32,000 apprentices in the system – more than double the number of apprentices registered with the ITA was created in 2004.
- B.C. also invests approximately \$66 million a year, between 2008 and 2014, in programs and services that help people get the skills they need to fill job opportunities in regions where they live and study. These programs and services are funded through the Canada – B.C. Labour Market Agreement.

# **JobFest and Skills Training**

## **Key Messages**

### **July 25, 2012**

#### **JobFest**

- Our government's top priority is to create and protect jobs for B.C. families.
- The JobFest tour is a rock concert themed mobile event designed to educate 15-25 year old British Columbians about the career opportunities that exist in B.C. and showcase the tools and resources available to support them.
- JobFest has already visited 26 rural and remote communities in Northern B.C., and will visit 24 more communities in Southern B.C. to engage and education youth about job opportunities in the province.

#### **Skills Training**

- Government invests over \$100 million annually in industry training through the Industry Training Authority – almost \$33 million higher than it was in 2004, when the ITA was established.
- There are currently more than 32,000 apprentices in the system – more than double the number of apprentices registered with the ITA was created in 2004.
- B.C. also invests approximately \$66 million a year, between 2008 and 2014, in programs and services that help people get the skills they need to fill job opportunities in regions where they live and study. These programs and services are funded through the Canada – B.C. Labour Market Agreement.

March 28, 2012

Ministry of Jobs, Tourism and Innovation

**MEDIA ADVISORY**

VICTORIA – Media are invited to join Minister of Jobs, Tourism and Innovation Pat Bell for a preview of JobFest.

JobFest is an engaging and interactive touring exhibition targeted toward youth aged 15-25, designed to help connect young people and their families to the labour market and career opportunities in British Columbia.

Event Date: Thursday, March 29, 2012

Time: 12:35 p.m.

Location:  
Front Driveway  
Parliament Buildings  
Victoria

Contact:  
Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Innovation  
250 356-7104

Aug. 2, 2012

Ministry of Jobs, Tourism and Innovation

**MEDIA ADVISORY**

ABBOTSFORD – Minister of Health and MLA for Abbotsford West, Michael de Jong, will be at the Abbotsford Rodeo tomorrow to kick off the southern tour of JobFest – a rock-concert-themed mobile event designed to get youth and young adults excited about their futures.

JobFest will be visiting 24 B.C. communities on this leg of the tour. By the end of October, JobFest will have visited 50 communities in the province to deliver career and labour market information to youth and young adults in a fun, interactive and engaging way.

Event Date: Friday, Aug. 3, 2012

Time: 12:50 p.m.

Location:

Abbotsford Rodeo  
32470 Haida Drive  
Abbotsford

The JobFest tents will be located on the gravel parking lot in the Midway zone, next to the food court.

Special Instructions: Minister de Jong will be speaking on the main JobFest stage, and will be given a tour and demo of the various career tools on display immediately following. Media are invited to join.

Contact:

Government Communications and Public Engagement  
Ministry of Jobs, Tourism and Innovation  
250 356-8177



# BC GOVERNMENT CAUCUS

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## NEWS RELEASE

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BC LIBERAL GOVERNMENT CAUCUS  
NEWS RELEASE

For immediate release  
July XX, 2012

### JOB FEST ROAD SHOW ROLLING INTO TOWN

**PLACELINE** – An innovative, engaging tour exhibition called JobFest is rolling into town to connect with young people and their families, educating them on labour market trends and the multitude of career opportunities in our province.

The rock-concert themed mobile event is designed to get youth and young adults excited about their futures, while teaching them about the various tools and resources government has developed to support them in their quest to find their perfect career.

While on location, JobFest will feature inspiring youth stories, interactive career discovery, a headliner band and local community talent. JobFest staff will guide visitors through information displays and job tools, answer questions and ensure greater awareness of the many labour market services available. JobFest will be visiting 24 communities in Southern B.C. between August and October, and has already visited more than 3,700 people in 26 Northern communities.

#### Why this matters:

- Over the next decade, there will be over one million job openings in British Columbia. There will be over 350,000 new jobs expected, and growth in the demand for workers will exceed the growth in available supply by 61,500 by 2020.
- The BC Jobs Plan will ensure the over \$500 million provided annually for labour market and training programs is targeted to meeting regional and industry labour market needs.
- It's important that youth know about the wide array of career opportunities in the province, so they can make informed decisions about their employment future.

#### Quotes:

"Quote!"

- MLA Hyperlink

"Validator!"

- Validator

#### Additional Info:

- To learn more about JobFest, visit: [www.jobfest2012.ca](http://www.jobfest2012.ca)

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Media contact: Maclean Kay, B.C. Government Caucus Communications: 250-952-0778



# BC GOVERNMENT CAUCUS

## NEWS RELEASE

BC LIBERAL GOVERNMENT CAUCUS  
NEWS RELEASE

For immediate release  
March 15, 2011

### JOB FEST ROAD SHOW ROLLING INTO TOWN

**DATELINE** – An innovative, engaging tour exhibition called JobFest is rolling into town to connect with young people and their families, educating them on labour market trends and the multitude of career opportunities in our province.

The rock-concert themed mobile event is designed to get youth and young adults excited about their futures, while teaching them about the various tools and resources government has developed to support them in their quest to find their perfect career.

While on location, JobFest will feature inspiring youth stories, interactive career discovery, a headliner band and local community talent. JobFest staff will guide visitors through information displays and job tools, answer questions and ensure greater awareness of the many labour market services available. JobFest is visiting 26 communities in Northern B.C. between now and July, with a Southern tour planned for the fall.

#### Why this matters:

- Over the next decade, there will be over one million job openings in British Columbia. There will be over 350,000 new jobs expected, and growth in the demand for workers will exceed the growth in available supply by 61,500 by 2020.
- The BC Jobs Plan will ensure the over \$500 million provided annually for labour market and training programs is targeted to meeting regional and industry labour market needs.
- It's important that youth know about the wide array of career opportunities in the province, so they can make informed decisions about their employment future.

#### Quotes:

"Quote!"

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#### Additional Info:

- To learn more about JobFest, visit: [www.jobfest2012.ca](http://www.jobfest2012.ca)

-30-

Media contact: Maclean Kay, B.C. Government Caucus Communications: 250-952-0778



THE BC  
JOBS PLAN



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## NEWS RELEASE

For Immediate Release  
Apr. 18, 2011

Ministry of Jobs, Tourism and Innovation

### Touring jobs show hits the road in Northern B.C.

NORTHERN B.C. – As part of *Canada Starts Here: The BC Jobs Plan*, the Province is pleased to introduce JobFest, an innovative new program to engage and inform British Columbians – especially young people and their families – about labour market trends and the many exciting career opportunities available in British Columbia.

Designed as a touring exhibition event, JobFest will visit 50 communities throughout B.C., beginning with a Northern tour between now and July. It will provide those communities – especially ones in rural and remote areas – with labour market and career information presented in an interactive and educational format.

While on location, JobFest will feature inspiring youth stories, interactive career discovery, a headliner band and local community talent. JobFest staff will guide visitors through information displays and job tools, answer questions and ensure greater awareness of the many labour market services available.

Please check the tour schedule online for detailed tour stop locations and dates:  
<http://www.jobfest2012.ca/tour-dates/>

### Pat Bell, Minister of Jobs, Tourism and Innovation –

"British Columbia's youth are vital to our economic future, and it's important that they have access to the information needed to make a smart decision about their career future. JobFest brings labour market and career information, tools and resources to them, and delivers it in a fun and engaging way."

### Quick Facts:

- Over the next decade, British Columbia is projected to have over one million job openings. The BC Jobs Plan will ensure the over \$500 million provided annually for labour market and training programs is targeted to meeting regional and industry labour market needs.

### Learn More:

To learn more about JobFest, visit: [www.jobfest2012.ca](http://www.jobfest2012.ca)

Canada Starts Here: The BC Jobs Plan: <http://www.bcjobsplan.ca/>

Labour market tools to be highlighted at JobFest include:

- **Career Trek** – A web application hosting videos of highlighted jobs throughout the province. Follow our Career Trek hosts as they travel 8,200 km across B.C. to bring 52 careers to life. For jobseekers 15–25 years old. [www.careertrekbc.ca](http://www.careertrekbc.ca)
- **WorkBC.ca** – Great enhancements to our labour market and career information portal have been made, including a new job search function. Explore an abundance of information from job postings to careers to training programs. Other features include occupation profiles, an education-to-career pathfinder tool, and a cost of living calculator. For job seekers, career planners and employers. [www.workbc.ca](http://www.workbc.ca)
- **Job Trend Tracker** – Explore B.C. job statistics on more than 500 careers, with outlooks from 2010 to 2020. Compare information by year and region to look ahead and make decisions. For industry and career planners 18–25 years old. [www.bcjobtrendtracker.ca](http://www.bcjobtrendtracker.ca)
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- **Career Explorers** - A 3-D online video game that explores the many career options available in B.C. and its regions. Badges and mini-games make it fun to “travel” the province and learn about different careers. For youth 8–10 years old. [www.careerexplorers.ca](http://www.careerexplorers.ca)

#### **Media Contacts:**

Government Communications & Public Engagement  
Ministry of Jobs, Tourism and Innovation  
250 356-7104



# **FOR INTERNAL USE ONLY**

## **Questions and Answers**

### ***Ministry of Jobs, Tourism and Innovation***

#### **JobFest**

*Last Update: April 12, 2012*

**1. What is JobFest?**

- JobFest is a rock concert themed mobile event that is designed to get youth and young adults excited about their futures, while teaching them about various tools and resources that government has developed to support them.
- JobFest will tour 26 communities in Northern B.C. until July, and will visit Southern B.C. in the fall.

**2. How much money is government spending on Job Fest, and where do the funds come from?**

- JobFest is estimated to cost approximately more than \$3 million – including costs for:
  - bringing the event to each community;
  - information materials so that communities are aware of when JobFest is coming to their town;
  - having JobFest crew on the ground to engage with youth and answer career related questions;
  - technology support for areas where internet connectivity may be an issue; and
  - giveaways for the tour, such as JobFest t-shirts and DVDs with online career tools.
- The money for JobFest comes from the Canada – British Columbia Labour Market Development Agreement (LMDA).

**3. Who is the target audience for JobFest?**

- JobFest is geared towards youth between the ages of 15-25.
- This group is at the stage where they are looking into their career future, or still trying to figure out what exactly they want to do.
- We're reaching out to them in a fun, interactive and engaging manner that will hopefully spark some interest and passion for future careers here in B.C.

**4. What is the goal of JobFest?**

- JobFest is designed to engage and inform young people in B.C. about the variety of career options available to them right here in B.C.

# **FOR INTERNAL USE ONLY**

## **Questions and Answers**

- We're bringing this important and valuable information to them, and giving them the opportunity to explore some careers that they may never have thought of before, and arming them with information they need to make wise choices about their future.

### **5. How did you select the communities for the JobFest tour?**

- Initial research was conducted Spring 2011 to determine where the tour could be aligned with communities, based on internet access and the desire to bring career and job information to all areas of the province, including remote regions.
- At the same time cross-ministry discussions took place to identify similar efforts to bring career and job information into remote areas, e.g. Oil and Gas Division (workshops in and near Fort St John), Social Development (service provider programs in communities throughout British Columbia) etc.
- Staff also considered BC Stats and other ministries/agencies information related to approved mega-projects throughout Northern British Columbia, where there was an opportunity for new jobs being created.
- Overall, good coverage of the Province was a key objective.

### **6. Why is the current tour schedule different from the original schedule released?**

- In order to accommodate JobFest events in communities all around B.C., we needed to adjust some of the dates for the tour stops and rearrange a portion of the route.

### **7. Wouldn't this money have been better spent on programs and supports that actually help the unemployed find jobs, particularly in the North?**

- Government's approach to addressing skills and labour shortages in the North is extensive and focused. We have committed more than \$30 million in funding for a new Employment Program of B.C. through the WorkBC Employment Services Centres in the North, in addition to more than \$3.1 million in 2011/12 for Employment Skills Access programs in the northern regions.
- This is on top of additional funds for industry HR strategies (i.e. mining, NTL), regional workforce tables, Labour Market Sector Solutions and other labour market training programs in the North.
- On a provincial scale, B.C. also invests about \$66 million a year in programs and services that help people get the skills they need to fill job opportunities in regions where they live and study, through the Canada – British Columbia Labour Market Agreement.
- We have a responsibility to ensure that today's youth have a solid understanding of the career choices available to them – and we needed to do so in an interactive and engaging way, that brings this information to them.

# **FOR INTERNAL USE ONLY**

## **Questions and Answers**

### **8. How is this government supporting trades and skills training?**

- Government invests over \$100 million annually in industry training through the Industry Training Authority – almost \$33 million higher than it did in 2004 when the ITA was established.
- There are currently more than 32,000 apprentices in the system – more than double the number of apprentices registered when the ITA was created.
- B.C. is also investing about \$66 million a year in programs and services that help people get the skills they need to fill job opportunities in regions where they live and study, through the Canada – British Columbia Labour Market Agreement.
- Through the Ministry of Advanced Education (AVED), government has contributed approximately \$165 million since 2001 toward capital projects and equipment for the delivery of trades training in public post-secondary institutions.
- Since 2007-08, government has supported foundation programs at public post-secondary institutions, through AVED. These pre-apprenticeship programs are open to individuals who do not yet have an apprenticeship employer or a sponsor. In 2011-12, AVED provided nearly \$1.8 million in support of almost 400 foundation training spaces at nine public post-secondary institutions.

### **9. What are you doing to encourage the participation of groups like Aboriginal people, who can play a key role in meeting the labour market needs of the North?**

- Aboriginal participation in apprenticeship training at public post-secondary institutions has increased 103% between 2006 and 2001.
- For 2011/12, the Industry Training Authority is investing over \$3.13 million (LMA funding) in Aboriginal initiatives trades training programs.
- We also fund programs like BladeRunners, a \$5.5 million per year award-winning program that helps at-risk youth (majority at Aboriginal) through life and job skills training, job coaching and certification courses to secure employment. The program expects to support 1,200 youth in 2011/12, with over three-quarters securing employment.

# **FOR INTERNAL USE ONLY**

## **Questions and Answers**

### ***Ministry of Jobs, Tourism and Innovation***

#### **JobFest**

*Last Update: July 25, 2012*

#### **1. What is JobFest?**

- JobFest is a rock concert themed mobile event that is designed to get youth and young adults excited about their futures, while teaching them about various tools and resources that government has developed to support them.
- JobFest just wrapped up its Northern B.C. tour, stopping in 26 rural and remote communities and visiting with more than 3,700 people. It's now on a 24-stop tour of Southern B.C., wrapping up in October.

#### **2. How much money is government spending on Job Fest, and where do the funds come from?**

- JobFest is estimated to cost approximately more than \$3 million – including costs for:
  - bringing the event to each community;
  - information materials so that communities are aware of when JobFest is coming to their town;
  - having JobFest crew on the ground to engage with youth and answer career related questions;
  - technology support for areas where internet connectivity may be an issue; and
  - giveaways for the tour, such as JobFest t-shirts and DVDs with online career tools.
- The money for JobFest comes from the Canada – British Columbia Labour Market Development Agreement (LMDA).

#### **3. Who is the target audience for JobFest?**

- JobFest is geared towards youth between the ages of 15-25.
- This group is at the stage where they are looking into their career future, or still trying to figure out what exactly they want to do.
- We're reaching out to them in a fun, interactive and engaging manner that will hopefully spark some interest and passion for future careers here in B.C.

#### **4. What is the goal of JobFest?**

- JobFest is designed to engage and inform young people in B.C. about the variety of career options available to them right here in B.C.

## **FOR INTERNAL USE ONLY**

### **Questions and Answers**

- We're bringing this important and valuable information to them, and giving them the opportunity to explore some careers that they may never have thought of before, and arming them with information they need to make wise choices about their future.

**5. How did you select the communities for the JobFest tour?**

- Initial research was conducted Spring 2011 to determine where the tour could be aligned with communities, based on internet access and the desire to bring career and job information to all areas of the province, including remote regions.
- At the same time cross-ministry discussions took place to identify similar efforts to bring career and job information into remote areas, e.g. Oil and Gas Division (workshops in and near Fort St John), Social Development (service provider programs in communities throughout British Columbia) etc.
- Staff also considered BC Stats and other ministries/agencies information related to approved mega-projects throughout Northern British Columbia, where there was an opportunity for new jobs being created.
- Overall, good coverage of the Province was a key objective.

**6. Wouldn't this money have been better spent on programs and supports that actually help the unemployed find jobs, particularly in the North?**

- Government's approach to addressing skills and labour shortages in the North is extensive and focused. We have committed more than \$30.77 million in funding for a new Employment Program of B.C. through the WorkBC Employment Services Centres in the North, in addition to more than \$3.1 million in 2011/12 for Employment Skills Access programs in the northern regions.
- This is on top of additional funds for industry HR strategies (i.e. mining, NTL), Labour Market Sector Solutions and other labour market training programs in the North.
- The government has also invested in Regional Workforce Tables, which brings people together to discuss how to best align existing training programs to meet regional needs. Work on these tables is underway in the Northwest, Northeast and the Kootenays.
- On a provincial scale, B.C. also invests about \$66 million a year in programs and services that help people get the skills they need to fill job opportunities in regions where they live and study, through the Canada – British Columbia Labour Market Agreement.
- We have a responsibility to ensure that today's youth have a solid understanding of the career choices available to them – and we needed to do so in an interactive and engaging way, that brings this information to them.

# FOR INTERNAL USE ONLY

## Questions and Answers

### 7. How is this government supporting trades and skills training?

- Government invests over \$100 million annually in industry training through the Industry Training Authority – almost \$33 million higher than it did in 2004 when the ITA was established.
- There are currently more than 32,000 apprentices in the system – more than double the number of apprentices registered when the ITA was created.
- B.C. also invests about \$66 million a year in programs and services that help people get the skills they need to fill job opportunities in regions where they live and study, through the Canada – British Columbia Labour Market Agreement.
- Through the Ministry of Advanced Education (AVED), government has contributed approximately \$165 million since 2001 toward capital projects and equipment for the delivery of trades training in public post-secondary institutions.
- Since 2007-08, government has supported foundation programs at public post-secondary institutions, through AVED. These pre-apprenticeship programs are open to individuals who do not yet have an apprenticeship employer or a sponsor. In 2011-12, AVED provided nearly \$1.8 million in support of almost 400 foundation training spaces at nine public post-secondary institutions.

### 8. What are you doing to encourage the participation of groups like Aboriginal people, who can play a key role in meeting the labour market needs of the North?

- Aboriginal participation in apprenticeship training at public post-secondary institutions has increased 103% between 2006 and 2011.
- In 2012/13, the Industry Training Authority is investing approximately \$3.2 million (Labour Market Agreement funding) in Aboriginal Initiatives trades training programs.
- The government of B.C. funds programs like BladeRunners, a \$6 million per year award-winning program that helps at-risk youth (majority are Aboriginal) through life and job skills training, job coaching and certification courses to secure employment.
  - In 2011/12, the program supported about 1,100 youth – with over three-quarters securing employment at the completion of the program.
- Government is also supporting First Nations peoples to access skills training opportunities in the province through agreements like the Labour Market Sector Solutions – for example, the recently announced (in July 2012) \$500,000 partnership with the Pacific Trail Pipelines Aboriginal Skills and Employment Partnership (PTP ASEP) to train more than 30 participants in the mineral exploration and mining sectors.

## **SPEAKING NOTES FOR Minister of Jobs, Tourism and Innovation Pat Bell**

**Event:** JobFest Tour Kickoff

**Date:** Thursday, March 29, 2012 at 12:30 pm (approx).

**Day-of Contact:** Sheryl Exton, GCPE Event Coordinator, Cell (250) 213 – 5345. Lisa Buch, Manager Labour Market Initiatives will demonstrate the online tools and provide support on any JobFest Q&A's.

**Event Location:** Legislature Grounds (outside). Truck with JobFest wrap, one 20x20 amplifier tent that will house the online tools.

**Audience:** Media, MLA's

**Speaking Role:** Sneak peek at the JobFest Tour, and invite media to view a demo of the government's online tools for youth that will be highlighted during the tour.

**Other Speakers:** Daisy Blue Groff, Tour Manager, JobFest (not during opening, but during tour).

**Background:**

This event promotes the BC Government's focus on skills training and job creation as part of the BC Jobs Plan and serves to highlight the innovative ways government is providing labour market and career opportunities information to local communities. With a strong focus on youth, the JobFest tour will work towards engaging and exciting B.C. young people about the many career opportunities available in B.C.'s rapidly changing and growing labour market.

Labour market tools to be highlighted include an integrated WorkBC website and featuring a new job search function, Career Trek as well as tools built (and announced) last year such as Job Trend Tracker, Build-a-Career Application and Career Explorers.

- **WorkBC.ca** – Great enhancements to our labour market and career information portal have been made by absorbing other sites like BC Work Futures and adding a new job search function. Explore an abundance of information from job postings to careers to training programs. Other features include occupation profiles, an education-to-career pathfinder tool, and a cost-of-living calculator. For job seekers, career planners and employers [www.workbc.ca](http://www.workbc.ca)
- **Career Trek** – A web application hosting videos of highlighted jobs throughout the province. Follow our Career Trek hosts as they travel 8,200 km across B.C. to bring 52 careers to life. For jobseekers 18 – 25 years old. [www.careertrekbc.ca](http://www.careertrekbc.ca)
- **Job Trend Tracker** – Explore B.C. job statistics on more than 500 careers, with outlooks from 2010 to 2020. Compare information by year and region to look ahead and make decisions. For industry and career planners 18 – 25 years old. [www.bcjobtrendtracker.ca](http://www.bcjobtrendtracker.ca)

- **Build-a-Career Application** – A Smartphone application for iPhone, Android, Blackberry, iPad and Internet. The career suitability quiz helps to discover the breadth of careers in B.C and provide details on 520 careers including education, salaries and job prospect information. For youth 14 – 18 years old. [www.buildacareer.ca](http://www.buildacareer.ca)
- **Career Explorers** - A 3-D online video game that explores the many career options available in B.C. and its regions. Badges and mini-games make it fun to “travel” the province and learn about different careers. For youth 8 –10 years old. [www.careerexplorers.ca](http://www.careerexplorers.ca)

**Roll out:** as provided by GCPE Events Coordinator

TIME	EVENT ITINERARY
8 a.m.	<ul style="list-style-type: none"> <li>• Site set-up</li> </ul>
12:25 p.m.	<ul style="list-style-type: none"> <li>• <b>Event Pre-Brief</b> for Minister Bell, with Sheryl Exton. <b>Location:</b> Rattenbury Room, 1<sup>st</sup> Floor</li> </ul>
12:35 p.m.	<ul style="list-style-type: none"> <li>• <b>Minister Bell steps to podium:</b> Gives remarks on JobFest and announces tour. Introduces Daisy Blue Groff, Tour Manager, JobFest</li> </ul> <p><i><b>Note:</b> Event to begin when media is assembled after previous event. Podium set-up outside of tent.</i></p>
12:39 p.m.	<ul style="list-style-type: none"> <li>• Tour of display inside tent and media availability</li> </ul>



## **SPEAKING NOTES:**

- Welcome everyone; I'm glad you could all join me today to get a sneak peek at an innovative, travelling exhibition that is getting ready to hit the road...
- JobFest!
- Geared at BC Youth and designed as a touring exhibition, JobFest will visit over 50 communities throughout British Columbia.
- It will provide communities – especially ones in rural and remote areas – with labour market and career information and will present it in an interactive and fun format.
- JobFest is a rock concert themed mobile event that is designed to get youth excited about their futures.
- It brings labour market and career information, tools and resources right into the community, and delivers it in a fun and engaging way.
- Our goal is to spark some interest and passion for future careers right here in B.C.
- The actual exhibit features a rock band, local talent and community speakers.

- There will be two giant tents that look like amplifiers, just like the one displayed here...
- One will showcase the province's online career resources and tools, which you will see shortly, and one that is set-up as a tattoo parlour.
- Don't worry they are temporary tattoos!
- Youth can select a temporary tattoo of a specific career get information about that career while having the tattoo applied.
- The JobFest had a very successful trial run at the Gathering Our Voices Aboriginal Youth Conference in Nanaimo on March 20-23...
- ....and generated a lot of excitement amongst the participants. They can't wait for it to visit their communities!
- And next will be a full activation, including the rock band, at the Skills Canada BC Provincial Competition in Abbotsford on April 18<sup>th</sup>.
- Jobfest will then begin its tour of Northern B.C., visiting rural and remote communities until the beginning of July, with a tour of Southern B.C. slated to begin in August.

- There are so many exciting opportunities for careers for youth, and we want to ensure they have access to the information they need to explore the careers....
- ... and to be able to identify what jobs will be in demand in what areas.
- Jobfest demonstrates the Government's focus on skills training and job creation as part of the BC Jobs Plan...
- ... and highlights the innovative ways government is providing labour market and career opportunities information to local communities.
- And now, I'll turn it over to Daisy Blue Groff, Tour Manager for JobFest, who will lead us on our tour.
- Thank you.

- END -

## **SPEAKING NOTES FOR Minister of Jobs, Tourism and Innovation Pat Bell**

**Event:** JobFest Stop - McBride

**Date:** Tuesday, May 22, 2012 – speaking at 5:30 p.m.

**Day-of Contact:** Daisy Blue Groff, Tour Manager, 604 561-5303

**Event Location:** In front of the McBride Visitor Centre (1<sup>st</sup> Ave & Main Street)

**Audience:** Youth and families attending JobFest

**Speaking Role:** Five minutes: JobFest; job opportunities in the North; opportunities for youth to explore careers, etc.

**Other Speakers:** Minister Shirley Bond

**Background:**

This event promotes the BC Government's focus on skills training and job creation as part of the BC Jobs Plan and serves to highlight the innovative ways government is providing labour market and career opportunities information to local communities.

With a strong focus on youth, the JobFest tour will work towards engaging and exciting B.C. young people about the many career opportunities available in B.C.'s rapidly changing and growing labour market.

JobFest will visit approximately 50 communities throughout the province to engage and educate youth about job opportunities in B.C.

**Roll out:** Provided by Inventa (please refer to their itinerary for the latest)

<b>TIME</b>	<b>EVENT ITINERARY</b>
5:27 p.m.	Ministers' are greeted by tour manager, Daisy Blue Groff
5:29 p.m.	Aaron Joseph, the MC, greets Minister Bell and Minister Bond
5:30 p.m.	MC introduces both Minister's
<b>5:33 p.m.</b>	<b>Minister Bell speaks</b>
<b>5:39 p.m.</b>	<b>Minister Bond speaks</b>
5:45 p.m.	MC thanks the Ministers and introduces the next speaker (TBD)

## **SPEAKING NOTES:**

- Good afternoon.
- It's great to see JobFest in full swing – last time I saw it was in March, when we did a very small sneak peek at the legislature.
- It's great to see so many young people and their families here today, checking out the great resources we have in place for you.

## **Opportunities in the North**

- There are so many exciting opportunities for careers for youth – especially here in the North – and we want to ensure you have access to the information you need to explore those careers....
- ... and to be able to identify what jobs will be in demand in what areas.
- You've probably heard, but we're anticipating that in the next decade B.C. will have more than one million job openings – including more than 104,600 in the trades.
- Many of these jobs are in the North – which presents a great opportunity for you, to get into a lucrative, well-paying and hard-working career path.

- We know that about 10,000 natural resource jobs will need to be filled in the North...
- ...that includes jobs in forestry and logging; fishing, hunting and trapping; mining; quarrying; and oil and gas extraction.
- There are some exciting projects happening in our part of the province, like the Northwest Transmission Line – which will help to create more jobs for young people.
- In fact, the NTL itself is expected to create 5,700 jobs between now and 2021.
- We're investing in projects like the Regional Workforce Tables, which will bring together stakeholders to discuss how to align training and labour market programs to meet regional employment needs.
- This will help ensure that training offered in the north will be relevant to the demands that are out there – so that you can find jobs in your area of expertise, and help fill the labour gap.
- Significant work has been done in the North already, and we're looking forward to seeing these Tables in action soon.

## Careers in the Trades

- A few weeks ago, I was in Victoria with the head of the Industry Training Authority, celebrating a trades training milestone.
- Last year, the ITA handed out nearly 8,760 Certificates of Qualifications – or “tickets” as they’re more commonly known as.
- It was the highest ever, at a time when we need skilled tradespeople the most.
- It was also a 20 percent increase over the previous year, which just shows me how popular a career in the trades is becoming.
- So parents, I encourage you to support your teenager if they are looking at becoming a skilled tradesperson.
- They will work hard, earn money, be able to access many great opportunities coming to B.C. and will be able to take part in an exciting, hands-on career.
- And employers – if you don’t already support apprentices, I really encourage you to start! It’s beneficial to everyone.

## JobFest

- Again, thank you for coming to check out JobFest – I hope you've taken advantage of the great tools and resources here today.
- JobFest demonstrates the Government's focus on skills training and job creation as part of the BC Jobs Plan...
- ... and highlights the innovative ways government is providing labour market and career opportunities information to local communities.
- And now, I'll turn it over to my colleague, Shirley Bond.
- Thank you, and have fun!

- END -