



## Provincial Apprenticeship Awards



The Ministry of Training Colleges and Universities recently recognized outstanding employers in the field of apprenticeship training. The Minister's Apprenticeship Employers Recognition and Awards Dinner was held on April 1, 2004 in Toronto. Minister Mary Anne Chambers

presented recognition certificates to 12 Ontario employers including a local company, Blount Canada of Guelph. The top 4 employers received the Minister's Award which was designed and tooled by apprentices at George Brown College.

Employers were nominated in their own areas and regional selection committees made their recommendations which were then forwarded to a provincial committee for final selection. WWTAB Executive Director Carol Simpson attended the event as a member of the award selection committee for SW Ontario. "It was a great honour to be asked to sit on this selection committee and I was so excited and pleased that one of our local employers, Blount Canada, made it to the top 16 in the province" said Simpson. "I think it's so important that these employers receive the recognition they deserve and that hopefully this will encourage others by highlighting the importance of continuing to offer apprenticeship opportunities."

The diversity of employers recognized at the event ranged from large employers, like Blount Canada, to small two or three person organizations and featured



*Scott Watson, Tooling and Equipment Manager of Blount Canada, accepting their recognition certificate from Minister Chambers*

auto repair shops and restaurants as well as multi-national corporations. WWTAB would like to congratulate Blount Canada and all of the other employers recognized for their achievements and continued support of apprenticeship training.

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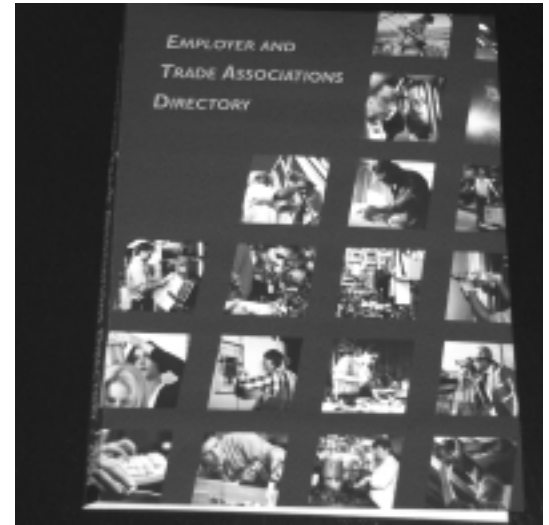
WWTAB is one of 21 non-profit corporations operating across the province playing a leadership role in local labour force development. Our mission is to work with labour market partner groups to identify training and adjustment needs and gaps and to facilitate community partnerships to respond to labour market conditions in the Waterloo Wellington area.



## New Employer and Trade Association Directory Launched

The Employer and Trade Association Directory was released on March 3rd at the “Building Today, Training Tomorrow” dinner at Bingemans in Kitchener. Reaction has been quick and positive with requests for additional copies piling up at the WWTAB office. “The intent of this directory is to provide information on resources available to those who employ tradespeople and to the tradespeople themselves as well as providing networking opportunities.” says Carol Simpson, Executive Director of the Waterloo Wellington Training & Adjustment Board.

A member of the Employer Recruitment Strategy Task Force, WWTAB developed and produced the directory on behalf of the task force through funding provided by the Local Board Project Fund. Project Coordinator, Alyson Nyiri commented “This directory was developed to provide information on local, provincial, national and international employer and trade organizations by specific trade and sector and lists information on over 80 specific trades. It was deliberately produced in two sizes to make it more user friendly.” The directory is available in bookshelf size as well as a pocket sized version.



The ERSTF, made up of a number of community organizations interested in increasing employer involvement in apprenticeship, was set up in early 2002 and has been working on developing local action strategies based on the “Hire Profitability” report which was released last year. This report, completed by Larry Smith of the University of Waterloo and commissioned on behalf of the ERSTF, made a number of recommendations aimed at assisting small to medium sized employers increase their participation in apprenticeship programs as well as hiring and retaining suitable apprentices.

WWTAB has taken on a major role in acting as the host organization for the task force project. The development of the Employer and Trade Association Directory comes directly from one of the report’s recommendations and a number of other proposed activities are in varying stages of development.

Simpson continued “The “Training Today, Building Tomorrow” event was an ideal venue to introduce the new directory to local employers which has had excellent reviews.” More than 140 people attended the event which recognized over 50 local employers from Waterloo Region and Wellington County who had been nominated for an appreciation award by member agencies of the ERSTF. These awards recognize employers’ contributions to providing apprenticeship opportunities within these communities. The dinner is the second of its kind organized by the ERSTF and it is hoped it can continue on an annual basis.



Simpson stated “Many employers don’t think of hiring apprentices as a community benefit but more as just a regular part of doing business. By rewarding those whose contributions are exceptional, we hope to raise awareness of the benefits of training apprentices and to highlight the need to

increase the number of employers offering these opportunities”.

When asked for comment, ERSTF Chair, Stephen Speers, said “the recognition dinner and launch of the directory are important milestones in the work of the ERSTF. We have recently set up an Employer Advisory Committee which is made up of local small to medium sized employers. This committee will monitor the activities of the group and provide input and feedback on a regular basis. Over the next 12-18 months we have a number of activities and initiatives planned to take action on several other of the recommendations”. He added “by pooling our individual resources as a group we can achieve much more than any one member organization might on their own.”

For further information on any of the ERSTF’s upcoming activities or to obtain copies of the directory you can contact Alyson Nyiri, ERSTF Project Coordinator at (519) 622-7122 or [erstf@wwtab.com](mailto:erstf@wwtab.com).





## Co-Chairs' Corner

**Len Carter**  
Labour Co-Chair



**John Coffey**  
Business Co-Chair

The past few months have seen the development of a number of new and exciting projects and initiatives by the board. The Skilled Trades Catalogue has been updated and will be reprinted and available to the community within the next few weeks.

The Youth Employment Services manual will be updated and added to our website in a pdf format suitable for downloading. This useful tool will then be available to all of our Grade 12 students leaving school this year as well as to the rest of the community. We expect this to be done by late May.

WWTAB will continue to work with the Employer Recruitment Strategy Task Force (ERSTF) around a number of proposed projects which are expected to receive the go ahead on very soon.

The Board is confident that the new Community Profile will generate a lot of discussion and activity around prioritizing the many issues identified. We hope that you will take the time to provide us with the feedback needed to ensure that the top 5-10 issues for this region are captured and conveyed across the community. This ongoing process will allow WWTAB to keep track of what needs are being met and what areas of concern need more attention.

The Board of Directors and staff hope to see you at our Annual General Meeting on June 9th where we will be celebrating our successes and highlighting our community involvement over the past year.

## Next in the Series: Catalogue of Health Sector Careers

WWTAB is pleased to announce that we will be producing another career information manual in a planned series of community resource material. The Catalogue of Health Sector Careers for Waterloo Wellington will be developed over the next few months.

In partnership with St. Mary's Hospital and the Public Health Units of Waterloo and Wellington and funding provided by Human Resources and Skills Development, the manual will be similar to the Catalogue of Skilled Trades in that it will include information on all the different types of careers in the health care sector including educational requirements, working conditions, available training, employment prospects and salary levels etc. It is being developed as a resource tool to raise awareness and promote career opportunities in the health care sector in the Waterloo Wellington area.

The catalogue, once complete, will be distributed to employment resource centres, health sector employers, schools, libraries and employment service providers. It is hoped, that as our need for workers in this sector increases to grow, that many people will consider a career in the health sector where they may not have previously.

We expect that the manual will be available in late Summer or early Fall.

## We invite you to join us for WWTAB's 2004 Annual General Meeting June 9th, 2004

Join us from 4-6pm at St. Jacobs Best Western, 58 Benjamin Rd E, Waterloo

Please RSVP to Judy by phone: 519-622-7122 by May 21st

Light refreshments will be served

**The next regular bulletin is scheduled for September 2004. If you are planning to have an event or have a special announcement related to training, we would be glad to include it in our publication.**



## Community Profile

WWTAB's employment and training Community Profile will be released at the end of May 2004. This profile is based on census data purchased by the local boards and will be similar in many ways to our previous e-scans as well as including up to date local labour market information. The profile has identified many issues as they relate to the local board's area.

WWTAB will be looking to the community for feedback in prioritizing identified issues in the profile and developing action plans to address these issues. This will be done in a number of ways including web surveys, forums, feedback at regularly scheduled community meetings etc. The final report will be called the Trends, Opportunities and Priorities (TOP) report and will include the top key issues as prioritized by the community as well as identify some of the activities being undertaken around these issues. The TOP report will be circulated to the community in September 2004 and will act as an ongoing vehicle to monitor and update ongoing and new activities around addressing these high priority issues. It will be updated twice a year from then on. This report will replace the Local Area Plan.

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## Guelph Wellington Employment Agency Fair

On March 24th over 20 agencies came together at the Holiday Inn in Guelph to offer networking opportunities to staff as well as to provide information to the public. For the first few hours, frontline staff from local agencies were able to talk to their peers about programs and services offered in Guelph and Wellington County and took plenty of time to check out all the interesting displays on hand. Members of the public who attended later in the day were very impressed with the information they received on assistance available to them in their own community.

A wide variety of displays covered all aspects of services leading to employment and included information for persons with disabilities, new Canadians and academic upgrading to name just a few.

The event was sponsored by WWTAB and was organized by a committee made up of members of the Employment Coordinating Committee of Guelph.

## Guelph Wellington Employer Recognition Event

The Guelph Wellington Employer Recognition Event was held April 28 at the Holiday Inn in Guelph. This year marked the 14th anniversary of this prestigious ceremony.

This event, hosted by the Employment Coordination Committee of Guelph and Wellington County, celebrates 14 worthy employers for their leadership in providing work experience, training and community placement opportunities for clients with barriers to employment. With patience, encouragement and technical guidance from supportive supervisors and their staff, clients were able to acquire new skills, improve their self-confidence and enhance their employment potential. It is this spirit of support and cooperation, without compromise to sound business practice, that qualifies these employers for special recognition.

The theme for this event, "A Winning Combination", illustrates the cooperation and teamwork necessary on behalf of employers, placement agencies and clients in order to ensure the success of their mutual goals.

Community agency representatives were joined by local dignitaries and invited guests to help celebrate the employers' remarkable achievements. Congratulations to the following businesses:

EMJ Data Systems  
Trodat Canada Inc.  
GMA Cover Corp.  
Krown Body Maintenance  
Shelldale Centre #1 (Onward Willow)  
Valentini Hair Design  
U.S. Aluminum of Canada Inc.  
Herb Rose's Automotive  
Volunteer Centre of Guelph/Wellington  
Bird Packaging Ltd.  
Dog Grooming by Deb and Sue  
Zellers (Eramosa Road)  
Township of Centre Wellington  
Society of St. Vincent De Paul

This event was generously sponsored by the United Way of Guelph and Wellington and the Waterloo-Wellington Training and Adjustment Board.

