



SKILLED**TRADES**<sup>BC</sup>



2023 – 2026  
*Strategic Plan*



# Introducing *SkilledTradesBC*

*SkilledTradesBC is committed to growing a highly skilled and diverse workforce to meet the needs of the province. We do this through developing high standards for certification, funding trades training, and promoting a wide range of meaningful, well-paying careers that are essential for our communities.*

On December 1, 2022, Industry Training Authority (ITA) transitioned to our new organizational name, SkilledTradesBC, along with a new mandate. While our role in advancing B.C.'s skilled trades system hasn't changed, it has expanded. This includes a larger focus on raising the profile of skilled trades, modernizing our approach to trades training, and implementing Skilled Trades Certification.

Our first Strategic Plan as SkilledTradesBC offered us the opportunity to build on the direction from previous Strategic Plans, while also ensuring we serve the future needs of our community including supporting the tens of thousands of job openings in the skilled trades facing our province in the next decade. We also considered how to ensure the plan reflects the needs of our community around responsiveness to climate change, commitment to Truth and Reconciliation as well as championing equity, diversity and inclusion.

We didn't build this plan alone. We had conversations with apprentices, employers, partners, stakeholders and community members including industry, training providers, Indigenous groups, unions and associations who all play a pivotal role in ensuring our vision and plan are successful.

Finally, our Strategic Plan was built with direction from the Ministry of Post-Secondary Education and Future Skills, to ensure it serves our mandate from the Minister and meets government's areas of focus, while also providing flexibility to evolve as our province and community continue to in the short and long term.



# Vision *Summary*

*VISION: AN INCLUSIVE, WORLD-  
CLASS SKILLED TRADES  
WORKFORCE THAT MEETS THE  
NEEDS OF BRITISH COLUMBIANS*



Our Strategic Plan has an updated vision which sets a stronger purpose for our organization focusing on the skilled trades workforce, not just on the training system. This aligns with our broader mandate, what we heard from our partners and customers—and with what we need to do to support British Columbians.



# Goal *Summary*

Our goals define what success looks like and bring our strategy to life. They outline the specific work we will undertake in pursuit of our vision and include key strategies that will ensure we can achieve our goals. As a data-driven organization, SkilledTradesBC will continue to measure these goals through our regular reporting as part of our annual Service Plan reporting. This ensures we are accountable to our mandate—and ultimately—British Columbians.

## OUR FIVE GOALS ARE:

- 1 Skilled trades are resilient, adaptive and a valued career of choice.
- 2 We will focus on strengthening our partnerships on the journey towards Truth and Reconciliation.
- 3 Our skilled trades workforce better reflects B.C.'s people and communities.
- 4 Our customers and clients value us for the service we provide as leaders in the skilled trades.
- 5 We have the right talent, tools and technology to meet the needs of our system and clients.







## Goal *One*

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Skilled trades are resilient, adaptive and a valued career of choice.



### OBJECTIVE 1.1

Grow the apprenticeship population to help address the province’s skills gap, through recruitment efforts focused on youth and underrepresented groups.

**KEY STRATEGIES**

- Drive change to alter the perception of skilled trades careers, aspiring to make them a career of choice
- Grow the apprenticeship population through recruitment efforts focused on youth and underrepresented groups

### OBJECTIVE 1.2

Modernize B.C.’s apprenticeship and trades system to align with technological advancements and evolving labour market needs.

**KEY STRATEGIES**

- Successfully implement Skilled Trades Certification, ensuring it is accessible, sustainable and fair
- Remain responsive to evolving technology in our skilled trades’ program design including those driven by climate change

### PERFORMANCE MEASURES

- Increase in youth participating in the skilled trades
- New apprenticeship registrations in Skilled Trades Certification trades







## Goal *Two*

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We will focus on strengthening our partnerships on the journey towards Truth and Reconciliation.



## OBJECTIVE 2.1

Increase meaningful and accessible opportunities in the skilled trades.

### KEY STRATEGIES

- Strengthen partnerships with Indigenous peoples based on recognition of rights, respect and co-operation in meeting their skilled trades training needs
- Expand our Indigenous community reach, and evolve community-based programming through meaningful consultation and effective collaboration

## OBJECTIVE 2.2

Demonstrate our ongoing commitment to lasting and meaningful reconciliation through the evolution of trades training delivery and programs.

### KEY STRATEGIES

- With Indigenous peoples, work with employers and other partners to address racism and discrimination in the skilled trades
- Ensure our programs, processes and policies are accessible, culturally appropriate and respond to the unique needs of Indigenous apprentices

## PERFORMANCE MEASURES

- Progression of Indigenous apprentices
- Indigenous apprentice training environments are free of racism and discrimination—technical training and on the job training







## Goal *Three*

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Our skilled trades workforce better reflects B.C.'s people and communities.



## OBJECTIVE 3.1

British Columbia's skilled trades workforce is strengthened through its diversity.

### KEY STRATEGIES

- Expand our equity, diversity and inclusiveness programming, ensuring it includes the whole apprenticeship journey, supporting underrepresented apprentices in reaching their full potential
- Strengthen our community bonds to ensure equity, diversity and inclusion programming is available and accessible province-wide

## OBJECTIVE 3.2

Create a more inclusive, diverse, and equitable skilled trades training culture.

### KEY STRATEGIES

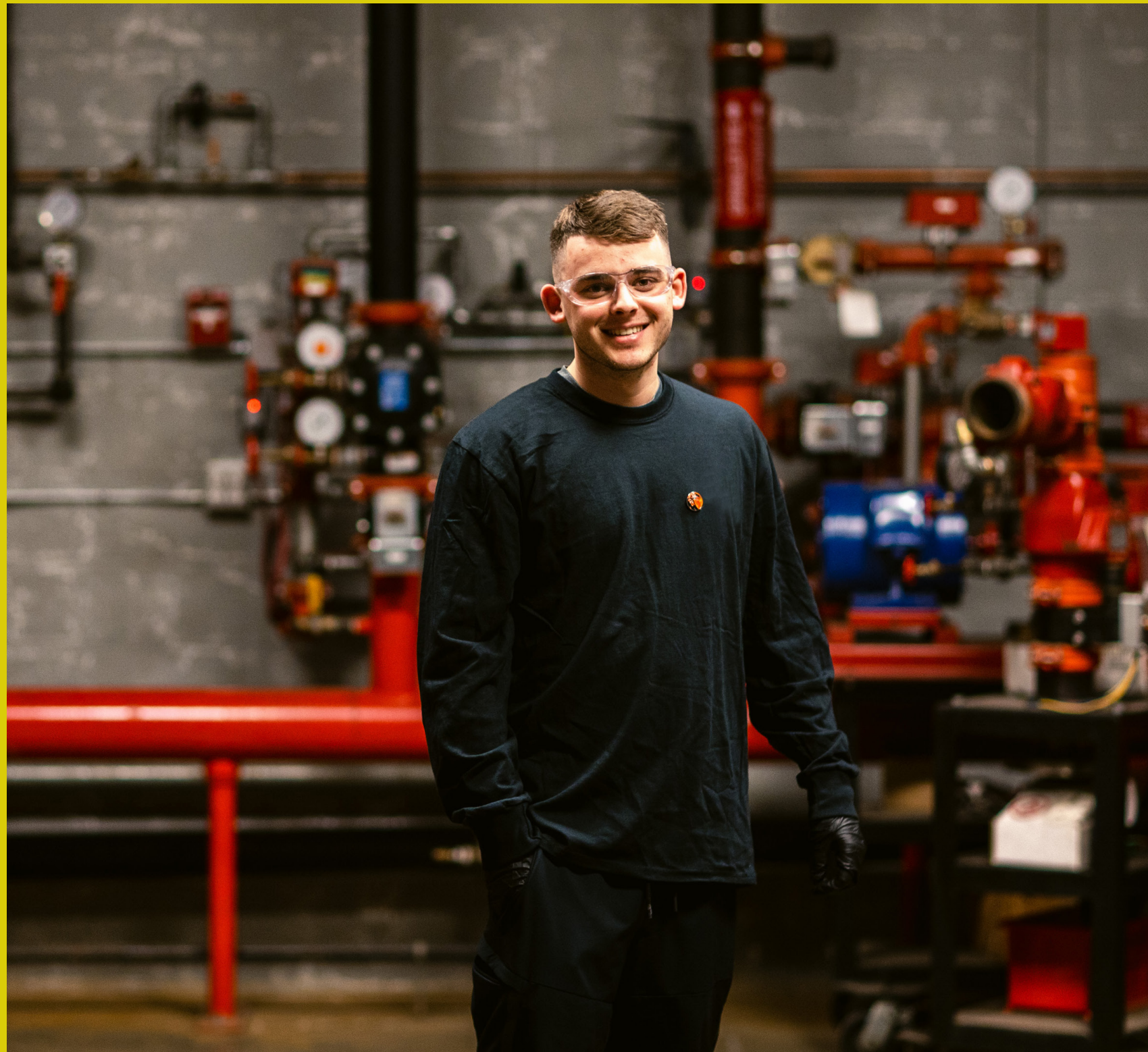
- With underrepresented groups, work with employers and other partners to address racism, sexism and discrimination in the skilled trades
- Ensure our programs, processes and policies are accessible and respond to the needs of underrepresented apprentices

## PERFORMANCE MEASURES

- New women apprenticeships in underrepresented trades
- Increase the proportionality of women in underrepresented trades
- Women in underrepresented trades training environments are free of racism, sexism and discrimination—technical training and on the job training







## Goal *Four*

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Our customers  
and clients value us  
for the service we  
provide as leaders  
in the skilled trades.



## OBJECTIVE 4.1

Offer exceptional quality information and services that advances SkilledTradesBC's leadership role across the skilled trades training system.

### KEY STRATEGIES

- Grow SkilledTradesBC as a service-centric organization
- Expand and share our data and insights to build best practices across B.C.'s skilled trades ecosystem
- Strengthen our relationships with all partners focusing on a shared vision, mutual respect and enhanced collaboration

### PERFORMANCE MEASURES

- Satisfaction with SkilledTradesBC service and supports







## Goal *Five*

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We have the right talent, tools and technology to meet the needs of our system and clients.



## KEY STRATEGIES

- Attract, develop and retain high caliber talent
- Support an engaged workforce to embody our culture of community, service and continuous learning
- Foster a continuum of strong and effective leaders, for today and the future
- Leverage the right tools and technology to drive system performance

## PERFORMANCE MEASURES

- Employee engagement





# Values *Summary*

*Our values support who we are as an organization and what our SkilledTradesBC team commits to in support of our vision. They reflect how we do our work as a people-centric organization and how we work with our partners to deliver our plan. Although our values remain unchanged from previous plans, our management team updated our value statements to better align with our purpose and how we choose to behave and act.*







# Values

## **INCLUSION**

We value, recognize and support the rights of all individuals to be accepted, feel like they belong and have their differences celebrated.

## **RESPECT**

We value relationships that build trust, safety and wellbeing amongst the communities we serve and our colleagues. We have deep regard for the feelings, wishes, rights and traditions of all people.

## **EXCELLENCE**

We strive for excellence through innovation, teamwork, superior service and continuous improvement to deliver the best experience to our customers, partners and communities.

## **INNOVATION**

We learn new skills and implement new ideas. We work with partners to advance best practices to lead and grow the skilled trades in B.C.

## **COLLABORATION**

We are purposeful in actively listening to and working with our partners through open and transparent engagement to achieve our shared goals and vision.





SkilledTradesBC respectfully acknowledges that our head office is located on the traditional unceded territories of the xʷməθkʷəy̓əm (Musqueam) people. As a provincial crown corporation, we are grateful to have the opportunity to operate across a diverse province of 203 communities and 35 nations.

SkilledTradesBC is committed to supporting and working with Indigenous peoples to establish a clear and sustainable path to lasting reconciliation. Learn more about our commitment to Truth and Reconciliation at [skilledtradesbc.ca/truth-and-reconciliation](https://skilledtradesbc.ca/truth-and-reconciliation).

SKILLED**TRADES**<sup>BC</sup>

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