

For Immediate Release

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KEY SUPPORT FOR TRADES TRAINING NOW AVAILABLE IN THE FRASER VALLEY

The Industry Training Authority introduces a local Apprenticeship Advisor to act as an on-the-ground resource for apprentices and employers

Abbotsford, BC – The [Industry Training Authority \(ITA\)](#) has introduced the Apprenticeship Advisor who will act as an on-the-ground resource for apprentices and employers in the Fraser Valley, from Abbotsford to Hope. Over 65 local apprentices, employers and industry representatives gathered at the Ramada Plaza Abbotsford Hotel and Conference Centre yesterday to meet **Andrew George, ITA’s Apprenticeship Advisor for the Fraser Valley**, along with **Gary Herman, ITA CEO**.

As the Fraser Valley’s new Apprenticeship Advisor, Andrew George has over 20 years of experience working and teaching as a Red Seal Certified Chef. Previously, Andrew worked with the Tsleil-Waututh First Nation, the K’la-how-eya Aboriginal Centre and Vancouver Community College, advising, instructing, and developing courses for his trade.

“Just about everyone can recall having a mentor of some kind early in their career,” said **Abbotsford South MLA Darryl Plecas**. “Having access to a professional local person will be an invaluable resource to both apprentices and employers alike.”

“Success in today’s job market depends on having the right skill sets,” said **Abbotsford-Mission MLA Simon Gibson**. “We want to see people succeed and Mr. George offers a wealth of information and experience.”

[Apprenticeship Advisors](#) serve as an extension of the ITA Customer Support team, with the primary focus of providing regional support to apprentices and sponsors, creating a positive impact on continuation and completion rates for apprenticeship. Key responsibilities include building knowledge of the BC apprenticeship system, advising apprentices and sponsors, boosting apprentice success, and supporting apprentice and sponsor connections.

The introduction of the Apprenticeship Advisor initiative was the result of an in-depth, province-wide consultation into apprenticeship supports in 2013 that included input from multiple stakeholders. It is also in direct response to the recently launched [B.C.’s Skills for Jobs Blueprint](#) as well as recommendations made in [The McDonald Report](#).

ITA has 15 Apprenticeship Advisors located in the following regions:

Lower Mainland, Coast & Mountains

- Vancouver and Richmond
- North Shore, Whistler and Sunshine Coast*
- Burnaby, Annacis Island, and North Delta
- Fraser Valley*

- South Fraser
- North Fraser

Thompson Okanagan and Kootenay Rockies

- Interior, Kamloops*
- Interior, Kelowna
- South East*

Northern BC

- North West*
- North East
- Central North, Prince George South*
- Central North, Prince George North

Vancouver Island

- North Island
- South Island

*In addition to supporting apprentices and sponsors, these six Advisors will also focus on supporting apprentices within local Aboriginal communities.

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For interviews, additional event photos or more information, please contact:

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