

For Immediate Release
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"TOOLS [th]at Work" **Promotes Skills and Trades Employment Opportunities**

Dryden, ON – Skilled trades offer some great career choices and Crescive Corporation is pleased to announce the launch of the “TOOLS [th]at WORK” campaign to promote experiential learning opportunities for youth. This campaign was developed on behalf of the Keewatin-Patricia District School Board (KPDSB) to compliment their existing Ontario Youth Apprenticeship Program (OYAP) offered at high schools throughout the district.

According to the 2003 Skilled Trades Survey conducted by the Ontario Chamber of Commerce, the supply of young people entering the workplace is decreasing; the total labour force is aging; and the immigration to Canada of skilled trades-people has declined. Canadians do not train enough apprentices nor does the education system and Canadian social perception value careers in the broader skilled trades, apprenticeship learning and technical education and experience.

Regulated Trades in Ontario have evolved over the years and offer experiential learning and/or apprenticeship opportunities in many non-traditional trades. For example the Service Sector regulated trades includes appealing career options such as: early childhood education worker, education assistant, network cabling specialist, child & youth worker, hairstylist, special events coordinator, cook, electronic service technician or native clothing & crafts artisan.

Recent statistics indicate the need to promote the benefits of registering under the Ontario Youth Apprenticeship Program (OYAP) as a school-to-work transition and should send a key message to employers “Who is going to work for you in the next ten years?”

- 17% KPDSB high school students drop-out prior to graduation
- 65% of students do not pursue post-secondary education
- 40% of new jobs will be in skilled trades and technology

“We want to encourage more young people to consider skilled trades as a career choice, and we want to encourage more local businesses to help provide the work experience that can launch their careers,” explains Vicki Scherban, Special Projects Coordinator with Crescive Corporation. “Tools [th]at Work” brings together a number of work experience and employer incentive programs that we are really excited about. We’re offering these opportunities because we believe they contribute to our students, our schools, and our communities.”

Crescive Corporation will be hosting a series of Skilled Trades Employer Forums and School Council Luncheons commencing January 21st in the following five communities including Dryden, Red Lake, Ignace, Sioux Lookout and Kenora to obtain feedback and generate interest in the skills and trades fields.

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