

**B.C. Federation of Labour  
Moving Forward: Apprenticeship in the New Economy  
April 18-19, 2010**

**Ensuring a Skilled Workforce for Tomorrow**

**Allison Rougeau, Canadian Apprenticeship Forum**



**CAF-FCA Return on  
Apprenticeship  
Training Investment**

Part of the Solution...

 Canadian Apprenticeship Forum  
Forum canadien sur l'apprentissage

## CAF-FCA Who are we?

- We are members of the apprenticeship community in Canada.
- There are over forty Board members representing:
  - Business,
  - Labour,
  - Inter-Provincial Alliance of Apprenticeship Board Chairs,
  - Canadian Council of Directors of Apprenticeship, Educators, and Equity groups,



## CAF-FCA's Mission

- To influence pan-Canadian apprenticeship strategies through research, discussion, and collaboration
- To promote apprenticeship as an effective model for training and education, contributing to the development of a skilled, high quality, productive, inclusive and mobile labour force



## CAF-FCA: Who We are and What We Do

- To influence pan-Canadian apprenticeship strategies through:
  - Research
  - Discussion, and
  - Collaboration
- To promote apprenticeship as an effective model for training and education, contributing to the development of a
  - Skilled
  - High Quality
  - Productive
  - Inclusive and mobile labour force

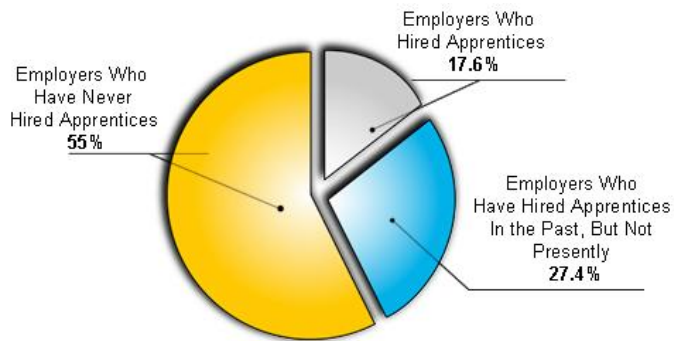


## Apprenticeship: Part of the Solution

- Apprenticeship enables employers to train their own employees to address skills shortages.
- Apprenticeship training is also an effective way through the mentoring relationship between the journeyman and apprentice to pass down knowledge from one set of workers to another.
- In Canada, however, less than 20% of employers in the skilled trades have apprentices.



## Why a Return on Training Investment Study?



## Trade Specific Data and Labour Market Information

- It pays to hire an apprentice: The return on apprenticeship training investment for employers.
- National survey filled in by almost 1,000 employers in 16 trades.
- The bottom line: For every \$1 invested, employers receive a benefit, on average, of \$1.47.



## Key strategic goal - more employers hiring apprentices

- CAF-FCA has researched the business case for training. (ROTI)
- CAF-FCA has products & tools.
- Work with those that can influence employers what might work best.



## Employer Supports Mechanisms Catalogue-One Stop Shop



## Canada-Catalogue Example

- Apprenticeship Job Creation Tax Credit
- Assistance for Apprentices
- Federal Job Bank (Service Canada)
- Federal Labour Code and Federally Regulated Businesses / Industries



## Ontario-Catalogue Example

- General Apprenticeship Website for Ontario
- Financial Incentives
- Modular Training Programs
- Passport to Prosperity
- Pre-Apprenticeship – Ontario Youth Apprenticeship Program
- Assistance for Apprentices
- Workplace Safety and Insurance Board
- Employment Standards and Occupational Health and Safety



## Research Findings

- Employers indicated that training apprentices results in the following benefits:
  - **reduced risk of skill shortages**
  - **greater overall productivity**
  - **increased potential for career advancement for the apprentice**
  - **better relations with customers**
  - **fewer mistakes**
  - **better health and safety performance**



## Research Findings

- Majority of employers indicated their **journeyperson derived a benefit from training an apprentice.**
- Majority of employers across all business sizes and regions viewed a **internally trained journeyperson as more productive than an externally trained journeyperson.**
- Employers rated “**better fit with the organization**” as the most significant benefit of employing a journeyperson who was trained as an apprentice.



## Additional Feedback from Employers

- Employers believe apprenticeship supports their business through the following ways:
  - **Effective recruitment strategy**
  - **Two way skills development**
  - **Higher quality work**
  - **Increased productivity**
  - **Improved safety**
  - **Improved company reputation**



## Reasons why Employers do not participate

- Non-participating employers were asked why they did not hire apprentices.
- The most common reason reported by employers for not hiring an apprentice was that their business did not have enough continuous contracts to support hiring an apprentice (30%).



## Reasons why Employers do not participate

- Another common reason for not investing in apprenticeship was that the business was too small and there was no reported need for additional workers (25%).
- Some employers indicated they would be willing to hire an apprentice, but there were few or no apprentices applying to their organization (14%).



## The bottom line...

- In 2008 CAF-FCA consulted with almost 1,000 employers from 16 trades across every region.
- On average, employers receive a **benefit of \$1.47 for every \$1 invested** in apprenticeship training.
- There is a positive net return right across Canada and many trades receive a return in the very first year.
- It pays to hire an apprentice!



## Starting Point: Employer Toolkit



## What's in the Employer Toolkit?

- **The reasons why** it pays to hire an apprentice and employers sharing why apprenticeship works for their business.
- **An on-line forum** where employers can chat with one another and get answers to their questions.
- **On-line catalogue:** A comprehensive list of all the available supports for employers who hire apprentices. Searchable by province or territory.
- **Apprenticeship Works: Build on it database** of tools. There are links to essential skills tools that can help employers identify skills gaps.
- **Provincial/territorial contacts** so employers can find out about the specific rules about registering and training apprentices.



## Ready to use tools

Canadian Apprenticeship Forum  
Forum canadien sur l'apprentissage

### APPRENTICESHIP WORKS: BUILD ON IT!

Access practical tools and information on how to successfully recruit and retain apprentices

FOUNDATION    RECRUITING    MENTORING    IDENTIFYING GAPS    TRACKING PROGRESS

INDUSTRY CATEGORY: Apprentices    PROVINCE / TERRITORY: Alberta    RECENTLY ACCESSED: select to open

## Ready to use tools


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### APPRENTICESHIP WORKS: BUILD ON IT!

#### MENTORING

Apprentices want to learn, to develop their skills, and to feel like they are a part of your team. Effective mentoring is essential to addressing these needs.

Mentoring also has many benefits for your journeypersons. They get to re-




#### IT WORKS!

Check out these resources for tips on the importance of mentoring and how to create positive mentoring relationships. "Regular rotation of apprentices between 'buddies' is maintained as it has demonstrated success in drastically enhancing the skill sets of our apprentices... All suggestions are valued and some of our best improvements can come from apprentices." - Company Manager

Hide 7 resources

- Province of Nova Scotia Apprenticeship Training and Skill Deve...
- Canadian Automotive Repair and Service CARS Workplace Me...
- Office of Literacy and Essential Skills Essential Skills and Ment...
- CSC Mentor At A Glance Card
- CSC Implement Guide
- CSC Mentor Handbook
- CSC Learner Handbook

**CSC Learner Handbook**

 [http://www.csc-ca.org/pdf/mentorship\\_program\\_files/CSC-03-Learner\\_Handbook\\_E.pdf](http://www.csc-ca.org/pdf/mentorship_program_files/CSC-03-Learner_Handbook_E.pdf)

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## For more information

Visit [www.caf-fca.org](http://www.caf-fca.org) for further details and to see more trade specific examples in the report.

**613-235-4004 ext 202**



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