



*enhancing aboriginal
participation in the
trades...*



A Communication Initiative



*taking steps to
make it
happen...*



Alberta Apprenticeship
and Industry Training
Excellence through training and experience

Alberta
LEARNING

Alberta Learning is taking steps to increase the participation of Aboriginal people in the trades through its *Enhancing Aboriginal Participation in the Trades Communication Initiative*.

In 2001 we spoke with close to 200 Aboriginal apprentices, students, career counsellors and Elders. Three themes came out of these discussions:

- Aboriginal people need quality and meaningful information about the trades.
- This information must be supported by increased face-to-face contact.
- Aboriginal youth need to hear the success stories of Aboriginal role models.

Our communication initiative is designed to address these three themes and more. Some communication items we are working on include:

- Participation at meetings of Aboriginal educators, counsellors and leadership to inform them about the initiative.
- Creation of the Aboriginal Apprenticeship Network, a group of organizations with a mandate to promote apprenticeship. Apprenticeship and Industry Training is taking the lead in coordinating unified messages and distribution channels through this Network.
- Guides to the trades for students, career counsellors and parents.
- Feature Aboriginal apprentices on the apprenticeship and industry training website.
- Offer articles to Aboriginal and other media about Aboriginal people who are successful in the trades.
- A speakers bureau of Aboriginal role models to assist in delivering presentations in Aboriginal communities.

Our communication plan supports goal 6 of the Government of Alberta Business Plan 2001-2004, which reads: "The well-being and self-reliance of Aboriginal people will be comparable to that of other Albertans"

Future activities may include:

- Tools that introduce the trades to Aboriginal children in elementary school.
- Broader promotion of Aboriginal role models.
- Additional information tools for parents and career counsellors.
- Products to promote Aboriginal participation in the trades to employers.
- Assist employers to enhance Aboriginal participation and retention and create a culturally sensitive workplace environment.
- Continued promotion of the importance of this initiative province-wide.

To learn more about this initiative or apprenticeship information please contact an apprenticeship and industry training office in your area. For offices outside your local calling area, call **310-0000**, then enter the ten-digit number you wish to reach.

Bonnyville (780) 826-6142

Calgary (403) 297-6457

Edmonton (780) 427-8517

Fort McMurray (780) 743-7150

Grande Prairie (780) 538-5240

Hinton (780) 865-8293

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Medicine Hat (403) 529-3580

Peace River (780) 624-6529

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For apprenticeship information, you can also visit www.tradesecrets.org