

YOU KNOW IT FIRST-HAND: THERE'S AN INCREASING NEED FOR SKILLED TRADESPEOPLE ACROSS NOVA SCOTIA – AND PERHAPS YOUR INDUSTRY SPECIFICALLY. FILLING THIS VOID WITH YOUNG, COMMITTED INDIVIDUALS WILL NOT ONLY HELP THE ECONOMY BUT COULD HELP YOUR BUSINESS AS WELL.



AS AN EMPLOYER OF SKILLED TRADESPEOPLE, YOUR ROLE IS ESSENTIAL IN ADDRESSING THE INCREASING NEED FOR SKILLED LABOUR IN NOVA SCOTIA. BY MAKING CONNECTIONS THROUGH THE WORKIT YOUTH APPRENTICESHIP INITIATIVE, YOU CAN HELP YOUTH “EARN AND LEARN” WHILE TRAINING THE FUTURE OF YOUR OWN BUSINESS!

# MAKE connections.



[www.workitns.ca](http://www.workitns.ca)



IT'S ALL YOU.

NOVA SCOTIA  
Labour and  
Workforce Development



IT'S ALL YOU.

YOUTH APPRENTICESHIP PROVIDES A VALUABLE OPPORTUNITY FOR YOU TO TRAIN YOUR OWN FUTURE AND GROW YOUR BUSINESS IN THE PROCESS.

Workit, an initiative from the Apprenticeship Training and Skill Development Division, was formed to raise awareness for—and participation in—the designated skilled trades. Through this initiative you have the opportunity to increase your competitive advantage while addressing current and future skills shortages. Young, enthusiastic and talented individuals in your community are looking to become journeypeople in the skilled trades. And Workit can help you find them.

## INVEST IN TRAINING AND INCREASE YOUR BOTTOM LINE.



By investing in apprentices (and youth apprentices through Workit), you are greatly increasing your retention of valuable employees and technicians. Providing apprenticeship training opportunities encourages loyalty in younger employees and develops skills such as mentorship in more experienced technicians. In fact, by transferring knowledge from journeypeople to apprentices, you're ensuring that their skills stay in your company for years to come. Here are some additional advantages of apprenticeship for your business:

- **Access to a pool of younger employees.** With the high demand for skilled tradespeople, especially in Nova Scotia, there is increasing competition for young employees. Workit can help you reach this younger audience much earlier.
- **Increased efficiency, customer loyalty and, in turn, profitability.** By training youth apprentices to your own high standards, you help maintain consistency, quality and reliability—all of which will benefit your business.
- **Increased workplace safety.** Apprentices are trained in workplace safety. Employees with high awareness of workplace safety practices are a huge advantage, and help to ensure that your premiums do not dramatically increase.

From an apprentice's point of view, access to training is one of the top ten considerations for staying with employers.\* And the Workit initiative is an ideal means for you to provide it!

\*Apprentice Retention in the Skilled Trades (2001 report by the Industry-Education Council of Hamilton)

Almost 50 per cent of businesses said a shortage of qualified labour was one of the most important issues they face.

Canadian Federation of Independent Business, 2003

## HELP YOUTH EXPLORE THE SKILLED TRADES.



Many of today's youth—along with parents and educators—are unaware of the growing need for skilled tradespeople. In addition, they lack basic information about the skilled trades and the steps to becoming an apprentice/journeyperson. The Workit initiative was created to change this, to increase awareness of the many career opportunities available through the designated skilled trades.

As an employer, you can actively participate in Workit by making opportunities available to youth apprentices. One method is to offer workplace tours and informational interviews for those interested in previewing a skilled trade. These “try out” sessions are an excellent way for youth to see what you do everyday—and a great chance for you to introduce them to your business.

## TURN TO OUR WEB SITE FOR DETAILED INFORMATION.



There are many other ways to take part in the Workit initiative, and you'll find all the information you need at [www.workitns.ca](http://www.workitns.ca). Visit today for important contact information, helpful links and details about how you can become involved. Your support for skilled tradespeople is essential to Nova Scotia's economic success.

By opening doors to youth apprentices, you'll have access to those just beginning their careers. You can prepare them to work in a trade, and in your business. It will help you reduce the need for skilled labour in your company—helping your business evolve and succeed in the process.

Train your future workforce now through Workit youth apprenticeship.

