

**FOR IMMEDIATE RELEASE**  
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## **go2 DESIGNATED AS THE 'INDUSTRY TRAINING ORGANIZATION' FOR BC TOURISM**

**Vancouver, BC** – go2 - BC's tourism industry human resources association announced today it has been sanctioned by the Industry Training Authority (ITA) to take on a new industry training mandate for the tourism industry in British Columbia.

The Industry Training Authority (ITA) was established in 2004 to significantly expand training participation in BC through the development of an industry-led training model. Industry Training Organizations (ITOs) are the principal way in which that leadership is being delegated, and have already been launched in the horticulture, automotive and residential construction sectors. In addition to tourism, new ITOs were recently approved for the province's resource and industrial/commercial/institutional construction sectors.

"Earlier this year, the BC Competition Council recommended that government accelerate ITO development as a means of increasing the number of skilled workers for B.C. employers," says Brian Clewes, ITA CEO. "We're on track to have 10 such organizations up and running by 2008, and are very pleased that go2 has agreed to step into the leadership role for training in B.C.'s vital tourism sector."

The mandate of this new division of go2 will be to provide an effective industry-driven training function by defining training needs, setting industry training and occupational standards, measuring industry training results, and directly interfacing with public, private and K-12 training providers. The apprenticeship programs for Cook, Baker and Meatcutter will fall under the jurisdiction of go2's industry training mandate.

Moving forward, go2's industry training division will conduct a training needs assessment and look at the development of new and improved industry credentials driven by the needs of the tourism industry.

"Taking on the industry training mandate for tourism is a natural fit for go2 as it will dovetail in with programs go2 is already doing such as labour market research, career awareness and certification programs like emerit and Serving It Right," said Arlene Keis, CEO go2. "This new mandate will contribute to growth and economic success of the BC tourism industry in many ways by increasing the number of students in tourism education programs, improving laddering among tourism occupations and industry training programs, and increasing employer engagement in tourism education, training and career development."

Taking on this initiative is consistent with go2's overall mandate to coordinate and implement the BC tourism industry's Human Resources strategic plan, which includes training.

go2 is commencing a search immediately for a Director, Industry Training to lead to development of this exciting new service mandate within its organization.

### **About go2**

Established by the BC tourism industry in April 2003, go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. For more information about go2, visit [www.go2hr.ca](http://www.go2hr.ca).

## **About the Industry Training Authority**

The ITA is a provincial government agency with a mandate to govern, expand and improve BC's industry training system. The ITA works to create greater flexibility and accountability within the system, to better align training outcomes with industry requirements, and to meet BC's skilled training needs now and in the future.

As well, ITA Customer Service administers the industry training system and provides direct services to participants. This includes such things as registrations, assessments of previous experience, administration of examinations, and issuing of certifications.

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