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Strategy



NEWS RELEASE

DESTINATION TRADE: BUILDING APPRENTICESHIP CAPACITY FOR CANADA'S LOW CARBON FUTURE

Electricity Human Resources Canada (EHRC) launches a new program to improve completion rates for apprentices working to build Canada's low-carbon future.

March 19, 2024. OTTAWA – Electricity Human Resources Canada ([EHRC](#)), funded in part by the Government of Canada's Apprenticeship Strategy, is launching a new program – Destination Trade. This program is designed to support third- and fourth-year apprentices in completing their training in a timely manner to become qualified as certified tradespeople. The program will develop innovative training and will incentivize small to mid-sized businesses to hire and retain third- and fourth-year apprentices via a wage subsidy and will include the development of pathways for the skilled trades in the sector.

“The electricity sector is forecasted to experience high growth and tight labour conditions, with an abundance of job openings, and high-quality career opportunities in the skilled trades”, says Michelle Branigan, CEO, EHRC. “The Destination Trade program will increase the success and completion rates for electrical apprentices by identifying and addressing systemic barriers while removing financial barriers preventing third- and fourth-year apprentices from finishing their training.”

In an industry where 27% of the Canadian electricity workforce is employed within the trades, EHRC has long advocated for the need to have closer ties and joint action by employers, trainers, unions and governments to expand the breadth and depth of this highly skilled workforce. The current demographic data shows that there is a significant component of the Canadian workforce who are retiring from the trades, while new trade hires are often not completing or taking too long to complete apprenticeships. Statistics Canada has reported that 16% of participants in apprenticeship

programs completed them in the expected time frame. 64% expected to take longer and 20% had left their training. Despite many commendable efforts by industry actors, there is a fundamental need to try something different in our long-term approach to these systemic issues.

The Destination Trade program will encourage and support industry employers to retain and support apprentices in achieving journey person status by delivering 250 placements to support completion of their Certificate of Qualification by offering up to \$5,000 in wage subsidies.

EHRC will work with employers and union partners including IBEW and PWU to encourage the recruitment of diverse candidates and apply a diversity lens to culture shift and move Canadian organizations into being more inclusive workplaces reflecting the diverse people that make up the broader Canadian workforce.

About Electricity Human Resources Canada ([EHRC](#))

Electricity Human Resources Canada is Canada's leading provider of trusted HR research intelligence for our national sector.

Our primary role is to strengthen the ability of the Canadian electricity and renewable energy industry to meet current and future workforce needs. EHRC develops the resources that inspire our next generation and is the steward of forward-thinking initiatives that drive positive change as together we build Canada's low carbon economy.

Our vision is to build a world-class electricity workforce. We will achieve this by growing our Canadian electricity labour force to be safety-focused, highly skilled and inclusive.

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