

Career placement program 100% success!

(Fredericton) Why take a training program? If you were to ask any one of the nine people who are completing *The Food & Beverage Service Program* in Miramichi, they would answer, “to start a career”. In today’s economic climate, skilled workers are hard to come by so these participants, who will complete their training on December 17th, will have the advantage of targeted training to give them a leg up when it comes to securing employment.

On September 27th, the participants entered a classroom to begin a journey that would change their lives for the better. Over the course of 12 weeks, the Tourism Industry Association of NB (TIANB) and Workplace Essential Skills (WES) of Post Secondary Education, Training and Labour delivered a program to respond to the needs of the food and beverage sector in Miramichi. Working in conjunction with local businesses and having their support was fundamental to the success of this program. Boston Pizza, Cowboys Pub and Grill, King George B&B, Rodd Miramichi River Hotel, Tim Horton's, and Zellers Restaurant were the industry partners who provided the space and expertise for the workplace element of the training. Enterprise Miramichi acted as the intermediary to bring the industry partners together.

“The goal for providing this training program is to give people the knowledge and skills that will make them immediately recognizable to an employer as someone who is going to be an excellent employee. They will be trained in the best business practices for the industry and that means a very productive employee for the person doing the hiring,” says Joanne Bérubé-Gagné, President of TIANB.

There are a number of partners in this project allowing the participants to avoid the overall cost which is estimated at \$2 500 per participant. The Canadian Tourism Human Resources Commission, Post Secondary Education, Training and Labour along with industry support from Enterprise Miramichi made this program possible.

This project was coordinated with the local businesses and created interaction between the business and the participant that led to all gaining workplace experience in the industry.

“The Food and Beverage Program has allowed me the chance to work on essential food and beverage skills and provided me with useful certificates that will aid in my future in the food service industry. Great program,” said Jamie Ross, a participant in the program.

This program is the fourth *Ready to Work* program so far this year but it is the first time that TIANB and WES have worked together to deliver it. Three other skills training programs were completed this year in Fredericton, Moncton and Woodstock and were TIANB initiatives that have recorded success. Employers are pleased with the quality of

people completing the program and the participants are happy to have the skills to begin their careers.

“It is clear that programs of this kind are very beneficial for both those participating and the tourism industry, as well,” said Tourism and Parks minister Trevor Holder “I commend the Tourism Industry Association of New Brunswick for working together with industry partners and government to develop training for tourism industry staff.”

TIANB will be offering similar programs again in the New Year in at least two new locations; Saint John and St. Isidore. Openings are still available in these two programs for all interested in tourism career training.

The Tourism Industry Association of New Brunswick acts as the provincial tourism and hospitality organization of the province, existing to fulfill the needs of its membership, in cooperation with both private and public sector partners. As a representative and industry driven organization, the Association provides leadership and direction, aiming towards making tourism and hospitality the leading and most viably sustainable industry in New Brunswick.

The Department of Post-Secondary Education, Training and Labour has collaborated with business, industry, community and labour organizations to introduce Workplace Essential Skills (WES) training to employed individuals and job-seekers throughout the province. This training maximizes the skills and resources of New Brunswickers to ensure the competitive edge, innovation and efficiency needs to lead business into a prosperous future. Training is customized to respond to the specific needs of the work environment and the current or future needs of employees.

Established in 1993, the Canadian Tourism Human Resource Council (CTHRC) addresses labour market issues and promotes professionalism in the Canadian tourism sector. Collectively, council members work on behalf of 174,000 businesses that make up the sector. CTHRC brings together tourism businesses, labour unions, associations, educators, and governments to coordinate human resource development activities in support of a globally competitive and sustainable Canadian tourism sector.

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