

For Immediate Release

Interprovincial Red Seal Standards Strengthened Through Partnership

CCDA, , MCA Canada, UA Canada

Ottawa, September 10th 2013 – The Canadian Council of Directors of Apprenticeship (CCDA) is working to strengthen Interprovincial Red Seal trade and occupational standards to foster success and build excellence in all Canadian provinces and territories.

As part of the Strengthening the Red Seal initiative, the CCDA recently initiated a pilot project that will evolve the current National Occupational Analysis (NOA) to a standard that not only provides an analysis of the trade, but also clearly outlines the performance required by industry to be certified in a trade. It will also include new features such as learning objectives that will support greater harmonization across Canada in terms of apprenticeship training and assessment. As part of the pilot, the CCDA will test a new development process for the standard that will allow for greater industry involvement.

The CCDA has established a partnership with the UA and the Mechanical Contractors Association of Canada (MCAC) for this pilot project, to test the “new” standard’s features and development process with the Steamfitter/Pipefitter trade. Results of the pilot will serve to determine the final format and process for development of standards for all Red Seal trades.

The UA and MCAC will be engaged in this project and will provide advice throughout the pilot that will hopefully prove invaluable as the project moves forward in the coming year. “The Interprovincial Red Seal is widely recognized and respected by industry across Canada and internationally, and is seen as an employment advantage that leads to job opportunities, higher wages, continued employment, career advancement and technical excellence,” Larry Slaney said. “The UA and the MCA will be part of helping to ensure that the new “Strengthening the Red Seal” initiative will meet industry requirements. We want to ensure the continued success of the Red Seal, and to provide the skilled workforce for the future of our clients, owners and contractors that we service, and for the future of Canada.”

Richard McKeagan, President of the Mechanical Contractors Association of Canada (MCAC) says “our Association has always been a supporter of apprenticeship training and, when it comes to national recognition, the Red Seal certification program. When the Canadian Council of Directors of Apprenticeship (CCDA) started discussing its Strengthening the Red Seal Program initiative with industry a few short years ago, MCA Canada was invited to participate and to provide input, he added. Since then, McKeagan notes, MCAC has been involved with several national meetings on this issue and we have provided industry input. One of the messages that we consistently conveyed was that we wanted to ensure that industry was involved with any changes to the Red Seal program. Obviously, that message was heard and we are more than happy to be a part of this pilot exercise in partnership with UA Canada and CCDA.”

The CCDA is a voluntary, intergovernmental partnership that facilitates the development of a certified, highly skilled and mobile workforce in Canada. Labour, industry and other stakeholders play a key partnership role in the Red Seal Program by assisting in the development and validation of standards and examinations for the Red Seal trades. “Our goal is to strengthen the Red Seal Program by developing materials designed to enhance the training and certification opportunities for tradespeople,” said Dan Mills, CCDA chair. “Construction industry partners have helped these pilot programs meet with success and have been key partners in establishing the Red Seal Program as

a national certification and recognition process in Canada. Today, more than 81% of all registered Canadian apprentices are in Red Seal trades,” Mills stated.

The Red Seal Program is a partnership between the Government of Canada and the Provinces and Territories. Through the Red Seal Program, interprovincial standards and examinations are developed and maintained through an industry-driven process for the skilled trades. Today, the Red Seal endorsement is widely recognized and respected by Canadian industry as a standard of excellence.

“The Red Seal Program provides confidence to both employers and consumers that a tradesperson is skilled and knowledgeable. It also provides evidence that a Journeyperson has met a defined level of skill and that they are qualified to do their job,” said Larry Slaney, Director of Training for UA Canada. “The Red Seal endorsement on a provincial certificate facilitates mobility of trades workers and recognition of trade certification across Canada in the Steamfitter-Pipefitter trade, which is experiencing a huge demand for qualified workers.”

The Red Seal Program has promoted labour mobility and help to standardize training and certification for skilled trades for over 50 years, developing interprovincial requirements for 55 Red Seal designated trades. More than 574,000 Red Seals have been issued to skilled tradespeople since the Red Seal Program’s inception.

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For more information on the Interprovincial Standards Red Seal Program go to www.red-seal.ca

For more information on UA Canada go to www.uacanada.ca

For more information on MCA Canada go to www.mcac.ca