



## Newsletter

PUBLISHED QUARTERLY BY WOMEN'S PROGRAMS

ISSN 0825-6519

FALL/WINTER 1985

### New B.C. Program Matches Women With Mentors

*"Mentor: a wise and loyal advisor."*

How do you go about finding such a person to assist in your career choice? For 32 B.C. women, it happened by filling in an application form for the B.C. Mentorship Program.

A Mentorship Program pilot project, co-sponsored by Women's Programs and the Victoria chapter of Zonta International, is nearly complete and the results look promising. Lisa Harney of Women's Programs and Zonta's Cobina Herrington are co-ordinators. It was Cobina and her Status of Women Committee who thought of the idea for International Youth Year and approached Women's Programs to work co-operatively.

"There is no similar program in Canada – and possibly even North America," says Lisa Harney. It took a year of planning to launch the no-cost pilot project which uses volunteers.

The basic idea is a simple one. A career woman (mentor) is matched with a student thinking about pursuing that career (mentoree). Mentorees can indicate up to three career preferences on their application.

Although not all women were matched to their first choice, Lisa and Cobina did manage to track down a range of career women in fields as diverse as police work, aviation, computer programming, jewelry design and acting. Once the matches and introductions were made, it was up to each mentor and mentoree to discuss expectations and select possible activities, which often include a visit to the workplace. Time commitments vary. Some matches meet regularly; others talk only by phone.

The pilot project was originally geared for young women in grades 11 and 12 to help them make an informed career decision.



Photo credit: Linda Whitney

Patricia Kimola (rt.) meets mentor Jeanne Crawford (lt.)

Carla Maftchuk is a mentoree who needed to decide her course choices for Grade 12. "I was thinking of pharmacy and wondered if I needed any special courses now," she says. "I wondered if there were different kinds of pharmacy careers and I didn't know how to find out. I had only seen a pharmacist behind a counter at a drugstore."

Through the program, Carla was matched with pharmacist Linda Chiu who not only helped Carla pick her grade 12 courses, but also explained the nature and scope of her career.

"Linda has taken me to her pharmacy . . . and told me about her job. I even found out about the laws and regulations concerning pharmacy, something I'd never thought about," says Carla. Through her mentor, she also met people working in other areas of pharmacy. Carla is now sure about

her career and knows it will take five years of university. "I feel more secure about investing this time now," she says.

Some mentorees discover that a chosen career is not what they expected and switch. One woman changed her mind from being a pilot to being a photographer. Another mentoree interested in counselling shifted focus from working with adults to juveniles. "They changed because it was not quite what they expected – proof that the program is working," agree both Lisa Harney and Cobina Herrington.

The pilot project was expanded to include a second group: women taking upgrading classes or financial aid workshops.

Patricia Kimola and Jeanne Crawford are matches. Patricia married, has children, and now wants to re-enter the job market. She has

continued on page 2



chosen a career and is enrolled in a systems technician course at Camosun College. Jeanne is a Senior Technical Analyst with B.C. Systems Corporation. "My mentor is not quite in the same field," says Patricia, "but I'll gain contacts. Jeanne has some good ideas about getting known in the field."

For women re-entering the workplace, it's not just career information that is needed. "My concerns are fairly general . . . even getting together a basic work wardrobe after all these years," says Patricia. Another aspect is encouragement and advice. "Jeanne is supportive. She's quite sure I can handle it. Somebody out there believes in me," she adds.



Mentoree Carla Maftechuk

As her mentor, Jeanne Crawford is confident she can share things she has learned over the years with Pat, "things like planning, identifying your objectives, putting together a plan, finding companies – how to do a job search," she says.

Mentorees receive many benefits from the program, but what can a mentor expect? "The satisfaction of sharing my experience, of seeing a person grow and gain confidence" makes it worthwhile for Jeanne. Karin Franzen, another mentor, says "you make a friend where you hadn't expected one." It's also a chance to explain in detail what you do, why you do it, and receive feedback on your own career. Group meetings are an opportunity to network with working women in a variety of fields.

The pilot ends in January and at that time, participants will evaluate the program. Ways in which the program can be extended into other areas of the province are being explored.

For information on the B.C. Mentorship Program, write to Women's Programs, Parliament Buildings, Victoria, B.C. V8V 1X4. In Victoria, phone 389-3060 or in Vancouver, contact the Women's Office at 660-6800. ●

## Recent Events Focus on Women's Issues

**T**he weeks since the last issue of the Newsletter seem to have been particularly busy ones for us in Women's Programs. So much is happening for women, and I want to let you know more about some of our activities.

- Of great significance for women in Canada is that women's issues were an agenda item at the recent First Minister's Conference on the Economy. Both the provincial ministers and federal minister responsible for dealing with women's issues had recommended that women's issues be included in the economic policy-making process. Those of you who followed the First Minister's Conference in Halifax will have noted a number of references to this initiative – an important advance for all Canadian women – and a recognition that women's issues cannot be dealt with in isolation of the major economic issues facing our nation as a whole and an acknowledgement that most women's issues are indeed profoundly economic in nature. There was also considerable emphasis on the contribution made by Canadian women to the economy and discussion on ways to enhance this in the future.

- Here in British Columbia, our own Minister has been meeting with women and women's organizations around the province to hear directly from them their concerns, needs and views. Discussions have been lively and informative and are resulting in a review by the Minister of programs and priorities. These consultations will continue through the winter and spring.

- At the federal/provincial level, ministers have been talking about problems facing immigrant women in Canada. Our own Minister, the Honourable Terry Segarty, is looking forward to on-going discussions with the federal minister responsible, the Honourable Walter McLean, on this specific topic.

- B.C. will host, and Women's Programs organize, the 5th Annual Conference of Federal/Provincial/Territorial Ministers Responsible for the Status of Women, June 4 to 6, 1986, at Fairmont Hot Springs. We are particularly pleased to be able to host the conference during the Expo '86 period.

- An issue to be addressed here, as in other places, is the sparsity of women



Isabel Kelly, Deputy Minister, Women's Programs

in key decision-making positions. It is most important that more women be appointed to boards and commissions. By participating in this way, women can prepare themselves to contribute in a whole host of activities, including elected offices, entrepreneurial ventures, etc. We have been asked to assist in identifying suitable women for consideration when opportunities arise.

– Isabel A. Kelly,  
Deputy Minister,  
Women's Programs

## Resource for Women

Canadian Construction Women (CCW) is an innovative and vibrant organization of women from all fields of the construction industry. Its members are architects, estimators, contractors, designers, building technologists, secretaries and accountants for construction firms.

Since 1980, CCW has been an important educational resource and network of support, information and representation for women in this non-traditional field.

Every fourth Tuesday of the month, a dinner meeting is held in Vancouver with a speaker or guest panel. These meetings help to establish important business contacts. CCW also holds tours of interesting projects under construction containing new ideas and approaches.

For information about CCW and upcoming programs, call Patti Dewhurst 430-1361 (work), Jaquie Travers 986-5911 (w), or Susan Pospisil 986-5911 (w), or write: Canadian Construction Women, c/o Amalgamated Construction Association, 2675 Oak Street, Vancouver, B.C. V6H 2K3. ●



# Men and Women in Management Course

"I was completely unaware of some of the problems women face in management," says Don Hughes, Manager of Budget Development, Ministry of Education. Don's words echo those of other participants taking a new government course called *Men and Women in Management*.

The idea for the course in management came from Dorothy Newman, Director of Human Resources Development for the Ministry of Education. It is part of her Ministry's Action Plan to increase the number of women in management. In analyzing why there were so few, Ms. Newman noted that "... the literature often found that an all-male culture was more comfortable and worked in different ways than when women were introduced."

This phenomenon is evident in the workplace. Don Hughes has noticed that all-male meetings are different: "They stick to business if meeting with women. They are generally more comfortable, at more personal levels, and more straightforward without women there," he says.

A course for men and women could help both understand the customs and behaviours of an all-male management culture and pinpoint gender-related issues in management. Because no such course existed, one was created.

It was decided to take an innovative approach: to have an equal number of men and women in the group, and to use both a male and a female trainer. Mary Martin, Training and Development Consultant, Women's Programs, and Greg Spears, Manager of Staff Development and Safety, Ministry of Environment, developed the idea into a 2-day program. To date, the course has been given three times, and it now has been adopted by Women's Programs and is available government-wide.

"We're excited about its potential for helping people during this difficult time, as women move more and more into the management ranks," says Greg Spears, co-facilitator.

On the first day, role plays, films, discussions, and exercises are used to involve everyone. The results are eye-opening. "What comes out is that men are perceived as aggressive and competitive and women as weak and emotional," says Mary Martin. "We then wonder out loud where these images came from ... and how we are conditioned. We focus on women, but also talk about men."

The facilitators go on to discuss

how the images held in the mind translate into behaviour and the problems women managers must overcome in a male work environment. Personal experiences are shared. Don Hughes valued this "frank and open discussion ... I had never had this constructive feedback from women," he says. The consciousness-raising of the first day has a big impact.

On the second day, participants learn about the management skills they have and those they require for the future. They are introduced to management models, leadership styles, and the use of power.

"We focussed on leadership styles for both men and women and did an exercise to see if we had more 'male' or more 'female' characteristics," says Barbara Farquharson, formerly with the Ministry of Education and now principal of Victor School. The concept of an 'androgynous' manager is introduced. In this model, getting-the-job-done (the 'male' management model) is as important as the relationships among the people doing the task (the 'female' model). "Research shows that the androgynous manager is the most effective manager," says Greg Spears.

Another exercise not only illustrates the difference in management styles between men and women, but helped Dr. Barbara Efrat of the Provincial Secretary's Ministry to broaden her viewpoint. "We had to

role play an interview ... I realized afterwards that I behaved in a stereotypically woman's way. I went for *that* job ... I wanted to impress them that I could do that job, that I wanted it, and would stay with it ... The man interviewed talked about moving on/up into management. He had his career figured out and spoke of the job as a step in his career plans."

Before the workshop ends, both men and women focus on the reality of the workplace. "I came out of the course with a better appreciation of how things are out there," says Dr. Efrat. For women like herself, in the middle of their careers, the changes may not come as quickly as she was hoping for. "It was sobering," she said.

Almost unanimously, participants valued the course for the opportunity to talk one-on-one and to make personal changes. "I thought I had an unbiased attitude towards the opposite gender," says Jim Viger, Personnel Director with the Provincial Secretary. "It helped me uncover biases that were more deeply buried ... and to understand the attitudes, frustrations, and anxieties of women in achieving success. I am more empathetic towards women, their thinking, aspirations, and motivation in trying to establish themselves in a male-dominated environment."

"I think the more people who take the course, the more open and genuine working relationships will be." ●

## All China Women's Federation Visits



ACWF Delegation meets with Women's Programs Advisors. (Lt. to rt.): Li Yueying, Wang Shuxian, Lin Shangzhen, Rosalind Coleman of CIDA, Wu Jie and Wei Bowen.

A 5-woman delegation from the All China Women's Federation (ACWF) visited Women's Programs in September on the first leg of their study tour of Canada. This was the second meeting between the ACWF and Women's Programs and provided a good opportunity to exchange ideas and information.

The ACWF is a network of some 76 million women. Madame Wang, who led the delegation, says its role is to transmit Party directives and explain

policy to women so they can participate in China's development. The Federation had been disbanded during the Cultural Revolution; but since its revival in 1978, it has worked to achieve equal pay for equal work, protection for women in danger from husbands, family, or supervisors, to provide information on legal rights, and to explain Party policies to women.

In common with women everywhere, they are working to improve educational opportunities and



to raise awareness and self-confidence. With more working couples in China and a one-child-per-family policy in effect until the year 2000, Mme. Wang said that the health and status of women in China is improving all the time. Attitudes are beginning to change but progress is still slow in rural China.

However, unlike Canadian women, the Chinese enjoy a complete range of employment opportunities. "Non-traditional" jobs do not exist. There is equal pay for equal work.

Mme. Wang also described the revered status of older women and explained that to guarantee ongoing support and care for elderly women, a special article has been written into the Chinese Constitution.

Ninety-five per cent of eligible women in China vote. They are encouraged to be active in politics at all levels: 21.2% of the delegates to the People's Congress are women. There are female heads of towns, provinces, and women ministers and deputy ministers.

The Chinese women learnt about the role of Women's Programs in B.C. before flying on to Vancouver and Eastern Canada. Mme. Wang listened carefully to what we had to say, praised our achievements, and took home with her a video on B.C. Women's Programs to show in China. ●

## Women's Non-Traditional Employment Program

Traditional attitudes and outdated practices have prevented many women from entering non-traditional (and possibly better paying) jobs. Although women represent over 42% of the labour force in B.C., they are still concentrated in a limited range of occupations.

To help women interested in the trades or technologies and those women eager to enter the wider spectrum of non-traditional fields of work, the Ministry of Labour provides wage subsidies to employers through the Women's Non-Traditional Employment Program (WNTEP).

An occupation is considered non-traditional if women account for only a proportion of the total number of employees in that occupational category. For example, areas such as pipefitting, tool and die making, engineering, store management and most of the trades are considered non-traditional occupations.

Through WNTEP, the Ministry of Labour will reimburse the employer up to 50% of the wages paid to each employee, to a maximum of \$2.50 per hour. Employers can find their own prospective employees, or they can contact the Ministry of Labour for assistance.

Women, through their own efforts,

can identify potential employers or ask the Ministry for assistance. Women eligible for the program are:

- Canadian citizens or landed immigrants, at least 15 years of age as of the date of employment under the program.
- Not employed full-time in addition to their employment under the program.
- Not attending an educational institution full-time while employed under the program.

Apprenticeship and Employment Training Counsellors can explain whether or not a particular occupation is non-traditional for women and can offer information and advice to both employers and employees. Contact the office in your area of The Apprenticeship and Employment Training Branch, Ministry of Labour. ●

## Video on Women in Trades

*Girls Can* is a video presentation produced by Victoria Women in Trades, designed to encourage young women in Junior High School to consider careers in the trades, technologies and sciences. For information, contact: Heather Gibson, Victoria Women in Trades, P.O. Box 6422, Station C, Victoria, B.C. V8P 5M3. Phone: 384-0529.

## Women's Office Hosts Delegation of Japanese Working Women

In September, the Vancouver Women's Office hosted an official delegation of twenty-six Japanese working women. The group, organized and financed by the Saitama Prefectural Government, was headed by Ms. Nakako Araki, Chief of the Women's Affairs section of the Prefectural Peoples department.

The purpose of the visit was to gain firsthand knowledge of social welfare and education systems in Canada and the United States and to obtain a broader understanding of social issues outside of Japan. The group visited Toronto, New York City, Washington, D.C. and Santa Monica, California before returning home in late September.

Japan's smaller families, simplification of housework, the growing number of working mothers and greater life expectancy have resulted in significant changes in women's roles and needs in Japan. Before World War II, a typical Japanese woman married at 23, had 4 or 5 children before the age of 38, worked at home until 55, and spent her golden years looking after her grandchildren. Today, she marries at



Sandra Molloy of the Women's Office with the Japanese Women's Delegation.

25, has 2 children before 30, dispatches major child-rearing responsibilities by 36 when the children are in school and is left with some 45 years to fill before she reaches Japan's current female life expectancy of 80.9 years.

These changes in Japanese women's lives have increased the need for women to develop their talents and achieve self-fulfillment. During the UN Decade for Women,

the Japanese government formulated a "National Plan of Action" on the basis of the "World Plan of Action" which set down a wide range of policies and measures to be implemented to improve the status of women. The 1985 Saitama Women's Canada and USA Mission is part of the Japanese government's overall plan. ●

— Jule Morrow  
Director, Women's Office



# Conference Ends UN Decade for Women



UNITED NATIONS  
DECADE FOR  
WOMEN  
1976-1985



(Lt. to rt.) Heldigurd A. Owiti of Kenya with her baby Ann Atieno and JoAn Lynch Maurer at Forum '85

JoAn Lynch Maurer, sponsored by Women's Programs, attended "an experience that truly was an opportunity of a lifetime." Ms. Maurer, President of the Vancouver YWCA, was in Nairobi, Kenya for Forum '85, a conference of Nongovernmental Organizations (NGOs) held simultaneously with the UN Conference ending the Decade for Women (1976-1985).

Thirteen thousand women met for the Forum, yet JoAn says "there was never a feeling of being crowded. There was certainly a feeling of sisterhood and contact . . . The biggest highlight was just being in Africa and being with women from all over the world and particularly women from Africa."

JoAn was impressed with the strength, dignity, and friendliness of Kenyan women. Their lives are harsher (wife-battering rurally as common as 100%; open hearth cooking; wood and water carried daily), yet they have a positive way of looking at things. "They work in a spirit of co-operation. They aren't going around with a raised fist; they are going around with a smile and an inclusive kind of attitude," she says.

Forum '85 was held at the University of Nairobi, "a perfect setting for a conference, with a big green in the middle where people gathered between workshops," says Ms. Maurer. The conference lasted 10 days, with 1,800 workshops and seminars to choose from. JoAn concentrated on those dealing with economic issues, women and work, and co-operative ventures by women.

She came home with new understanding. In a workshop on Peace and Development in the Caribbean, "it really hit me that it's impossible for women and children to have development in the country if they don't have peace," she said. A workshop on economic development helped her realize what was most needed in order for women to have equality in this world: "It's *economic* equality," she says.

Workshops were very moving, with women speaking about their own experiences, and with people in the audience sharing too. "I'd often see tears in people's eyes . . . they were

just so moved at the commitment and the passion that women spoke with." Not all sessions, however, were peaceful.

JoAn was impressed by a co-operative project in Greece. City women have gone and worked with women and men in the villages to set up bed-and-breakfast accommodations for tourists. It has blossomed into co-operatives for restaurants, baking, and cooking. "This is one of the positive things happening in Greece, where women are taking charge of their lives economically and working together," she says.

It was also revealing to see the kinds of development projects that truly help women in Africa: a village well, clean water, or a simple clay stove – not highways and dams.

In a workshop focussing on recognition for unpaid work, JoAn realized "that work in a paid economy is still unique in many parts of the world. Most women work constantly, but not for money." One of her goals now is to open up the definition and recognition of work to include *all* that women do.

Not all her time was spent in workshops. JoAn visited a Masai village and a national game park near Nairobi.

JoAn Lynch Maurer says she now sees the interconnectedness of equality, development and peace, which were the three conference themes. "I realized how far we still have to go . . . at the same time, I saw what a huge gap there is between our lifestyle here in B.C. and the lifestyles of most of the women in the world." ●

## Debbie Flexhaug Earns Journeyman Status



Debbie Flexhaug receives her certificate of apprenticeship and qualification to be a journeyman sawfitter. (Lt. to rt.): Lorne Friesen (head filer of Canal Flats division); Catherine MacKenzie (Apprenticeship and Training counsellor); Deborah Flexhaug; Art Yonkman (lumber production manager); Terry Segarty (MLA for Cranbrook and Minister of Labour/Responsible for the Status of Women).

Photo Courtesy of The Townsman

Continued on page 6



**T**hirty-one year old Deborah Flexhaug has done something only one other woman in B.C. has done: qualified as a journeyman sawfitter. She also used a not-often thought of career route: apprenticeship. Apprenticeship for a trade is a formal, regulated form of learning that combines workplace experience with technical coursework.

Deborah left school after Grade 10, worked for a short time as a chambermaid, and finally started at the mill in Canal Flats "where the work was. I did all kind of jobs: pulled lumber, fed planers, drove the forklift . . . Then I decided I wanted to have a trade," she says.

Debbie selected sawfiling/fitting. To enter the certification program, she took a qualification exam with the Apprenticeship and Employment Training Branch, Ministry of Labour. She also had to find a job with an employer who could train in that trade. Already working for Crestbrook Forest Industries, she bid on an apprenticeship opening and won, due to her seniority and work experience.

To complete the program, Ms. Flexhaug worked a required number of hours plus completed two month-long courses at the Pacific Vocational Institute in Vancouver. While this apprenticeship can be completed in 2 years, an industry slow-down meant it was 3 years before Debbie could accumulate her work hours. "I was sparing - if people were sick or on holidays, I worked." In September of this year, Deborah earned her journeyman status.

With the mill busier, Debbie now expects to be in the filing room fulltime. She changes saws: brings them up to the fileroom to clean, bench, and grind and transfers them back down via a dolly with an electric hoist. Circular saws are more difficult, and Debbie plans to go on in her career by learning about them and then become a benchman.

Debbie says anyone who is willing to work hard, who wants to tackle the job and has lots of patience can be a good sawfitter, regardless of gender. For her, "it was an opportunity and I grabbed it. I was really lucky that I got into it."

What is it like learning and working in an all-male environment? "I get along well . . . At first, they tried to help me, but then they understood I wanted to do things by myself," Debbie says. She was supported throughout not only by her male co-workers in the filing room, but also by her family: "One-hundred per cent! They thought it was great."

Looking back on the past three years, Debbie remembers when she first started the program, wondering what she had got herself into. "It was nothing I had expected. But after you've done it for a while, it's not as hard." Today, she really likes her job. "To overcome a problem, to fix a bad saw, to straighten it, to fight with it - it's a nice feeling when you've finally done it."

There are many trades in B.C. that are recognized as apprenticeable. For information, contact the B.C. Ministry of Labour, Apprenticeship and Employment Training Office in your area. ●

## BULLETIN BOARD

### General Mechanics for Women

Starting January 1986, a full-time, 9-month course will be taught by journeymen mechanics in an automotive repair shop atmosphere. Daily classes include 2 hours of theory and 4 hours of shop time. For information, contact: Stu Wright, Malaspina College, 3960 Selkirk Avenue, Powell River, B.C. V8A 3C6. Phone: 485-2878.

### Conference on Mentoring

*The First International Conference on Mentoring: Aid to Excellence* will be held July 23-25, 1986 at the Gage Conference Centre, University of B.C., Vancouver. It will bring together a variety of people interested in work on mentoring. Conference themes are: Defining Mentoring and the Mentor/Protege Relationship; Mentoring Programs and Applications; and Research Methods and Issues.

For conference information, contact: Mentoring Conference Planning Committee, c/o Dr. W.A. Gray, Faculty of Education, 2125 Main Mall, UBC, Vancouver, B.C. V6T 1Z5.

### Publications Available

Women's Programs has produced several publications. *Pensions for Women: What You Should Know* is a pamphlet giving guidance for making sound financial decisions for retirement years. *Self-Employment Trends in B.C., 1975-1984: Focus on Women* is a statistical analysis to assist researchers. *Single Parent Families in B.C.: Focus on Women* is a research paper based on census statistics, focussing on the single mother.

To receive copies, contact Women's Programs in Victoria (389-3060) or the Women's Office in Vancouver (660-6800).

## BC Women's Programs



Name: \_\_\_\_\_

Organization, if applicable: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Code: \_\_\_\_\_

Number of copies requested: \_\_\_\_\_



Printed in Canada  
Queen's Printer for British Columbia  
Victoria, 1985 ©

MR-528

The Women's Programs Newsletter is published four times a year. This publication is designed to expand public awareness of women's issues and is available free on request.

To order the Newsletter, contact: The Women's Office, Ministry of Labour, 12th Floor, 601 West Broadway, Vancouver, B.C. V5Z 4G9. Phone 660-6800. If you have a change of address, please notify us and return your old address label.

We invite letters to the editor, story ideas, photos, and pertinent news from your community.



# Canadian Jobs Strategy

The Canadian Jobs Strategy, introduced in June 1985 by Flora MacDonald, Federal Minister of Employment, is of great importance to women. It signals a new direction in federal training and employment development policies and a fundamental change in the way this country develops and invests in its most important resource: people. Over the next two years, \$4 billion will be invested in revitalizing the labour market.

The Canadian Jobs Strategy is a blueprint to create skilled workers and lasting employment. It responds to the need for long-term solutions to economic issues. Its purpose is also to stimulate innovative solutions to labour market problems. The dual goals of the Strategy are to increase job security for Canadians and to create lasting economic growth for Canada.

The Canadian Jobs Strategy addresses the needs of people facing severe disadvantages in the labour market or those who are more severely affected by changing technology and economic conditions. These include:

- The long-term unemployed
- Young people who are out of school and unable to find work
- The growing number of women re-entering the labour market
- Workers needing skills training to avoid layoffs or job displacement
- Workers in communities suffering severe economic decline, who need new opportunities for long-term employment.

The Strategy is aimed at very specific and real difficulties being experienced by people looking for work. There are six different programs: *Entry*, *Job Development*, *Skill Shortage*, *Skill Investment*, *Innovations*, and *Community Futures*. Each is designed to help different people and each has slightly different requirements and procedures.

It is important that women take advantage of these opportunities for training and employment and request information, submit proposals and participate in any and all of the following programs. Women's Programs is pleased to co-operate with our federal colleagues to let you know about this information.

## ENTRY

*Entry* is a new bridging program to help young people and women at home make the difficult transition into the labour market. It combines institutional training with on-the-job experience. The program has several components:

### Job Entry

The first job after school is often the hardest to find. Job Entry offers young people the opportunity to develop basic work skills, to acquire specific job-related skills, and to learn first-hand about the working world. It integrates practical work experience and skills training.

**Target Group.** The program is targeted to young people who:

- ordinarily, have not graduated from a post-secondary education institution, with priority being given to those most in need – young people who have not completed secondary school.

- are unemployed (or working no more than 20 hours per week).
- are not in receipt of a post-secondary degree or diploma.
- have been out of the regular school system for at least three months
- are over the provincial or territorial legal school-leaving age
- are legally entitled to work in Canada.

**Benefits.** Participants receive a weekly training allowance and may qualify for supplementary allowances for dependent care, travel, commuting expenses or costs of living away from home.

### Job Re-entry

Job Re-entry is designed to help women who are entering or returning to the paid work force after working in the home. It recognizes the unique problems that women face when re-entering the labour market.

**Target Group.** Eligible participants are women who have been out of the labour force for at least three years. This group of women require substantial assistance in returning to the labour market.

**Benefits.** Participants receive a weekly training allowance and may qualify for supplementary allowances for dependent care, travel, commuting expenses or the costs of living away from home.

## Co-operative Education

Co-operative Education is designed to encourage the growth of work/study learning as one means of preparing students for their entry into the labour market.

The program helps offset the administrative costs associated with starting a co-operative education project or expanding an existing one.





## JOB DEVELOPMENT

Often, people are out of work for a long time because their skills are not the skills needed in the job market. The *Job Development Program* is designed to make more Canadians employable through a combination of work experience and skills training. The objective is to create a skilled work force with improved opportunities for lasting employment.

Employers can sponsor projects which create additional training and job opportunities, or they may hire and train persons who meet the eligibility requirements of the program.

**Target Group.** Eligible participants are people who have been out of work for 24 out of the last 30 weeks, including the employment-disadvantaged, women, disabled, Native people, and visible minorities.

**Benefits.** The program offers employers, on an individual and project basis, a wage subsidy to hire and train the workers they need to meet the changing needs of the market place. Eligible project sponsors in the private sector can receive wage subsidies and direct financial contributions towards capital costs and training.

The wage reimbursement levels vary according to the nature of the proposal; whether it is for individually-subsidized jobs or subsidized projects, up to a maximum of \$350/week/client.

To cover direct training costs, sponsors could receive a maximum of \$40 per day per client, and the program may also pay for the costs of hiring a project manager and worksite modifications to accommodate disabled persons.

Project sponsors can include municipalities, the non-profit sector, community groups, the local business community, and individuals.

## SKILL SHORTAGES

In some industries, appropriately-skilled workers may be in short supply and in high demand. For the employers, this shortage may represent a fundamental obstacle to maintaining a competitive operation and can lead to the loss of existing business. The *Skill Shortages Program* provides much-needed financial assistance for employers who must train workers in the required skills.

Training may last up to three years in order that employers may train highly-skilled workers. Employers benefit by training workers in needed skills. Workers benefit by acquiring skills in demand.

**Target Group.** Assistance is available to upgrade skills of current employees or to train newly hired people. The program is also open to self-employed workers.

**Benefits.** Employers are partially reimbursed for wages paid to a worker who is being trained. Reimbursements cover 60% of wages during off-the-job training and 25% during on-the-job training, up to \$350 per week per client.

In addition, the program covers all the employer's eligible training costs up to \$30 per day for each trainee plus 50% of costs exceeding \$30.

Employers who require special equipment or structural renovations to the work place to hire disabled persons can receive up to \$10,000 to defray their costs.

## SKILL INVESTMENT

The *Skill Investment Program* helps employed workers to plan for job change in advance. They can train for the future, before their existing skills become obsolete.

For individual workers, it is a chance to get the skills they need for continuing employment. For employers, it is a practical way to avoid laying off people and capable employees during times of change.

**Target Group.** Eligible participants are workers who are employed in jobs sensitive to technology or to changing market conditions. Their retraining must be directed towards jobs in demand.

**Benefits.** Under this program, assistance is available for a wide range of training options. Training plans can be developed to suit the needs of the individual and to take into account local economic conditions.

**Options. Small Business Training:**

- normally applies to companies with fewer than 100 employees.
- provides incentives for employers and self-employed persons to keep their operations competitive.

**Extended training leave:**

- encourages employers to permit employees to take leave from work to upgrade their skills as a means to avoid layoffs and keep businesses competitive.

**Training Trust Fund:**

- helps unions, employers' associations and employers to establish a fund to pay for members' future training and skill development.

## INNOVATIONS

The *Innovations Program* provides financial assistance for pilot and demonstration projects which test new solutions to labour market problems. There are no rigid eligibility requirements. Proposals may address regional concerns or labour market problems that are national in scope.

Priority areas are:

- New training technologies, including computer-assisted learning.
- New delivery systems for learning.
- Innovative bridging programs to help workers entering or re-entering the work force.
- Alternative work arrangements related to labour market adjustment.
- More effective links between training and job creation.

**Target Group.** Everybody.

## COMMUNITY FUTURES

The *Community Futures Program*, still being developed, will be geared to anticipated change and to aid development while the potential for recovery still exists. It will help communities hit by major layoffs and plant closures, but will also help communities with chronic unemployment and those communities struggling with economic decline but which have some permanent growth and development potential.

Inquiries for specific program information should be made through contacting the Canada Employment Centre in your area. (See phone book under "Government of Canada, Employment and Immigration.")

For more general information on the scope of the programs or assistance in getting the information you need, phone your local office of the Apprenticeship and Employment Training Branch, B.C. Ministry of Labour.

**SOURCE:** *Canadian Jobs Strategy ... Working Opportunities for People*, Employment and Immigration Canada, 1985 (WH-3-494); and brochures available through Canada Employment Centres.