



News Release

Contact:

Jaymie Nelson: 519-756-1116, x223

jaymie@workforceplanningboard.org

WOMEN AT WORK PROMOTES SKILLED TRADES TO FEMALE STUDENTS

BRANTFORD (April 30, 2014) – The Grand Erie District School Board and Workforce Planning Board of Grand Erie are teaming up to give female students a first-hand look at careers in skilled trades.

On Tuesday, May 6, up to 400 female students in Grades 9 to 12 from the school board will attend Women at Work, an event being held at Kitchener in conjunction with the Ontario Technological Skills Competition.

The students will have a chance to engage in interactive activities related to numerous skilled trades, which are traditionally male dominated. Students will also hear a guest speaker who has been a passionate advocate for girls to pursue their career dreams. Later, the group will get to watch the yearly skills competition, which sees students from Ontario high schools compete in trades-related challenges.

“Women have an important role to play in meeting the future demand for skilled trades,” said Jill Halyk, executive director of the Workforce Planning Board. “We believe the girls attending this event will be excited and empowered by the opportunities available to them.”

The Grand Erie District School Board sees Women at Work as a great opportunity to show students what career paths are open to them. “It’s important to their success that they learn the vast possibilities to them in the Trades,” said Andy Nesbitt, Superintendent of Education. “It’s never too early to start planning for the future.”

Guest speaker for Women at Work is Ann Buller, president and CEO of Centennial College. Buller has earned a number of prestigious awards for providing leadership and mentoring for girls. She is the founder of Strong Girls Strong Women, a symposium that provides girls with information about choices for careers and post-secondary education.

The Ontario Technological Skills Competition, organized by Skills Canada – Ontario, is in its 25th year. More than 1,900 students will compete in 60 different skilled trades contests and challenges. The event is attended by 30,000 spectators.

For more information about Women at Work, contact Dave Eelkema at the Grand Erie District School Board by email at: david.eelkema@granderie.ca

The [Workforce Planning Board](#) is one of 25 non-profit organizations in Ontario that play a leadership role in labour force planning.