





Motive-Action

TRAINING FOUNDATION

Presentation Outline

- Who we are and what we do.
- Why trades training?
- Our Training Program



Who are we?

- Non-profit organization started training in 1985
- Governed by a Board of Directors comprised of volunteers
- Receive funding from the Government of Alberta to train 96 people annually for employment in the trades

Motive-Action Staff

Eight staff - five tradesmen with over 220 years of trade experience

- 3 trades/life management instructors
- 1 math/English instructor
- Placement Officer
- Admissions and Assessment Coordinator
- Financial/Client Data Input Administrator
- Executive Director

Who we help..

- Youth with barriers to employment – lack of education and work experience , and other barriers
- Immigrants – lack of Canadian work and limited English language skills

What we do..

- Entry level occupation and essential skills training
- Work experience with employers
- Find jobs
- Job support (maintenance)

Major focus - Essential Employability Skills for the Trades

- **working with others!**
- reading, writing, document use,
- Numeracy for the workplace,
- oral communication,
- thinking skills (problem solving and planning) ,

Occupational Skills

- Workplace safety
- Working safely with tools and equipment
- Entry level tasks in mechanics – tires, lubrication and service, etc.
- Entry level tasks welding – heating, cutting, gas and arc welding basics

Motive-Action Mission Statement

To serve others and ourselves by being honest, hard-working, reliable and respectful.

The “Golden Wrench” Award

Motive-Action Vision Statement

A world of responsible citizens.

Facility...

Facility:	10,700 sq.ft. in SE Calgary
Training Area:	3 classrooms & 5500 sq.ft. shop training area
Auto Body	paint booth, refinishing system, sanders, & welders
Mechanical	hand tools, hoists, tire machines, drill presses & torches
Welding:	Welders, torches, drill presses,

Sources and Uses of Funds

Annual Budget \$1,000,000

Sources of Funds

Deliverables based Gov. funding	90%
Fundraising	10%

Uses of Funds

Salaries	50%
Facilities	20%
Program Costs	25%
Surplus	5%



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2011 DRIVING FUTURES CAMPAIGN AND GOLF TOURNAMENT

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On behalf of the automotive industry, Steve Rickard, Chairman Board of Directors and Karl Herzog, Executive Director, Motive-Action accept a cheque for \$51,000 from Partner Sponsors Jarrett M. Flegel, President and Murray J. Flegel, CEO, Boss Lubricants Ltd.



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Why the Mechanics and Welding ?

- Interesting work
- Trades skills and knowledge are valued
- Earn money while learning (apprenticeship)
- Entry level education requirements are low
- Good Pay \$25 +/-hr.
- Stable secure job with side benefits





Skilled Tradespeople have OPPORTUNITY!



Significant trade skills shortages are expected in the future

On the JOB: Trades

Agricultural Equipment Technician

Aircraft Maintenance Engineer

Auto Body Repairer

Automotive **Electrical** Technician

Automotive **Painter**

(Automotive **Service** Technician

Heavy Duty Equipment Technician

Heavy Equipment **Operator**

Auto **Body Repairer** (Metal & Paint)

Motorcycle Mechanic

Parts Person

Recreation Vehicle Service Technician

Small Engine & Equipment Mechanic

Transport Refrigeration Mechanic

Truck & Transport Mechanic

Welder and Fabricator

Being a licensed tradesperson is the foundation to become a...

“master tradesperson-technician/welder”

“...a supervisor or manager”

“... a business owner”

“... an instructor in a college or high school”

“... a trade or labour representative”



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Motive-Action Trades Program

- 24 weeks long - full-time
- Provided free of charge for eligible clients
- Groups of 10 people start every five weeks
- six weeks on site , six weeks of work experience off-site, six weeks on-site and six weeks for job placement

Eligibility (some exceptions)

- Unemployed, working <20 hrs./week,
- 18 to 30 years old facing barriers to employment
- Out of School One Year
- Ready, Willing and Able - CLB Level 5

Financial Assistance

- Employment Insurance
- Alberta Works – Income Support for Learners

Where do our students come from?

- Advertise - newspapers, C-train, CASC site referrals and word of mouth
- Information Sessions Daily- no appt. necessary – send away with application
- Applicants complete application and interview
- Employability Assessment is carried out
- Approved students start when finances permit

Training Activities



Employers - over 200 employers .
provide work experience and jobs on
graduation.

Acklands-Grainger Inc.

Allied Distributors (1992) Ltd.

Allied Parts Distributors

APD Automotive Parts Distributors

Apollo Muffler Centers

Auto Diagnostics

Auto Parts Source

Auto Village Discount Parts

Automaxx Automotive Sales Inc.

Avenue West Motor Works Inc.

Blair's Automotive Repair

Blaskin & Lane Tire Centers

Bobcat of Calgary

C.A.P Central Auto Parts Dist. Ltd.

Calgary Fasteners & Tools Ltd.

Calgary Freightliner

Calgary Peterbilt Ltd.

Cam Clark Ford

Program Results

- clients accepted per year
- of clients leave in first month during probationary term
- of clients do not complete
- 75% are employed at 3 and 6 months

Factors influencing the success

- Long term government support
- Caring staff who focus on building relationship and trust with clients
- Strive to meet the needs of employers
- Good employers



Motive-Action
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Motive-Action Training Foundation

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