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**MEDIA RELEASE**

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**BC's \$1.5 million Skills Investment Called Good Timing, Forward Thinking**  
*BC human resource group applauds Province's skills training investment*

**Vancouver, B.C.** – British Columbia's Human Resources Management Association (BC HRMA) is applauding the Province of British Columbia's recent \$1.5 million investment in essential skills training, calling it well targeted, timely, and of long term assistance to employers.

"Employers in British Columbia are having difficulty finding qualified candidates today. As businesses head towards 2013, a shortage of skilled labour and the increasing number of retirements mean filling positions is only going to get more challenging," said Ian Cook, Certified Human Resources Professional and director of research and learning for BC HRMA.

"Putting this money towards skills training now shows good foresight. Once the demand for people becomes critical and positions are sitting empty, it's too late to start training," said Cook.

Despite a higher unemployment rate in British Columbia, the BC HRMA sees a coming increase in the number of vacant jobs. The changing nature of work and the kind of jobs available means a shortage of the skilled workers businesses will need to stay competitive.

"Small businesses often struggle to find the resources to train new employees. By stepping in with funding, the province can make a real difference for both small and large employers and our future economic prosperity," said Cook.

BC HRMA is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, and mentorship and volunteer programs. The association provides leadership to more than 5,200 members and 3,000 affiliates that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, BC HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia.

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**For more information, please contact**

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