

Manitoba

Ministry responsible for literacy	Department of Advanced Education and Literacy
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Erin Selby • Lynette Plett Executive Director, Adult Learning and Literacy
Ministry responsible for the LMA	Department of Entrepreneurship, Training and Trade
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Peter Bjornson
Ministry responsible for workplace literacy	Department of Entrepreneurship, Training and Trade
<ul style="list-style-type: none"> • Minister's name • Key Staff 	<ul style="list-style-type: none"> • Hon. Peter Bjornson • Sandi Howell Provincial Coordinator, Essential Skills & PLAR

Definition of literacy

The Adult Literacy Discussion paper articulates:

Literacy refers to the skill base that enables people to participate and adapt to change in the workplace, the home, and community life. It provides a foundation for further learning and includes the following:

- written communication skills; reading text, document use, writing
- numeracy
- thinking skills to learn and solve problems
- oral communication and interpersonal skills

Adult Literacy Policy

As of January 2009, Manitoba's *Adult Literacy Act* came into effect, to guide efforts to improve adult literacy levels in the province. The act is the first of its kind in Canada. The act strengthens the existing collaboration between government and community

stakeholders to promote a more strategic and effective approach to literacy. It also formalizes the governance of current adult literacy programs and refines the criteria for funding, program standards, and learning outcomes. At the same time, the government increased its funding for adult literacy programs.

An *Adult Literacy Strategy Framework* was developed for 2009-2011. The framework focuses on five key areas: adult literacy programs, adult learning centres, workforce development and employment, adult learning and literacy supports for English as an additional-language (EAL) learners, and Aboriginal education. A government adult literacy group will support coordination across departments involved in adult literacy.

How are literacy programs provided?

Manitoba's literacy programs are provided using a framework of three stages.

Stage I - Feeling Literate

The goal of Stage I literacy is to help learners *feel* like readers and writers. This is a process of developing confidence with the written language. It involves encouraging learners to make connections between oral and written language.

Stage II - Developing Literacy

The goal of Stage II literacy is to help learners become readers and writers. This is a process of consolidating skills. It involves encouraging learners to focus on the visual characteristics of print while continuing to use their world knowledge.

Stage III - Becoming Literate

The goal of Stage III literacy is to help new learners move from learning to read to reading to learn. It involves helping learners refine their skills.

Established by the *Adult Literacy Act*, the Manitoba Adult Literacy Program (MALP) is a central component of the new provincial strategy, intended to "provide support for agencies that offer literacy programs for adults seeking to improve their literacy skills." Thirty-eight part-time community-based literacy agencies provide programs. Adult literacy programs (ALPs) funded under the (MALP) offer:

- tuition free programming for adults
- beginner to advanced programming in reading, document use, writing, communication, and numeracy skills

- programming meets learners' employment, education, training and/or personal goals

Adult Learning Centres established by an act of the legislature, provide an educational program using recognized principles of adult education to enable learners, who have not completed secondary schooling or who are ineligible to pursue post-secondary studies or other recognized educational opportunities to obtain the Mature Student High School Diploma and, in some cases, Stage 3 literacy. There are 46 certified adult learning centres, including one operated by the United Food and Commercial Workers Union Local 832 Training Centre.

Is there a focus on workplace literacy and essential skills?

Workplace Education Manitoba (WEM), Entrepreneurship, Training and Trade (ETT), offers workplace-based essential skills and Recognition of Prior Learning (RPL) solutions to business, labour, and industry in partnership with the Workplace Education Manitoba Steering Committee (WEMSC) and the Workplace Prior Learning Assessment and Recognition (WPLAR) Committee. WEM provides coordination and expertise, with a focus on the development and delivery of workplace ES training, industry-based prior learning assessment projects and practitioner development, and specific training events for workplace literacy co-ordinators and instructors. The main office is in Winnipeg with six Regional Coordinators located through the province.

In 2009-10, workplace ES and RPL programs, funded by companies, unions, and the provincial government, were developed and delivered for approximately 3,907 employees. In addition, WEMSC, through Human Resources and Skills Development Canada, sponsored major projects related to sector-specific essential skills studies, promotion and awareness raising, curriculum development, and workplace instructor training.

WEM created the Workplace Essential Skills Training (WEST) Centre located in Winnipeg. WEST offers non-credentialed gap training in support of government pre-employment training and business needs including the assessment and documentation of client skills. It has also created an on-line video tutorial series "Numeracy: The Basics". It also offers training solutions for diversity needs, houses a resource library, and provides expert supports to business and labour. Since 2009, WEST centres have opened in Winkler, Flin Flon, The Pas, Swan River, and Thompson.

WEM operates "aWEST" a drop-in centre offering free training in the Essential Skills needed for the trades. "iWEST" focused on Essential Skills solutions for immigrants such as communication in the workplace and introduction to blueprint reading. . In 2011, "dWest" was launched to access training in digital technology Skills. "Awakening

Dawn” provides Essential Skills training to adults in Aboriginal communities using authentic and culturally relevant documents.

WEM continues to develop and deliver the innovative “Igniting the Power Within” awareness and certification training events focusing on essential skills and RPL for Aboriginal counsellors from rural communities to enable them to assist in documenting the skills and experience of workers across Manitoba.

“My Home, My Native Land” was designed by WEM to enhance the workplace Essential Skills of a unique group of learners while working on a novel, socially connected and cutting-edge project. Learners focused on digital storytelling and the making of a video document using new media and computer-based technologies such as photo manipulation, video editing, motion graphics and web page development – as well as traditional means of visual communication such as basic design, typography usage, painting, drawing, and printmaking.

WEM has created an employment-readiness initiative, “Connecting Aboriginals to Manufacturing” (CAM) aimed at increasing the supply of skilled workers needed across Manitoba’s manufacturing sector. CAM’s program includes on-site and off-site training, mentorships, and facilitates strong partnerships between company and community from the outset.

Is there a formal role for labour?

The Workplace Education Manitoba Steering Committee (WEMSC) is the oldest workplace literacy consortium. Founded in 1990, the committee consists of two business and two labour representatives, with a provincial government employee acting as coordinator. The Manitoba Federation of Labour (MFL) appoints the two labour representatives who report to the MFL through the federation coordinator.

The WEMSC is not involved in individual programs at worksites, which are financed by the government of Manitoba. The labour representatives assist with the initial contact with the union to obtain buy-in and ensure that the principle of “joint” is understood. Occasionally, the labour representatives are called in to assist when a problem arises.

What is the available financial support? (For workers, for labour)

Support for program delivery is available from the Ministry of Entrepreneurship, Training, and Trade. Labour’s involvement is expected at the workplace level and there

is an oversight role played by the WEMSC to ensure that programs meet workers' needs.

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Amount	\$108 million (6 years)
Date Signed:	April 11, 2008
Focus for the Unemployed	<p>For unemployed individuals who are not eligible for training assistance under the Employment Insurance program, including groups who are under-represented in the labour market, such as:</p> <ul style="list-style-type: none"> • Aboriginal people, immigrants, persons with disabilities, youth, women, and older workers • Individuals entering and re-entering the workforce
Focus for the Employed	Training for employed individuals who are low skilled and do not have a high school diploma or a recognized credential, or have low levels of literacy and lack essential skills.
Provincial Priorities	<ul style="list-style-type: none"> • <i>Skills Development</i> - to ensure that Manitobans have the skills required to be successful in the labour market • <i>Employer Human Resources Capacity</i> - to help employers improve their capacity to effectively manage and develop their human resources • <i>Community Capacity</i> - to make certain that communities are able to support and benefit from labour market growth • <i>Labour Supply</i> - to ensure that Manitoba has an adequate supply of labour to support economic growth • <i>Skills Utilization</i> - to ensure that labour force participants are fully utilizing their skills
Accountability Measures	<p>The Labour Market Agreements contain a robust accountability framework that includes commitments related to:</p> <ul style="list-style-type: none"> • the development of annual plans and the engagement of stakeholders • the management of financial resources provided under the agreement • the measurement of the outcomes and benefits of investments in three areas: participants, service delivery and results • regular public reporting of results achieved • and regular review and evaluation of activities
Displacement	Commitment to ensure that the new federal investments do not displace normal provincial expenditures within the labour market.
Official Languages	Manitoba agrees to take into account the needs of the official language minority communities within the province, and to deliver, where there is significant demand, services in either official language.
Administration	The department of Entrepreneurship, Training and Trade administers the LMA.

Manitoba	
Strategic Training and Transition Fund	Manitoba received \$11,000,000 from the STTF. While much of this funding augmented existing programs, Manitoba did target two new areas – the training system and labour market efficiency.
Consultations	<p>Manitoba consulted with various groups and organizations on labour market matters, either through targeted labour market related consultations or during the ongoing design and administration of programming. Information collected through these processes was used to inform the development of the LMA Annual Plans. Reference is made to the 2008 Adult Literacy Strategy consultations.</p> <p>In June 2008, the Advisory Council on Workforce Development Act was passed. The Act builds on the success of Manitoba’s Sector Councils by promoting collaboration, information sharing and co-operation amongst organizations and other stakeholders. The Minister appointed the newly established Advisory Council in May 2009 which consists of government, industry, labour and education representatives, in order to provide information and advice to the Minister regarding government policies and strategies for developing Manitoba’s workforce. Over the past year, the Advisory Council has assisted in identifying workforce development issues and trends, as well as supported the development of a tool to collect current and anticipated labour market information.</p>
Literacy and Essential Skills	Manitoba has placed a priority on literacy and Essential Skills within all five priority areas. Immigrants and Aboriginal peoples are current targets for literacy and Essential Skills upgrading. Employers can receive support to deliver programs, while communities are being supported to deliver Essential Skills. Manitoba supported the provision of Essential Skills assessment services and training solutions through the Workplace Essential Skills Training (WEST) Centre

Manitoba - Original LMA

Priority Areas (\$000's)	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	Six Year Total	Notional %
Skills Development	10,800	10,800	10,800	10,800	10,800	10,800	64,800	60%
Employer HR Capacity	3,600	3,600	3,600	3,600	3,600	3,600	21,600	20%
Community Capacity	1,800	1,800	1,800	1,800	1,800	1,800	10,800	10%
Labour Supply	900	900	900	900	900	900	5,400	5%
Skills Utilization	900	900	900	900	900	900	5,400	5%
Total (\$000's)	18,000	18,000	18,000	18,000	18,000	18,000	108,000	100%

Manitoba LMA Activity

Priority Areas	2008-2009	2009-2010	2010-2011	2010-2011	2011-2012	2011-2012
	\$ Actual	\$ Actual	\$ Actual	# Clients Actual	\$ Planned	# Clients Planned
1. Skills Development: Manitobans have the skills required to be successful in the labour market.	10,800,000	N/A	N/A	1,715	10,866,000	1,700
<ul style="list-style-type: none"> • Provide direct financial supports to eligible beneficiaries to assist with their cost of participating in up to two years of labour market training (including living allowances and training related financial supports) (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Project based training, including expanding existing and/or developing new arrangements with third party service providers to accommodate LMA clients where current capacity is not sufficient and/or programs are not available (2008-2009) (2009-2010). • Expand Self Employment programming to support individuals to start their own business. (2009-2010) (2010-2011) <p>Planned focus areas:</p> <ul style="list-style-type: none"> • Enhancing the skills of Employment and Income Assistance (social assistance) participants and persons with disabilities (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Occupational training in areas of high demand; including trades and pre-trades/pre-apprenticeship training; (Advanced occupational specific skills e.g. health care fields, skilled trades, “green jobs” (2008-2009) (2009-2010) (2010-2011) (2011-2012) • EAL, literacy and other essential skills training for immigrants (2008-2009) (and Aboriginal peoples – 2009-2010) (2010-2011) (2011-2012) • Entrepreneurial training (2009-2010) (2010-2011) <p>2009-2010 Highlights:</p> <ul style="list-style-type: none"> • Provided direct financial supports to unemployed workers affected by the economic downturn, including support for Rebound participants, to assist with the cost of participating in labour market training and skills upgrading. Rebound is a two-year retraining and support strategy to help low-income workers hurt by the economic downturn return to work faster. Rebound will help more than 1,000 displaced workers and other low income Manitobans to develop their skills and transition to new 						

Priority Areas	2008-2009 \$ Actual	2009-2010 \$ Actual	2010-2011 \$ Actual	2010-2011 # Clients Actual	2011-2012 \$ Planned	2011-2012 # Clients Planned
<p>employment.</p> <p>Supported the delivery of project based training in high demand occupations throughout the province in response to local labour market needs and requirements. This included training projects to provide the opportunity for unemployed and low income individuals to develop employability and basic construction skills through on-the-job training in the energy efficiency upgrading / retrofitting of private and public housing units in Winnipeg and Brandon.</p> <p>2010-2011 Highlights:</p> <p>In response to the economic downturn, Manitoba supported eligible beneficiaries with direct financial supports to assist with the cost of participating in labour market training, including living allowances and training related financial supports. Overall, 20% of LMA and STTF participants participated in training, ranging from upgrading to advanced occupational specific training.</p>						
<p>2. Employer HR Capacity: Manitoba employers have the capacity to effectively manage and develop their human resources.</p>	3,600,000	N/A	N/A	4,908	3,622,000	5,000
<ul style="list-style-type: none"> • Implement plans to improve current service delivery approaches for providing workplace-based human resource programs and services. (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Provide supports to employers to assist them in conducting workplace-based skills assessment and recognition. (2008-2009) (2009-2010) (2010-2011) • Provide supports to employers to assist them in providing workplace-based training to eligible beneficiaries (new hires and existing workers) (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Create opportunities for advancement of existing workers and associated entry level opportunities for new entrants/re-entrants (2009-2010) (2010-2011) (2011-2012) • Support for sector based workforce planning and development (2009-2010) (2010-2011) (2011-2012) <p>Planned focus areas include:</p> <ul style="list-style-type: none"> • Integration of human resource services with other services for business and individuals (within Single Window for Business) (2008-2009) (2009-2010) (2010-2011) (2011-2012) 						

Priority Areas	2008-2009 \$ Actual	2009-2010 \$ Actual	2010-2011 \$ Actual	2010-2011 # Clients Actual	2011-2012 \$ Planned	2011-2012 # Clients Planned
<ul style="list-style-type: none"> • Small and medium sized businesses (SME's) (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Literacy and other essential skills, including workplace specific skills for immigrants (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Winnipeg and Northern Manitoba (2008-2009) (2009-2010) • Economic priority industries/sectors (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Sector Councils (2009-2010) (2010-11) (2011-2012) • Recruitment of Aboriginal peoples (2009-2010) (2010-11) <p>2009-2010 Highlights:</p> <ul style="list-style-type: none"> • Provided wage subsidies to employers to assist them in providing work experience and job specific skills development to new hires. Manitoba employers were assisted to hire unemployed individuals who were not eligible for EI, including Employment and Income Assistance participants, and who were at risk of extended periods of unemployment. • Assisted Manitoba employers and industry to meet their HR needs by supporting the provision of industry and workplace based training for existing workers and new hires, including Aboriginal peoples and immigrants, apprentices, and trades qualifiers in Winnipeg, rural and northern Manitoba. Supported the provision of Essential Skills assessment services and training solutions through the Workplace Essential Skills Training (WEST) Centre, training in new technologies, and practical work experience in a number of occupations and sectors across the province. Emphasis was placed on industries that had been hard hit by the economic downturn and industries facing skilled labour shortages. <p>2010-2011 Highlights:</p> <ul style="list-style-type: none"> • Through Manitoba's seventeen sector councils and the Workplace Essential Skills Training (WEST) Centre, employers received supports to assist with conducting workplace based skills assessment and recognition and provide workplace based training opportunities for new hires and existing workers. 						
3. Community Capacity: Manitoba communities are able to support and benefit from labour market growth.	1,800,000	N/A	N/A	287	1,811,000	450
<ul style="list-style-type: none"> • Provide supports to develop and operate community based skills assessment and training programs/projects for eligible 						

Priority Areas	2008-2009 \$ Actual	2009-2010 \$ Actual	2010-2011 \$ Actual	2010-2011 # Clients Actual	2011-2012 \$ Planned	2011-2012 # Clients Planned
<p>beneficiaries. (2008-2009) (2009-2010) (2010-2011) (2011-2012)</p> <ul style="list-style-type: none"> • Provide training opportunities for staff of community organizations so that they can conduct Prior Learning Assessment and Recognition (PLAR) and provide Essential Skills training to local residents. (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Deliver workshops for staff of community organizations to increase their capacity to strategically plan and fund training events/activities and engage their local workforce in labour market training opportunities. (2008-2009) (2009-2010) (2010-2011) • Leverage employment and training opportunities (including pre-employment and on the job training) in capital projects for eligible beneficiaries, particularly for northern and Aboriginal communities (2009-2010) (2010-2011) (2011-2012) Provide supports to community based training projects that provide training opportunities for hard to employ individuals through retrofitting services for private and public housing units in inner city neighbourhoods. (2011-2012) <p>Focus Areas:</p> <ul style="list-style-type: none"> • Northern, rural and remote communities; • Low income urban neighbourhoods; and <p>Resource sectors, including mining and forestry</p> <p>2009-2010 Highlights:</p> <ul style="list-style-type: none"> • Supported the delivery of projects to expand employment services and training infrastructure in northern and rural Manitoba. This included approximately \$1.1M in support for the Licensed Practical Nursing (LPN) Training Initiative in partnership with Canada and Aboriginal partners to deliver LPN training to Aboriginal participants in six rural and northern Manitoba communities, providing skilled health care professionals for Manitoba's health care system. <p>2010-2011 Highlights:</p> <p>Supported the delivery of project-based training in high demand occupations throughout the province. This included projects to provide the opportunity for unemployed and low income individuals to develop basic employability and construction skills through on the job training in the energy efficiency upgrading/retrofitting of private and public housing units in Winnipeg and Brandon.</p>						
4. Labour Supply: Manitoba has an adequate supply of labour to support economic growth.	900,000	N/A	N/A	1,728	905,500,00	1,800

Priority Areas	2008-2009 \$ Actual	2009-2010 \$ Actual	2010-2011 \$ Actual	2010-2011 # Clients Actual	2011-2012 \$ Planned	2011-2012 # Clients Planned
<ul style="list-style-type: none"> • Provide support for programs and services to help prepare individuals to access employment and/or training opportunities, including employment/training readiness assessments; employment counselling; preparation of employment/training plans, EAL/literacy and other employment readiness programming. (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Provide support for project-based activities to help better position certain “high-risk” groups/individuals for participation in training and/or the labour market (e.g. youth at risk, individuals preparing to transition out of correctional facilities), (2008-2009) particularly in the skilled trades (2009-2010) (2010-2011) (2011-2012) • Provide supports for programs and services to assist individuals to remain in training, employment and/or the labour force. (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Implement a one-stop comprehensive employability/training readiness assessment and referral process for unemployed low-income workers in partnership with provincial Employment and Income Assistance program. (2009-2010) (2010-2011) <p>Focus areas:</p> <ul style="list-style-type: none"> • Improvements to employment/training readiness assessment and client referral methods and processes (2009-2010) (2010-2011) (2011-2012) • Preparing Employment and Income Assistance (social assistance) participants for training/employment (2009-2010) (2010-2011) (2011-2012) • Labour market programming for older workers (2009-2010) • Labour market integration of immigrants (2009-2010) (2010-2011) (2011-2012). <p>2009-2010 Highlights:</p> <ul style="list-style-type: none"> • Provided support for project based activities to assist Employment and Income Assistance (EIA) participants, persons living with disabilities and other underrepresented groups, to prepare to attend skill training or enter the workforce. Projects delivered a broad range of pre-employment and employment re-entry programming, including the provision of career exploration and planning services, job search and maintenance supports, and employability and life skills training for Employment and Income Assistance (EIA) participants and persons with disabilities. <p>2010-2011 Highlights:</p> <ul style="list-style-type: none"> • Provided support for the Rebound Initiative, a two year retraining and support strategy to help workers hurt by the economic 						

Priority Areas	2008-2009 \$ Actual	2009-2010 \$ Actual	2010-2011 \$ Actual	2010-2011 # Clients Actual	2011-2012 \$ Planned	2011-2012 # Clients Planned
downturn return to work faster. Individuals were assisted with career planning and financial supports to prepare for and participate in skills training and upgrading.						
5. Skills Utilization: Manitoba labour force participants are fully utilizing their skills.	900,000	N/A	N/A	154	905,500	375
<ul style="list-style-type: none"> • Support eligible beneficiaries to access programs and services to help them to apply and use their skills in the labour market, including: <ul style="list-style-type: none"> ○ skills assessment and recognition services, including foreign credential and qualifications recognition services ○ recognition of prior learning (RPL) services ○ career development /management related services and resources (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Develop and implement improved skills assessment and recognition methods/processes (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Assist displaced workers from targeted sectors to relocate for employment opportunities (2009-2010) (2011-2012) • Support for work experience and internships for skilled immigrants (2010-2011) <p>Planned focus areas:</p> <ul style="list-style-type: none"> • Coordination of client assessment services; (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Identification of skills gaps and gap training opportunities (apprenticeship, essential skills / literacy) (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Foreign credential and qualifications recognition services (2008-2009) (2009-2010) (2010-2011) (2011-2012) • Contribution to productivity agenda (within Single Window for Business) (2008-2009) (2009-2010) • Labour market integration and employment transitions of immigrants. (2009-2010) (2010-2011) (2011-2012) <p>2009-2010 Highlights:</p> <ul style="list-style-type: none"> • Supported enhancements to Manitoba’s Career Development Gateway website, which provides single window access to career development information, resources, services and programs. This resource is a key tool in assisting affected workers to plan 						

Priority Areas	2008-2009 \$ Actual	2009-2010 \$ Actual	2010-2011 \$ Actual	2010-2011 # Clients Actual	2011-2012 \$ Planned	2011-2012 # Clients Planned
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and develop their careers during labour market transitions and support timely re-entry into the workforce.

- Manitoba assisted skilled and professional immigrants to eliminate the barriers of no Canadian work experience and find permanent employment in their field of expertise through support for the delivery of gap training and internship opportunities.

2010-2011 Highlights:

- Manitoba provided support to third party service providers to assist skilled immigrants to find permanent employment in their field of expertise through the delivery of gap training, development of learning plans, and the provision of work experience opportunities related to their individual skills and competencies developed outside of Canada. Eligible beneficiaries were provided with living allowances and other support costs while gaining Canadian work experience.

	2008-2009 \$ Actual	2009-2010 \$ Actual	2010-2011 \$ Actual	2011-2012 \$ Planned
TOTAL	9,806,000	14,835,000	20,318,000	

Additional Priorities for the Strategic Training and Transition Fund (STTF)

Priority Areas	2009-2010 STTF \$ Actual	2010-2011 STTF \$ Actual
PRIORITY AREA 1: TRAINING SYSTEM: Manitoba's training system is meeting labour market needs.		
<ul style="list-style-type: none"> • Support for curriculum components and program structures that will enable Aboriginal and Immigrant adult students in post-secondary institutions to make more effective and successful transitions to further education, employment, and training • Implement a model for labour market-driven bridge programming within the post-secondary sector, including support for pilot offerings of bridge programs and a program evaluation system that promotes promising practice • Support for implementation of Apprenticeship Futures Commission recommendations, including support for TQ prep courses, the development of curriculum for on line learning, and coordination of Senior Years Apprenticeship Option. <p>2009-2010 Highlights:</p> <ul style="list-style-type: none"> • Supported Manitoba's efforts to strengthen the workforce and meet the demand for skilled labour, particularly in the trades. Investments were made in 2009/10 in Manitoba's apprenticeship system, including the development of Apprenticeship Trades Qualifications Supports for the top 5 trades accessed by international and domestic trades qualifiers and the design and delivery of a series of pilot projects to explore new possibilities of distributed learning for technical training under the e-Apprenticeship Delivery Development Initiative. <p>2010-11 Highlights:</p> <ul style="list-style-type: none"> • Supported the implementation of a number of recommendations from the Apprenticeship Futures Commission (AFC) report, including the development and delivery of trade specific upgrading for specific Red Seal and Certified Trades; the design, conduct and evaluation of pilot projects to explore new possibilities for distributed learning (e-learning) for technical training; and support for the High School Apprenticeship Program (HSAP). 		
PRIORITY AREA 2: LABOUR MARKET EFFICIENCY		
<ul style="list-style-type: none"> • Support the development of labour market information such as skills and services inventories • Invest in effective marketing and communication strategies targeted at individuals and employers • Development of a single point of access to all government employment and business programs, services and activities <p>2009-2010 Highlights:</p>		

Priority Areas	2009-2010 STTF \$ Actual	2010-2011 STTF \$ Actual
<ul style="list-style-type: none"> Supported the development of a new Labour Market Information Retrieval Initiative in partnership with the Alliance of Manitoba Sector Councils (AMSC) and the Advisory Council on Workforce Development (ACWD). The focus of the initiative is to develop a new tool to obtain accurate and current labour market information from industry and build capacity to collect and process the information in a timely manner. This will result in more effective and efficient use of provincial and federal training dollars through identification of needs and emerging trends. <p>2010-11 Highlights:</p> <ul style="list-style-type: none"> Developed and launched the Labour Market Information Retrieval Initiative in the form of a pilot survey in partnership with the Alliance of Manitoba Sector Councils members, the Minister's Advisory Council on Workforce Development, and the Manitoba Bureau of Statistics. The focus was to develop a process to obtain accurate and current labour market information from industry and build capacity to collect and disseminate the information in a timely manner. 		

	2009-2010 Actual	2010-2011 Actual
TOTAL	\$5,688,000	\$5,651,000

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April 2012