

▶ |▶ The Secret's Out... |▶ Extreme Jobs

# Ignition

A career information resource  
for high school, college  
and university graduates.

▶ The Fields of Work |▶ Going Global |▶

## Powering careers in Canada's industry sectors

[www.councils.org/ignition](http://www.councils.org/ignition)

# ▶ Just what is a *sector council?*

In today's global economy, having up-to-date job skills is no longer a luxury—it's a necessity; sector councils are a made-in-Canada solution that helps Canadians and Canadian companies identify those skills and nurture them.

Each sector council is a strategic alliance of workers, employers, educators and governments, all working together to ensure that Canadians have what they need to succeed in the labour market.

Sector councils are involved in many activities that enable Canadian companies and citizens to prosper. These include developing industry-wide human-resource plans, creating national training programs, establishing occupational standards, nurturing a training culture and informing young workers of the changes and opportunities in particular industries.

With their fingers on the pulse, sector councils are a great source for Canadians planning, building or changing careers.

## ▶ National sector councils

More than 29 national sector councils exist in Canada. Visit their websites to access valuable resources and information about internships and other programs.

**The Alliance of Sector Councils:**  
[www.councils.org](http://www.councils.org)

**Field of Work: Agribusiness, Natural Resources and Environment**

**Canadian Aquaculture Industry Alliance**  
[www.aquaculture.ca](http://www.aquaculture.ca)

**Canadian Council of Professional Fish Harvesters**  
[www.ccpfh-ccpp.org](http://www.ccpfh-ccpp.org)

**National Seafood Sector Council**  
[www.nssc.ca](http://www.nssc.ca)

**Canadian Council for Human Resources in the Environment Industry**  
[www.cchrei.ca](http://www.cchrei.ca)

**Field of Work: Arts, Culture, Communications, Tourism and Recreation**

**Cultural Human Resources Council**  
[www.culturalhrc.ca](http://www.culturalhrc.ca)

**Canadian Tourism Human Resource Council**  
[www.cthrc.ca](http://www.cthrc.ca)

**Aboriginal Human Resources Development Council of Canada**  
[www.ahrdcc.com](http://www.ahrdcc.com)

**Field of Work: Business, Administration and Sales**

**Forum for International Trade Training**  
[www.fitt.ca](http://www.fitt.ca)

**Field of Work: Technology**

**Software Human Resource Council**  
[www.shrc.ca](http://www.shrc.ca)

**Biotechnology Human Resource Council**  
[www.bhrc.ca](http://www.bhrc.ca)

**Canadian Technology Human Resources Board**  
[www.cthrb.ca](http://www.cthrb.ca)

**Canadian Council of Professional Engineers**  
[www.ccpe.ca](http://www.ccpe.ca)

**Canadian Council of Technicians and Technologists**  
[www.cctt.ca](http://www.cctt.ca)

**Field of Work: Transportation**

**Canadian Aviation Maintenance Council**  
[www.camc.ca](http://www.camc.ca)

**Canadian Automotive Repair and Service Council**  
[www.cars-council.ca](http://www.cars-council.ca)

**Canadian Trucking Human Resources Council**  
[www.cthrc.com](http://www.cthrc.com)

**Motor Carrier Passenger Council of Canada**  
[www.buscouncil.ca](http://www.buscouncil.ca)

**Field of Work: Manufacturing and Trades**

**Wood Manufacturing Council**  
[www.wmc-cfb.ca](http://www.wmc-cfb.ca)

**Canadian Steel Trade and Employment Congress**  
[www.cstec.ca](http://www.cstec.ca)

**Petroleum Human Resources Council of Canada**  
[www.petrohrsc.ca](http://www.petrohrsc.ca)

**Mining Industry Training and Adjustment Council-Canada**  
[www.mitac.ca](http://www.mitac.ca)

**Canadian Plastics Sector Council**  
[www.cpsc-ccsp.ca](http://www.cpsc-ccsp.ca)

**Textiles Human Resources Council**  
[www.thrc-crhit.org](http://www.thrc-crhit.org)

**Apparel Human Resources Council**  
[www.apparel-hrc.org](http://www.apparel-hrc.org)

**Canadian Apprenticeship Forum**  
[www.caf-fca.org](http://www.caf-fca.org) and [www.careersintrades.ca](http://www.careersintrades.ca)

**Field of Work: Construction and Service**

**Construction Sector Council**  
[www.csc-ca.org](http://www.csc-ca.org)

**Canadian Apprenticeship Forum**  
[www.caf-fca.org](http://www.caf-fca.org) and [www.careersintrades.ca](http://www.careersintrades.ca)

**Canadian Equipment Industry Training Committee**  
[www.caed.org](http://www.caed.org)

**Canadian Professional Logistics Institute**  
[www.loginstitute.ca](http://www.loginstitute.ca)

**Installation, Maintenance and Repair Sector Council**  
[www.imrsectorcouncil.ca](http://www.imrsectorcouncil.ca)

# ▶ Provincial sector councils | ▶

Sector councils exist at the provincial and territorial level in many parts of the country. They focus on industries relevant to their jurisdictions.

## Learning about key sectors

Information about priority sectors in an individual province or territory can be valuable when assessing opportunities and identifying occupations of interest. Here are some web sources that highlight priority sectors in different parts of Canada.

### British Columbia

**Key sectors include:** agriculture; construction, logging and forest products; fishing and fish processing; and mining and mineral products

[www.workfutures.bc.ca](http://www.workfutures.bc.ca)

[www.workfutures.bc.ca/EN/acc/doc/hoo\\_et.html](http://www.workfutures.bc.ca/EN/acc/doc/hoo_et.html)

[www.guidetobceconomy.org](http://www.guidetobceconomy.org)

### Alberta

**Key sectors include:** chemical and petrochemical; industrial machinery and equipment; medical devices and health services; and oil and gas.

[www.ab.hrdc.gc.ca/lmi/](http://www.ab.hrdc.gc.ca/lmi/)

[www.alis.gov.ab.ca/main.asp](http://www.alis.gov.ab.ca/main.asp)

[www.alberta-canada.com](http://www.alberta-canada.com)

### Saskatchewan

**Key sectors include:** advanced technology; forestry; manufacturing; mining; and oil and gas

[www.saskjobfutures.ca](http://www.saskjobfutures.ca)

[www.ir.gov.sk.ca](http://www.ir.gov.sk.ca)

### Manitoba

**Key sectors include:** apparel; biotechnology and life sciences; building products; electricity and natural gas; and transportation and logistics

[www.mb.hrdc-drhc.gc.ca/menu/lmi.shtml](http://www.mb.hrdc-drhc.gc.ca/menu/lmi.shtml)

[www.edu.gov.mb.ca/aet/jobseek/lmi.html](http://www.edu.gov.mb.ca/aet/jobseek/lmi.html)

[www.gov.mb.ca/itm/trade/profiles/index.html](http://www.gov.mb.ca/itm/trade/profiles/index.html)

### Ontario

**Key sectors include:** aerospace; biomedical; call centres; machinery; and tourism

[www.ontariojobfutures.net](http://www.ontariojobfutures.net)

[www.2ontario.com](http://www.2ontario.com)

### Québec

**Key sectors include:** culture; environment; pharmaceutical and biotechnological products; plastics; and textiles

[www.qc.hrdc-drhc.gc.ca/job-futures](http://www.qc.hrdc-drhc.gc.ca/job-futures)

<http://emploiquebec.net/anglais>

[http://emploiquebec.net/francais/organisation/intervention\\_sectorielle/comsectoriels.htm](http://emploiquebec.net/francais/organisation/intervention_sectorielle/comsectoriels.htm)

### New Brunswick

**Key sectors include:** food processing; information and communication technology; metalworking; and seafood

[www.nb.hrdc-drhc.gc.ca/common/lmi/jobf/nofrmj.shtml](http://www.nb.hrdc-drhc.gc.ca/common/lmi/jobf/nofrmj.shtml)

[www.newbrunswick.ca/export/sectors/other/index.html](http://www.newbrunswick.ca/export/sectors/other/index.html)

### Nova Scotia

**Key sectors include:** automotive; construction; fisheries; and forestry

[www.ns.hrdc-drhc.gc.ca](http://www.ns.hrdc-drhc.gc.ca)

[www.ednet.ns.ca](http://www.ednet.ns.ca)

[www.gov.ns.ca/econ/strategy/strategy\\_5.2.1.htm](http://www.gov.ns.ca/econ/strategy/strategy_5.2.1.htm)

### Newfoundland

**Key sectors include:** crude and refined oil; fish products; newsprint; iron ore and electricity

[www.nf.hrdc-drhc.gc.ca/lmi/index.htm](http://www.nf.hrdc-drhc.gc.ca/lmi/index.htm)

[www.gov.nf.ca/nfld&lab/economy.htm](http://www.gov.nf.ca/nfld&lab/economy.htm)

### Prince Edward Island

**Key sectors include:** agriculture; aquaculture; fisheries; forestry; and tourism

[www.pei.jobfutures.org](http://www.pei.jobfutures.org)

[www.gov.pe.ca/af/agweb](http://www.gov.pe.ca/af/agweb)

### Yukon

**Key sectors include:** agriculture; fishing; forestry; mining; and trapping

[www.workfutures.yk.ca](http://www.workfutures.yk.ca)

[www.gov.yk.ca/yukonglance/industry.html](http://www.gov.yk.ca/yukonglance/industry.html)

### Northwest Territories

**Key sectors include:** environmental protection services; minerals; oil and gas; and wildlife and fisheries

[www.gov.nt.ca/agendas/business/index.html](http://www.gov.nt.ca/agendas/business/index.html)

### Nunavut

**Key sectors include:** mineral exploration and extraction; and harvesting

[www.gov.nu.ca/Nunavut/English/about/glance.shtml](http://www.gov.nu.ca/Nunavut/English/about/glance.shtml)

**For a more detailed list of specific provincial sector councils, please refer to the links section at [www.councils.org/ignition](http://www.councils.org/ignition).**



Canada Career Consortium  
Consortium canadien des carrières



The Alliance of Sector Councils  
L'Alliance des conseils sectoriels



Partenariat en information Canada  
Canada Career Information Partnership

This project is funded by the  
Government of Canada

Canada

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### Career Gloss [back cover]

Terminology worth knowing.

## Graduates, start your engines.

Welcome to **Ignition**, a sector information resource created for high school, college and university graduates.

**Ignition** has been designed to help you navigate successfully as you explore your career opportunities. Inside, you'll find profiles of Canada's various industry sectors and stories about challenging and rewarding occupations within them. Throughout, you'll discover references to websites where you'll find additional resources that may prove critical as you determine your career path.

**Ignition** is the second part of a two-phased project undertaken by the Canada Career Consortium profiling Canada's sector councils. The first component—a series of videos promoting various fields of work—can be viewed online at the Canada Career Week website: [www.canadacareerweek.com](http://www.canadacareerweek.com).

So, what are you waiting for? Get moving!

# International Environment Youth Corps intern travels to France

Going  
Global



**In the Spring of 2003, Claude Goora, an International Environmental Youth Corps (IEYC) intern was invited to accompany a team from Dillon Consulting Ltd. to France. Dillon was tasked with collecting geophysical data at the Canadian National War Memorial sites at Vimy Ridge and Beaumont-Hamel in Northern France.**

The Memorial at Vimy Ridge was built on land awarded to Canada by France for sacrifices made by Canadian soldiers in April 1917. The 100-hectare site remains honeycombed below ground-level and littered with unexploded ordnance.

The data collected by the Dillon team will help scientists determine the composition of the rocks and minerals and locate hazards that may cause movement and slippage beneath the surface. The work conducted by Dillon Consulting will open the door for scientists to conduct environmental impact assessments before any further development at the site is undertaken.

The Memorial site at Beaumont-Hamel is located nine miles north of Albert, France. It was dedicated to Newfoundlanders who died during World War I at a site where, during the Battle of the Somme on July 1, 1916, the Newfoundland Regiment recorded their largest casualty toll: according to Canada's Department of Veteran's Affairs, only 68 of the 801 soldiers who fought there escaped uninjured.

## A starting point

Claude Goora embarked on his path to an environmental career by completing a Bachelor of Science degree in Mathematics at St. Francis Xavier University in Nova Scotia. After completing his studies, he was unsure what to do next. "I knew I wanted to stay in school, so I decided engineering would be a step forward."

Having taken a variety of Biology courses during his undergraduate study, Goora enrolled in Biological Engineering at Dalhousie University, where he completed his second degree in 2001.

## From intern to full-time employee

Following his excursion to France and at the conclusion of his internship, Goora was hired on full time at Dillon Consulting. Since working in France, he has been busy on regional projects, such as the installation of water systems throughout Cape Breton and the construction of a water treatment plant.

Goora says he looks forward to the prospect of more international work with Dillon. He says his bilingualism and his dual citizenship—in Canada and France—are both assets.

## ► For more Information | ►

Youth Internship Programs exist in many of Canada's industry sectors. They offer paid training opportunities, and allow youth to gain real-world work experience.

For more information, visit The Alliance of Sector Councils website, [www.councils.org](http://www.councils.org).

Since its launch in 1997, the Environmental Youth Corps program has created more than 1,800 opportunities for youth. For more information, visit [www.cchrei.ca](http://www.cchrei.ca)

# Fields of Wo

Canada's economy is made up of a broad range of industry sectors. Many of these are represented by sector councils—national organizations focused on promoting their industries and ensuring their long-term viability.

Here's a snapshot of the industries represented by sector councils, grouped according to seven different fields of work—with a fast fact or two about each.

## Agribusiness, Natural Resources and Environment

This field of work includes the aquaculture, fish harvesting, seafood processing and environment sectors.

**[FAST FACT]** The *environment industry* is one with significant growth projections well into the 21<sup>st</sup> century. Environmental companies work to: prevent, control and remediate increasingly complex environmental problems; reduce human health risks and ecological damage; and improve energy, material and resource efficiencies. In 2001, the domestic environment market was valued at over \$25 billion, roughly 2.2% of Canadian gross domestic product.

*Aquaculture* is the cultivation and farming of finfish, shellfish and aquatic plants. In Canada, aquaculture can be found from coast to coast and as far north as the Yukon Territories. It is located mainly in rural and coastal areas. The predominant species cultured in Canada are Atlantic salmon, rainbow trout, mussels, oyster, scallops and clams. Other species include Arctic char, tilapia, Atlantic cod, sea urchins, quahaugs, halibut, haddock and sea cucumbers. Canada's aquaculture industry is environmentally and economically sustainable, and a net contributor to the economy.

## Arts, Culture, Communications, Tourism and Recreation

This field of work includes the arts disciplines and cultural industries, and the tourism industries.

**[FAST FACT]** The *cultural sector* comprises literally hundreds of occupations—artists, creators, technical staff, managers and others—in six broad sub-sectors: live performing arts; writing and publishing, visuals arts and crafts; film; television radio and new media; music and sound recording; and museums, libraries and heritage. The sector includes several thousand organizations, big and small, not-for-profit and for-profit.

**[FAST FACT]** *Tourism* is the world's largest and fastest growing industry, according to the World Travel and Tourism Council (WTTC). The 1.6 million Canadians employed by Canada's 164,000 tourism businesses work in a variety of jobs—in accommodation, adventure tourism and outdoor recreation, attractions, transportation, travel trade, tourism services, food and beverage service, and events and conferences.



## Business, Administration and Sales

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This field of work covers a broad range of occupations—international trade jobs among them.

**[FAST FACT]** *International trade* is vital to the economic and social development of Canadian society and the enhancement of Canadians' quality of life.

## Construction and Service

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This field of work includes the construction, equipment, professional logistics, and installation, maintenance and repair sectors.

**[FAST FACT]** *Construction* is Canada's single largest industry. Close to 900,000 Canadian men and women are employed in about 50 trades in this industry. Workers in this industry build everything from single-family dwellings to oil and gas pipelines. As the construction workforce ages, a labour shortage is emerging.

**[FAST FACT]** Many of Canada's sectors depend on the *equipment industry* to supply and service the essential tools of the trade. More than 1,000 equipment companies, large and small, employ about 15,000 workers. Increasingly enabled by sophisticated software applications, equipment specialists undertake sales, inventory, and service by computer.

## Technology

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This field of work includes the software, biotechnology and engineering sectors.

**[FAST FACT]** *Biotechnology* is a key growth area within Canada and is quickly becoming Canada's second largest high-tech industry. It is a versatile science used by many different industries from health care to forestry.

**[FAST FACT]** This field of work offers jobs for *engineers*, who apply science and math to develop solutions to the challenges of modern life; *technologists*, who design devices and equipment, decide what equipment to use on particular projects, and supervise its installation and use; and *technicians*, hands-on experts who install, test, use and fix equipment.

## Transportation

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This field of work includes the aviation maintenance and aerospace manufacturing, automotive repair, trucking and motor carrier passenger sectors.

**[FAST FACT]** The *aviation maintenance and aerospace manufacturing* industry includes general aviation, commercial carriers, rotorcraft operations, military, suppliers and maintenance repair and overhaul companies, and aerospace manufacturing. The industry services, repairs, overhauls, retrofits and manufactures all types of aircraft and aircraft components both in Canada and the global marketplace. Canada is the world leader in certain manufacturing segments, including regional aircraft, large business jets, small turbine engines, civil helicopters and landing gear systems.

**[FAST FACT]** The *trucking sector* employs drivers, mechanics, dispatchers, technicians, computer operators, sales staff and managers, and the *bus industry* consists of urban transit systems, inter-city bus lines, tour and charter bus services and school bus transportation.



## Manufacturing and Trades

This field of work is diverse. It includes the wood manufacturing sector, the steel trade, the upstream petroleum and mining industries, and the plastics, textile and apparel industries.

**[FAST FACT]** The key sectors within the *upstream petroleum* industry are exploration, development, production, service industries, pipeline transmission, gas processing, and upgrading heavy oil and bitumen. Canada is a significant player in the global energy business, exporting 1.3 million barrels of crude oil per day and about 3.3 trillion cubic feet per year of natural gas, primarily to U.S. markets. The industry makes significant contributions to the domestic economy as a large employer of Canadians and through direct investment and taxes.

**[FAST FACT]** Canada's *mining* industry employs prospectors, geoscientists, engineers, financiers, educators, accountants, environmentalists, lawyers, marketers and a host of skilled workers in mines, processing plants, smelters and refineries. Workers use the most modern equipment and technology. Canada is a strong resource nation, ranking among the top five leading countries in the production of 16 major minerals including potash and uranium, nickel and asbestos, titanium concentrate, zinc, cadmium, gypsum and platinum group metals.

For more information on the fields of work, visit [www.councils.org](http://www.councils.org). Click on 'list of councils' in the left toolbar, then scroll through by sector of activity.

## Perspective 1



**Name:** Sophie Therrien, ing.

**Place of residence:** Québec

**Occupation:** Process Engineer, Industrial Division, SNC-Lavalin, Montréal, Québec

**Education and Training:** Bachelor's degree in Chemical Engineering from École Polytechnique de Montréal. Masters degree in Engineering Management from University of Sherbrooke

**Duties:** Sophie is Leader of the User Support Team for SNC-Lavalin's complex project management software. She defines and implements procedures to help the team better answer users' needs, and facilitates interaction with the software developers. She and her team members are regularly involved in defining new functionalities for development, and in conducting acceptance tests of those functionalities before they are implemented. Sophie's team provides telephone support for users around the world, and assists in user training—both onsite and via remote computer shadowing.

Before moving into the Information Technologies division, Sophie worked as a process engineer for the Industrial division, mainly on mining and metallurgy projects and industrial water treatment. Prior to joining SNC-Lavalin, she served as a project engineer in various chemical industries: cement additives, pharmaceutical, water treatment chemicals, cooling towers, and explosives.

**Biggest Challenge of the Job:** To continuously cope with changing priorities at many levels and still respond as quickly as possible to users' requests.

**Most Rewarding Aspect of the Job:** Participation in the development of the company's in-house project management software—the strategic tool with which SNC-Lavalin wins major engineering, procurement, construction management (EPCM) projects.

**Word of Advice:** Have a career goal but keep your eyes open to opportunities.

# POP

## quiz

### ► Sector Brain Teaser

Canada has a diverse range of industry sectors. Each makes a unique contribution to the Canadian economy and offers its own set of challenging and rewarding occupations. Read through the following riddles. Try to guess which sector is being described in each. If you need a hint, refer to the list of options provided at the end of the questionnaire.

When you're done, flip to Page 19 to see how you did.

**1** What industry employs more than 160,000 workers, generates more than \$44 billion each year and has been designated a priority industry by the federal government, yet remains largely invisible to most Canadians?

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**2** There are more than 400 different career opportunities in the eight sectors within this industry. Roughly 10 percent of Canadians work in this industry.

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**3** For the last few decades, this industry has steadily gained an increasing share of the transportation market and become a vital part of the Canadian economy. The industry is a \$33 billion business employing over 500,000 people.

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**4** Manufacturing companies in this industry use the same technologies—including robotics, computer simulation and automation—as manufacturers building airplanes.

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**5** This industry is one of the oldest in Canada.

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**6** Roughly 6,000 new jobs are expected to be created in this industry over the next few years—in research and technical support activities, commercialization functions and management positions.

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**7** This Canadian industry consists of 13 firms operating 17 plants in five provinces. It employs roughly 34,000 people.

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**8** In 2000, the annual global revenue in this industry was US\$200 billion and directly employed over 1 million people worldwide.

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**9** This industry accounts for 25 percent of our country's entire volume of merchandise exports.

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### ► Possible Answers | ►

- |  |   |
|--|---|
| <input type="checkbox"/> Agriculture                   | <input type="checkbox"/> Petroleum          |
| <input type="checkbox"/> Aviation                      | <input type="checkbox"/> Plastics           |
| <input type="checkbox"/> Maintenance and Aerospace     | <input type="checkbox"/> Steel              |
| <input type="checkbox"/> Biotechnology                 | <input type="checkbox"/> Technology         |
| <input type="checkbox"/> Construction                  | <input type="checkbox"/> Tourism            |
| <input type="checkbox"/> Automotive Repair and Service | <input type="checkbox"/> Trucking           |
|  | <input type="checkbox"/> Wood Manufacturing |
|  | <input type="checkbox"/> Textiles           |

Answers on page 19.

# The Debunker

► So many misconceptions exist about the various occupations out there. Too often, these get in the way when high school students are choosing what career paths to pursue, or when college or university grads are deciding where to go next.

► Here are some common myths in a handful of industry sectors with the real facts job seekers should know.

**MYTH** The petroleum industry is unstable.

**REALITY** While the industry has restructured in recent years in response to global economic forces, new opportunities exist for workers in large petroleum companies. In the oil sands region of northern Alberta alone, 8,600 new jobs are expected to open up over the next 10 years.

*Want to know more?*

Petroleum Human Resources Council of Canada:  
[www.petrohrsc.ca](http://www.petrohrsc.ca)

**MYTH** Trades jobs are dirty, pay little and are exclusively available to men.

**REALITY** A diverse range of satisfying career opportunities exist in the skilled trades—positions for highly skilled men and women. They offer good pay and, through apprenticeship training, the chance to learn while you earn.

*Want to know more?*

Canadian Apprenticeship Forum:  
[www.caf-fca.org](http://www.caf-fca.org)  
[www.careersintrades.ca](http://www.careersintrades.ca)  
Skills Canada:  
[www.skillscanada.com](http://www.skillscanada.com)

**MYTH** Logistics is a back-room function.

**REALITY** Logistics and supply chain management—the stream of processes goods move through from customer order through manufacturing to distribution—is now recognized as vital to a company's ability to compete in the marketplace.

*Want to know more?*

Canadian Professional Logistics Institute: [www.loginstitute.ca](http://www.loginstitute.ca)

**MYTH** Aircraft maintenance technicians are not aviation industry professionals.

**REALITY** Professional training, formal recognition and national certification are available for aviation maintenance and aerospace manufacturing technicians in Canada.

*Want to know more?*

Canadian Aviation Maintenance Council: [www.camc.ca](http://www.camc.ca)

**MYTH** The plastics industry is a big polluter.

**REALITY** Recycling efforts and biopolymer research have given the plastics industry the potential for real environmental sustainability.

*Want to know more?*

Canadian Plastics Sector Council:  
[www.cpsc-ccsp.ca](http://www.cpsc-ccsp.ca)  
[www.careersinplastics.ca](http://www.careersinplastics.ca)

**MYTH** Construction jobs are for people who can't make it academically.

**REALITY** Construction work requires a combination of strong academic and mechanical skills.

*Want to know more?*

Construction Sector Council:  
[www.csc-ca.org](http://www.csc-ca.org)

**MYTH**

### Engineers are nerdy men who sit at their desks doing calculations.

**REALITY**

Engineers—women and men alike—perform all sorts of interesting work in many sectors all over the world.

#### *Want to know more?*

Generation-E website:  
[www.generation-e.ca](http://www.generation-e.ca)

Canadian Council of Professional Engineers: [www.ccpe.ca](http://www.ccpe.ca)

**MYTH**

### The technology field is concerned with computer jobs.

**REALITY**

While the recent IT boom heightened Canadians' awareness of computer-related technology jobs, technology jobs exist in virtually every industry sector in Canada—from seafood processing to petroleum.

#### *Want to know more?*

Canadian Technology Human Resources Board: [www.cthrb.ca](http://www.cthrb.ca)

**MYTH**

### Environmental workers are wildlife activists or officers.

**REALITY**

The environmental sector offers a wide range of jobs—from air technician and eco-tourism operator to geographer and landscape architect.

#### *Want to know more?*

Canadian Council for Human Resources in the Environment Industry: [www.cchrei.ca](http://www.cchrei.ca)

**MYTH**

### Artists either lead glamorous lives as movie stars or rock stars, or they starve.

**REALITY**

While many jobs in the cultural sector are not well paying and don't offer much recognition, most artists who work in the sector are in jobs they love and are passionate about.

#### *Want to know more?*

Cultural Human Resources Council: [www.culturalhrc.ca](http://www.culturalhrc.ca)

**MYTH**

### The textile industry is a labour-intensive industry that manufactures clothing and apparel.

**REALITY**

While textile products are used by the apparel industry, textiles are used to manufacture an almost endless array of products—including automotive airbags, fire retardant suits and landscaping fabrics.

#### *Want to know more?*

Textiles Human Resources Council: [www.thrc-crhit.org](http://www.thrc-crhit.org)

**MYTH**

### All tourism occupations pay minimum wage.

**REALITY**

Like many industries, entry-level positions in tourism may pay minimum wage, however opportunities exist to supplement one's income with commissions, gratuities or other benefits such as free or discounted accommodations. Tourism positions above entry level often pay well in comparison to other industries. Many factors determine what a person earns, such as job location, education and training.

#### *Want to know more?*

Canadian Tourism Human Resource Council: [www.cthrc.ca](http://www.cthrc.ca)

**MYTH**

### The Canadian fishing industry is economically insecure, with too many fish harvesters chasing too few fish.

**REALITY**

While the fishing industry has undergone major changes in the past decade, significant effort has been made to ensure the sustainability and viability of the industry.

#### *Want to know more?*

Canadian Council of Professional Fish Harvesters: [www.ccpfh-ccpp.org](http://www.ccpfh-ccpp.org)

**MYTH**

### A handful of sectors offer really high-paying jobs for postsecondary graduates.

**REALITY**

While in many sectors, a new entrant can move quickly up the pay scale, most entry-level positions offer moderate salaries.

#### *Want to know more?*

National Occupational Classification:  
[www23.hrdc-drhc.gc.ca](http://www23.hrdc-drhc.gc.ca)

The Vector Project:  
[www.vector.cfee.org](http://www.vector.cfee.org)

Career Directions: [www.careerdirectionsonline.com](http://www.careerdirectionsonline.com)

Job Futures: [www.jobfutures.ca](http://www.jobfutures.ca)



## ► Forest Firefighter

►  
**Extreme  
Jobs**

When I get ready for a forest fire, I bring everything I would need for a long camping trip, just like I did as a kid. I have to be prepared, because I may not be near a store for weeks.

# Joyce

## Kamloops, British Columbia

# Kabloona



► | ► | ►  
I got into forest firefighting with the help of a co-worker at a previous job. I told her I wanted to work outside, away from customers because I was so tired of service jobs. She asked if I would like forest fire fighting. I laughed because it sounded crazy, but she said it wouldn't hurt to apply. I gave her my resume and she passed it on to her friend who was doing the hiring for HIS Wildfire (HIS stands for Honesty, Integrity and Service). I went into the interview feeling nervous, but I was hired on the spot.

The fitness test was a challenge, but not physically. The hardest part was having the guts to do it. I was the only woman participating and there were 50 men. Everyone stared at me, wondering if I'd make it. I did. What did I learn from that experience? Give it a shot, whatever it is you want to do. Who knows what you can do until you try it? If you don't like it, you don't have to do it forever.

HIS provides great training, but when I was called to my first fire I was nervous because I knew I could end up in a high pressure and dangerous situation. The first time I saw a real wall of flames was scary—the crowns and ground fuel started on fire. The flames were 30 or 40 feet high. I was lucky to be working with Scott, my crew boss because he did all the thinking and moving. I just followed his lead. I vividly remember the intense heat that made breathing difficult and the feeling of burning material falling down the neck of my gear onto my skin. The noise of a fire that size is deafening. It's impossible to describe a fire of that size. I had the shakes afterwards and my adrenaline was pumping. I was laughing too because it was so crazy.

“I love my job—because I love working outside and traveling.”

I'm on call all summer. Waiting for a call to a fire is the most difficult challenge I face as a forest fire fighter. The wait is torture. When I'm at a fire, I work eight to 16 hours a day. I work in a variety of locations, including Montana, Washington, Oregon, British Columbia, Alberta, the Yukon and Manitoba. We work with combustibles, drip torches



Joyce Kabloona and her colleagues in the field.

### Educational notes

Courses that will prepare you for this job include physical education, English, math and biology. The minimum education requirement for forest firefighters is a high school diploma. A diploma or university degree in forestry is an asset.

and other fuels. We operate radios, chainsaws, pumps, and often work with or around heavy equipment such as skidders and faller-bunchers. We also work with helicopters and specialized airplanes. I sometimes work with parks staff. The tasks I do most are: hiking, cutting gard, laying hose, doing mop-up and gridding.

The skills forest firefighters need the most are patience, and the ability to remain calm and levelheaded.

I love my job—because I love working outside and traveling. Getting flown to work in a helicopter is the coolest. I see so many amazing things from the helicopter. I get flown into places where no person has ever stepped.

### ▶ For more Information ▶

#### The Canadian Institute of Forestry

606 - 151 Slater Street  
Ottawa, ON  
K1P 5H3

Tel: (613) 234-2242  
Fax: (613) 234-6181  
email: [cif@ifc.org](mailto:cif@ifc.org)  
website: [www.cif-ifc.org](http://www.cif-ifc.org)

**Name:** John Bernard

**Place of residence:** Ontario

**Occupation:** President & CEO,  
Donna Cona Inc.

**Education and Training:**

Bachelor of Arts degree,  
University of St. Thomas.  
Diploma in Microcomputer and  
Microprocessors with highest hon-  
ours, NRI, a technical educational  
institution in Washington, D.C.  
Among the first Canadians to  
obtain a Microsoft Certified  
Systems Engineer Certification.

**Duties:** John is President and CEO  
of Donna Cona Inc., Canada's  
largest Aboriginal Information  
and Communication Technology  
Company. He founded the company  
in 1996 to help Aboriginal youth find  
opportunities for professional careers.  
Today, Donna Cona has a strong  
presence in Ottawa, Vancouver,  
Winnipeg and Nunavut. Company  
revenues have increased by an  
average of 20 percent per year, and  
the employee base has grown by  
20 percent per year. A full 40 percent  
of staff are Aboriginal.

**Biggest Challenge of the Job:**

To remain a leader in the industry  
and to maintain business growth  
so the company may continue to  
encourage the hiring and skills  
development of Aboriginal people.

**Most Rewarding Aspects of the Job:**

Being recognized and acknowledged  
as owning Canada's largest Aboriginal  
IT company; establishing strong busi-  
ness relationships and partnerships;  
and providing Aboriginal people with  
employment opportunities. Also,  
winning the bid to design and install  
the technical infrastructure for the  
Government of Nunavut in 1999 and,  
most recently, winning the largest  
Federal Government Aboriginal Set-  
Aside contract valued at \$15,000,000  
for technical services and support.

**Honours:**

- National Aboriginal Achievement Award in Business and Commerce.
- The Globe and Mail's Top 40 under 40 Award.

- Received the prestigious Global Indigenous Entrepreneur Award at a gala ceremony at the first UN-sponsored World Summit of Indigenous Entrepreneurs (WSIE) in Toronto.
- Deputy Minister's Award for technical support provided during the 1997 ice storm.

**Word of Advice:** You need to believe in a goal and have the passion and perseverance to pursue it... and you must never stop learning.



Perspective 2

# ▶ Geophysical Instrument Technologist

▶  
**Extreme  
Jobs**

There's nothing average about Tim Claydon's job. He works as a Geophysical Instrument Technologist at the Pacific Geoscience Centre near Victoria, BC, where he builds isolated sites for earthquake study.

**Tim** British Columbia  
**Clayton**



## **Transferring skills across industries and disciplines**

Claydon installs the delicate equipment himself: seismometers that measure earthquake vibrations in the ground, and data digitizers that convert those measurements to signals that can be transmitted by radio. In the winter, he focuses on circuit design and prototype development of data digitizers, as well as data analysis.

Claydon hasn't always worked in this line of work. For more than 18 years, he worked as a Telecommunications Technician for a Nanaimo, BC communications company.

Many technician and technologist skills are highly portable across many disciplines and industries.

Though he enjoyed many aspects of that job—including the long scenic drives to remote mountain locations on Vancouver Island, where he would install antennas on towers and service telecommunications equipment—he decided it was time for a change. He’d become less fulfilled by his work in telecommunications—and more averse to climbing 60-metre-tall antenna towers.

Claydon made the switch with little difficulty, he says. “My work experience and familiarity with the area are definite assets in the work I do now for the Pacific Geosciences Centre,” Claydon says. “I’m familiar with the mountains we consider for possible sites, and with the companies we can hire to pour concrete or fly us in with helicopters.”

Claydon uses many of the same field skills he did as a Telecommunications Technician. As a site is being constructed, he is able to direct the work effectively, and can assess whether it has been done properly. Years of working in the field with various brands and models of electronic components have taught him the idiosyncrasies of equipment failure, and how to design dependable devices.

Up to 10 percent of workers across North America change jobs every year. Most individuals will have between three and six careers during their lifetime.

(Source: *What Color Is Your Parachute?: A Practical Manual for Job-Hunters & Career-Changers*, Richard Nelson Bolles, 1999.)

▶ For more Information | ▶

Canadian Technology Human Resources Board (CTHRB)

Tel: (613) 233-1955

Website: [www.cthrb.ca](http://www.cthrb.ca)

**Name:** Victoria Bergsma

**Place of residence:** Ontario

**Occupation:** Licensed Heavy Duty Mechanic, Hertz Equipment Rentals, Toronto

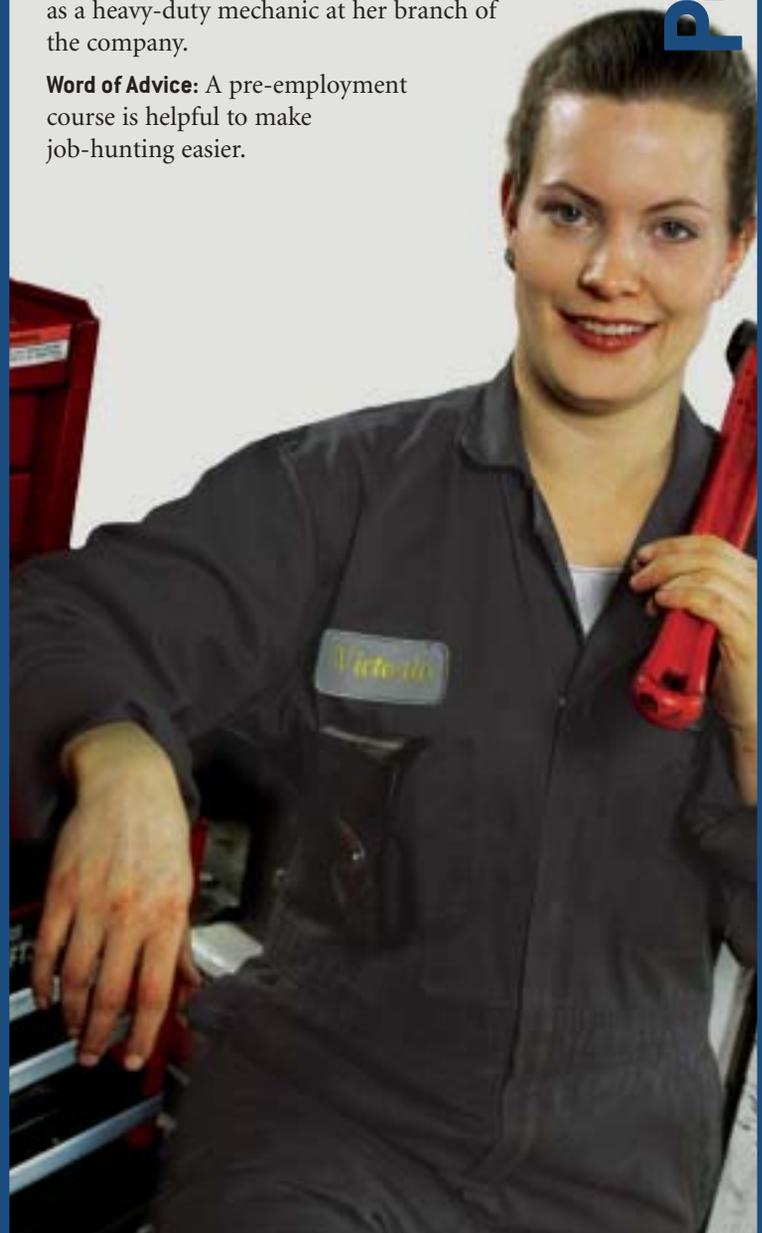
**Education and Training:** Transportation Equipment Service and Repair Course, Centennial College, Ontario

**Duties:** Victoria repairs scissor lifts and boom lifts.

**Biggest Challenge—and Appeal—of the Job:** Changing technology in an ever-changing industry. Continual training prevents stagnation.

**Most Rewarding Aspect of the Job:** The attitude of co-workers—the ability to be oneself and see results from one’s work. Plus, she’s the first woman hired as a heavy-duty mechanic at her branch of the company.

**Word of Advice:** A pre-employment course is helpful to make job-hunting easier.





▶

**When identifying jobs and careers of interest, it's helpful to know what specific tasks an occupation entails. Following is a hit list of jobs from the various fields of work with details on day-to-day responsibilities.**

# Duty Calls

## **Industry-specific Training**

Many sector councils support training courses for their industry, and some offer certification or accreditation programs. To learn more, visit the council websites listed on the back cover. For additional information about training programs available through Canadian community colleges, visit [www.accc.ca](http://www.accc.ca).

## **Announcer**

Announcers and other broadcasters read news, sports, weather, and commercial and public service messages and host entertainment and information programs for broadcast on radio or television. They are primarily employed by radio and television stations and networks and by commercial firms that produce advertisements for radio or television.

## **Aquaculture Veterinarian**

Aquaculture veterinarians prevent, diagnose, and treat diseases and disorders in animals. They also advise clients on the feeding, hygiene, housing and general care of animals. Veterinarians work in private practice or may be employed by animal clinics and laboratories, government or industry.

## **Boilermaker**

Boilermakers fabricate, assemble, erect and repair boilers, vessels, tanks, heat exchangers and other heavy-metal structures. They are employed in boiler fabrication, manufacturing, shipbuilding and similar industrial establishments.

## **Bricklayer/Mason**

Bricklayers and masons lay bricks, concrete blocks, stone and similar materials to construct or repair walls, arches, chimneys, fireplaces and other structures in accordance with blueprints and specifications. They are employed by construction companies and bricklaying contractors, or they may be self-employed.

## **Environmental Engineer**

Environmental engineers plan, design, develop and manage projects for the construction or repair of buildings, earth structures, powerhouses, roads, airports, railways, rapid transit facilities, bridges, tunnels, canals, dams, ports, and coastal installations and systems related to highway and transportation services, water distribution and sanitation. They may also specialize in foundation analysis,

▶ | ▶ | ▶

building and structural inspection, surveying, geomatics, and municipal planning. They are employed by engineering consulting companies, in all levels of government, by construction firms, and in many other industries, or they may be self-employed.

### **Export Development Officer**

Export development officers plan, organize, direct, control and evaluate economic policy, research and programs in areas of government activity such as taxation, international trade, labour markets, transportation and agriculture. They also plan and direct policies and programs to promote industrial and commercial business development in urban and rural areas. They are employed in government departments and agencies.

### **Government Services International Trade Commissioner**

Government services international trade commissioners plan, organize, direct, control and evaluate economic policy, research and programs in areas of government activity such as taxation, international trade, labour markets, transportation and agriculture. They also plan and direct policies and programs to promote industrial and commercial business development in urban and rural areas. They are employed in government departments and agencies.

### **Heavy Machinery Sales Manager**

Heavy machinery sales managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial, wholesale and e-business sales and marketing, advertising and public relations. They are employed by commercial, industrial and wholesale establishments; marketing and public relations consulting companies; and government departments.

### **International Air Transport Logistics Manager**

International air transport logistics managers supervise and co-ordinate the transport of goods. Some transport mail by airmail service and negotiate with international and national suppliers.

*Continued...*

**Name:** Brigitte Murray

**Place of residence:** Manitoba

**Occupation:** Reservations Manager, Greenwood Inn, Winnipeg

**Education and Training:**

*Ready-to-Work: Tourism Careers* program, Manitoba Tourism Educational Council

**Duties:** Brigitte oversees hotel bookings and manages front-desk operations. She employs the skills she learned in the *Ready-to-Work* program—service delivery, communication and social skills.

**Biggest Challenge—and**

**Reward—of the Job:** Building relationships with customers.

**Word of Advice:** Seek out programs like *Ready-to-Work*. Learn valuable skills and gain self-confidence that will help you achieve your career goals.

For more information on the *Ready-to-Work: Tourism Careers* program, call 1-800-486-9158. For information about tourism activity and opportunities in your province or territory, visit the web:

**Alberta:** [www.atec.ca](http://www.atec.ca)

**Québec:** [www.cqrht.qc.ca](http://www.cqrht.qc.ca)

**British Columbia:** [www.go2bc.ca](http://www.go2bc.ca)

**Newfoundland:** [www.hospitality.nf.ca](http://www.hospitality.nf.ca)

**Manitoba:** [www.mtec.mb.ca](http://www.mtec.mb.ca)

**Ontario:** [www.otec.org](http://www.otec.org)

**Saskatchewan:** [www.stec.com](http://www.stec.com)

**New Brunswick:** [www.tianb.com](http://www.tianb.com)

**Nova Scotia:** [www.tourismhrc.com](http://www.tourismhrc.com)

**Prince Edward Island:** [www.tiapei.pe.ca](http://www.tiapei.pe.ca)

**Yukon:** [www.yukontec.com](http://www.yukontec.com)



## International Trade Consultant

International trade consultants plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial, wholesale and e-business sales, marketing, advertising and public relations. They are employed by commercial, industrial and wholesale establishments; marketing and public relations consulting companies; and government departments.

## Machinist

Machinists set up and operate a variety of machine tools to cut or grind metal, plastic or other materials to make or modify parts or products with precise dimensions. Machining and tooling inspectors inspect machined parts and tooling in order to maintain quality control standards. They are employed by machinery, equipment, motor vehicle, automotive parts, aircraft, and other product manufacturing companies and by machine shops.

## Mechanical Engineer

Mechanical engineers research, design and develop machinery and systems for heating, ventilating and air-conditioning, power generation, transportation, processing and manufacturing. They also perform duties related to the evaluation, installation, operation and maintenance of mechanical systems. Mechanical engineers are employed by consulting firms and power-generating utilities and in a wide range of manufacturing, processing and transportation industries, or they may be self-employed.

## Pipefitter

Pipefitters are involved in the fabrication and installation of piping and related equipment at industrial plants. They work with the fabrication of pipe spools (section of piping systems) in fabrication shops. Then they are involved with the installation of these systems at the plants: refineries, food service plants, compressor stations, pulp mills, refineries, stations for pipelines and power plants.

## Software Engineer

Software engineers research, plan, design, develop, and test computers and related equipment and design and develop software for engineering and industrial applications. They are employed by computer manufacturers; by a range of industries; and by government, educational and research institutions.

## Tool and Die Maker

Tool and die makers make, repair and modify custom-made, prototype or special tools, dies, jigs, fixtures and gauges using various metals, alloys and plastics that require precise dimensions. They are employed primarily in manufacturing industries such as automobile, aircraft, metal fabrication, electrical machinery and plastics and in tool and die, mould making and machine shops.

## Videographer

Videographers operate motion picture and video cameras and related equipment to record news, live events, films, videos and television broadcasts. They are employed by television networks and stations, motion picture and video production companies, and in-house communications facilities of large corporations.

## ▶ How much will I make? | ▶

For salary information related to these and other occupations, visit any of the websites on the right. These sources offer average income levels from a national perspective. Consult provincial and territorial government websites for regional salary information.

- The Vector Project: [www.vector.cfee.org](http://www.vector.cfee.org)
- Career Directions: [www.careerdirectionsonline.com](http://www.careerdirectionsonline.com)
- Job Futures: [www.jobfutures.ca](http://www.jobfutures.ca)
- National Occupational Classification (NOC): [www23.hrdc-drhc.gc.ca](http://www23.hrdc-drhc.gc.ca)

# Perspective 5



**Name:** Lewis Clancey

**Place of residence:**  
Nova Scotia

**Occupation:** Shellfish Extension Officer, Government of Nova Scotia

**Education and Training:** Aquaculture Technologist, Holland College, PEI

**Duties:** Lewis advises shellfish farmers on the spawning cycles of mussels and oysters, helping them to pinpoint 'setting' periods. By towing a fine net through an aquaculture site and looking through a microscope at the 'soup' of microorganisms he has collected, he can identify the optimal time farmers' should lay out ropes for the shellfish to set on.

After spawning season, Lewis spends his days at shellfish farms helping diagnose the causes of die-offs, and he visits potential aquaculture sites to test water salinity, temperature and other factors.

**Biggest Challenge of the Job:** Pinpointing setting periods. They can vary depending on factors such as water temperature. If the gear is laid in the water too early, the shellfish won't set, and if it is laid too late, they'll set elsewhere.

**Most Rewarding Aspect of the Job:** Pinpointing setting periods—identifying the four to five days when a set will occur.

**Word of Advice:** Good people skills are essential.

**Name:** Wes Lambert

**Place of residence:** Saskatchewan

**Occupation:** Project Manager, Construction Careers Saskatoon

**Education and Training:** Worked 16 years as a hard rock miner in Canada and the U.S. Served two terms as Band Councillor for his home First Nation. Currently completing a Bachelor's degree in Political Studies.

**Duties:** Lambert offers a port of entry to construction careers, helping First Nations people, and those on social assistance or employment insurance become qualified to work in the construction industry. He provides links to

employment, offers access to training and trade certification, negotiates with contractors in the community, and accesses government support to provide workers with gloves, boots and proper clothing.

**Biggest Challenge of the Job:** Language and cultural barriers—many of Lambert's clients are Aboriginals whose first language is not English. Their visit to Construction Careers is often their first to an urban centre.

**Most Rewarding Aspect of the Job:** Making the Aboriginal community more job-ready.

**Word of Advice:** Going from the street to certified training and apprenticeship in the construction trades does not have to be a long journey.



# Perspective 6

# Pathwinder

Identifying a target job is one thing, but figuring out what training is required to land it is another. For many occupations, multiple education paths can lead to the same destination. Below you'll find a collection of typical training routes in 12 of Canada's industry sectors.

Many sector councils support training courses for their industry and some offer certification or accreditation programs. To learn more, visit the council websites presented on Page ii. For additional information about training programs available through Canadian community colleges, visit [www.accc.ca](http://www.accc.ca).

## ▶ ▶ ▶ Aviation Maintenance and Aerospace Manufacturing

- May require some post-secondary education (college, trade school, vocational/technical institute diploma) through Canadian Aviation Maintenance Council (CAMC)-accredited training institutions.
- National certification available through CAMC.

## Biotechnology

- A Bachelor of Science degree is typically valuable.
- College programs exist in areas such as bioinformatics.

## Construction

- High school diploma plus completion of an apprenticeship program required.
- Strong communication, math and problem-solving skills important.

## Engineering

- Completion of an accredited engineering program required.
- Licensure by provincial or territorial board is typical.

## Environment

- Generally, college or university is required; some jobs exist for high school graduates.
- An environmental certification program, Canadian Environmental Practitioner-in-Training (CEPIT), is available.

## Logistics

- College or university qualifications are typically required.
- Some apprenticeship programs exist, mainly in business and commerce.

## Plastics

- A high school diploma plus a few years of college courses in a plastics-related program is common.
- Some entrants to the industry earn a technical high school diploma then do on-the-job training.
- Others train on the job.
- Plastics-specific training programs are available at some institutions (such as Humber College Plastics Training Centre in Toronto).

## Technology

- College or university courses are required.
- Strong math and communication skills are important.

## Textile

- College or university education is required (in math, engineering, sciences, business admin, or the humanities).
- Cégep de St-Hyacinthe in Québec offers textile programs.

- No formal textile apprenticeship program exists, so many companies provide on-the-job learning opportunities.
- Industry-led workplace skills development programs are available through the Textiles Human Resources Council.

## Tourism

- Most entry-level positions do not require a university degree, but other forms of education and training are usually necessary.
- Many occupations require skills that must be learned and practiced—through on-the-job training, completion of a college or university diploma, and/or apprenticeship training.

## Upstream Petroleum

- Many educational paths can be followed—all require some post-secondary education (college, trade school, vocational/technical institute diploma, or university degree).
- Several formal apprenticeship and training programs exist.

## Wood Manufacturing

- Training routes include completion of: apprenticeship and trades training in carpentry or joinery; a technical diploma program in wood manufacturing from a community college; or a Bachelor of Science in Wood Products Processing at university.

# ▶ On the Job

## ▶ APPRENTICESHIP PROGRAMS ACROSS CANADA

Apprenticeship is an agreement between an individual who wants to learn a skill and an employer who needs a skilled worker. Apprentices earn while they learn.

Apprenticeship is a proven, industry-based learning system that combines on-the-job experience with technical training leading to certification as a journeyperson. Upon completion of the specified training period, apprentices receive a Certificate of Qualification. On average, 85 percent of the apprentice's two to five years of training is spent in the workplace; the rest is spent at a training institution.

Apprenticeship programs exist for many occupations in various industry sectors. Designated trades are determined by each individual province and territory, and the programs are governed by provincial and territorial regulations.

The Red Seal Program was established to provide greater mobility across Canada for skilled workers. Through the program, journeypersons can obtain a "Red Seal" endorsement on their Certificates of Qualification following successful completion of an Interprovincial Standards Examination.

For more details about the benefits of apprenticeship and provincially designated trades:

Canadian Apprenticeship Forum:  
[www.caf-fca.org](http://www.caf-fca.org) and  
[www.careersintrades.ca](http://www.careersintrades.ca)

Skills Canada: [www.skillscanada.com](http://www.skillscanada.com)

Provincial Apprenticeship Websites:  
[www.red-seal.ca/english/redcont\\_e.shtml](http://www.red-seal.ca/english/redcont_e.shtml)



# The Secret's Out...

**There are so many occupations to choose from. Assessing options and identifying jobs of interests can be challenging. Here is a collection of little known facts about opportunities in some of Canada's industry sectors.**

- The logistics sector offers competitive salaries and global work opportunities.
- The plastics industry has been designated a 'priority industry' by the Government of Canada. It employs more than 160,000 people and positively affects the lives of each and every Canadian.
- Construction jobs allow workers to maintain a great lifestyle, and they offer many opportunities for advancement.
- While most oil and gas companies are headquartered in Calgary, they offer job opportunities right across the country. The petroleum industry is responsible for more than 500,000 jobs.
- The National Seafood Sector Council offers a wide range of training courses in areas such as snow crab handling and processing, hydraulics and pneumatics maintenance, live-lobster and shrimp shipping and handling, pest management and wastewater management.

# Perspective

- Engineers are well paid. The combination of education and licensure opens the door to work in all sectors and geographic areas of Canada and the world.
- Almost every university degree can be applied to the environment sector.
- Aboriginal resource centres can now be found in nearly every urban, rural and remote community in Canada. Aboriginal student centres exist in many post-secondary schools, and internships are available through the Aboriginal Human Resources Development Council of Canada.
- In the biotechnology industry, bioprocessing is growing in popularity.
- More than 40 different occupations exist in the automotive repair and service industry.
- Though more than 15 Canadian universities and colleges offer post-secondary programs in wood manufacturing and engineering, the industry faces a serious shortage of skilled workers—from trades and production staff to upper level managers.
- The Apparel Human Resources Council offers a targeted database of post-secondary courses in Canada related to the apparel industry.
- At discoverIT.org, high school and post-secondary graduates can explore a wide range of careers in Canada's informatics sector. The site features videos of people in IT careers; clarifies the skills required for particular software jobs; and offers self-directed career learning activities.
- The aviation maintenance industry is expecting annual growth of three to five percent over the next 10 years. By 2010, sales in aviation maintenance will rise to \$5.2 billion—up from \$3.9 billion in 2000.

For more information about Canada's industry sectors, visit The Alliance of Sector Councils (TASC) website: [www.councils.org](http://www.councils.org).

**Name:** Simon LeBlanc

**Place of residence:** New Brunswick

**Occupation:** Project Manager

**Education and Training:** Wood Products Processing Degree, University of British Columbia

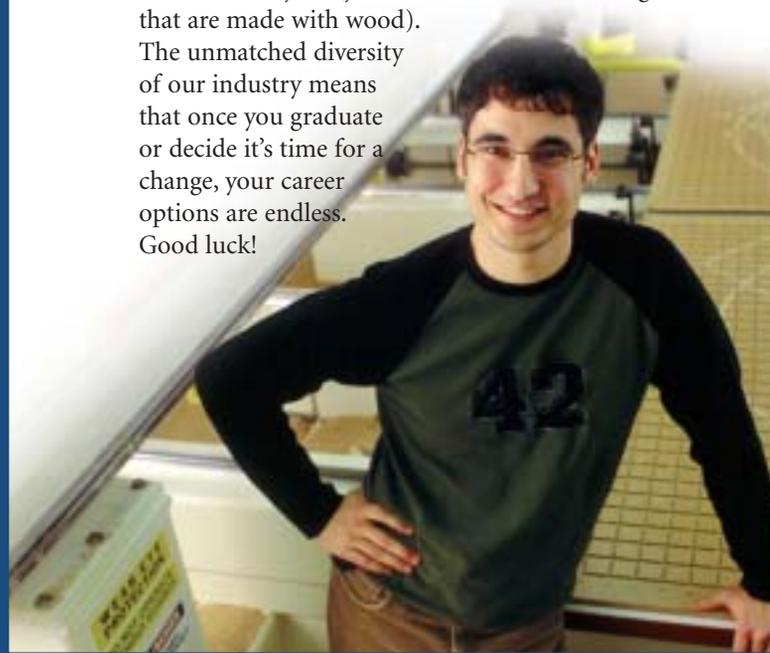
**Duties:** Simon coordinates special projects such as large orders, from quotation to installation, overseeing marketing efforts and managing the company's IT network. He is currently developing a new product line, which involves determining product selection and working with a design company to create new catalogues and an updated website. Phase two will involve costing the new products and producing a price list.

**Biggest Challenge of the Job:** Making the right decisions.

**Most Rewarding Aspect of the Job:** Knowing that I contribute to the company's success.

**Word of Advice:** Do not make the mistake of underestimating the job potential of the wood industry; no matter where you are in the country, there are wood-related jobs (just think about all the things that are made with wood).

The unmatched diversity of our industry means that once you graduate or decide it's time for a change, your career options are endless. Good luck!



# POP quiz

## ► Answers

- |             |                  |               |               |
|-------------|------------------|---------------|---------------|
| 1. Plastics | 4. Wood          | 7. Steel      | 9. Automotive |
| 2. Tourism  | Manufacturing    | 8. Aviation   | Repair and    |
| 3. Trucking | 5. Textiles      | Maintenance   | Service       |
|             | 6. Biotechnology | and Aerospace |               |

# ▶ Career Gloss

A handy guide to some common work-world lingo.

## Accreditation (*also accredited*)

A process granting public recognition to a training institution, a program, a service or an individual meeting pre-defined standards.

## Apprenticeship

A proven, industry-based learning system that combines on-the-job experience with technical training leading an apprentice to certification as a journeyperson.

## Career path

A lifelong journey. A sequence of occupations held over time. Starts with just one job.

## Career coach

A mentor, advisor. A good sounding board for questions related to job searching. May be a teacher, a parent, a neighbour, a counsellor, an employer.

## Career fair

A showcase of the range of jobs available to graduates. A chance to discover job opportunities and make valuable contacts with potential employers.

## Employability skills

Fundamental skills required by most employers today such as communication, information management, problem-solving, personal management, and teamwork skills.

## Essential skills

Skills people use in their jobs and in their lives every day. Defined by the Government of Canada as: reading text, continuous learning, document use, working with others, writing, numeracy (math), thinking skills, oral communication, and computer use.

## Foreign credentials

Qualifications and certifications earned outside of Canada. Subject to credential recognition procedures which vary by industry.

## Human resource development

The act of fostering the growth of a pool of qualified workers in a particular field or sector through training and education.

## Labour market information

Information on employment, wages, standards, qualifications, job openings, working conditions and other factors related to the labour market.

## National Occupational Classification (NOC)

A guide to understanding jobs available in Canada's labour market. The authoritative resource on occupational information in Canada. Classifies and describes 520 occupational unit groups including more than 30,000 job titles.

## Sector

An industry segment. A category of economic activity. Examples: tourism, environment, automotive.

## Skilled trades

The 100-plus apprenticeable trades in the construction, industrial, motive power and service industries. Includes masons, cabinetmakers, automotive painters, hairstylists and many more.

## Transferable skills

Skills acquired during the course of one or more jobs, through secondary or postsecondary study, or through life experience which can be transferred between occupations.

### Got feedback? We're all ears.

Let us know what  
you're thinking at  
[www.councils.org/Ignition](http://www.councils.org/Ignition).

Go to [www.councils.org/Ignition](http://www.councils.org/Ignition)  
or call 1-888-533-5683  
to order additional copies