

Northwest Territories Tourism Training Fund Guidelines

Tourism Training Fund

The Tourism Training Fund (TTF) is funded and administered by the Tourism and Parks Division of Industry, Tourism and Investment, Government of the Northwest Territories. Applications will be reviewed by a committee representing the Tourism and Parks Division (Headquarters and Regions), Northwest Territories Tourism (NWTT), the Department of Education, Culture and Employment (ECE), and the Yukon Tourism Education Council (YTEC). Applications will be assessed based on eligibility, merit and an ability to meet fund criteria.

The purpose of the tourism training fund is to:

- Fund short-term training which will advance and enhance the Northwest Territories (NWT) tourism industry workers, groups, and collectives of workers' capacity to obtain or create employment; and
- Provide prospective employers in the NWT with a better trained tourism labour force.

Goals and Objectives

The goals and objectives of the fund are to:

- Increase the number of people with the skills necessary to obtain work in tourism sectors;
- Retain tourism workers by providing them with funding assistance in order to access training opportunities critical for job satisfaction and labour market competitiveness;
- Provide human resources which enable the NWT to develop its tourism resources professionally and at a world class level;
- Support training which increases opportunities for NWT tourism workers to obtain employment and diversify their income in tourism sectors; and
- Develop capacity and long term sustainability in tourism sectors, providing NWT tourism employers with an employable workforce trained to meet their needs.

Tourism Definition

For the purposes of this program, the definition of a tourism business is a business that relies on travellers for a significant portion of their income. For the purpose of this fund, the aviation industry is excluded from this definition of tourism.

Tourism Priorities

The following areas are the priorities of the fund:

- Hunting, fishing, outdoor adventure, and interpretation services and sectors.
- Hospitality and guest services in the accommodations sector training.

Eligible Businesses/Applicants

The fund will cover training for businesses or individuals engaged in or employed in the tourism industry in the NWT as defined for the purposes of this fund. The following is the priority list for funding consideration:

1. Valid Tourism Operator License holders;
2. Non-government Visitor Information Centre;

3. Accommodations Sector; and
4. Individuals, businesses, collectives, not-for-profit tourism associations or organizations engaged in the tourism sector.

Eligible Training

- Training must be short, formal courses or workshops, and could be via distance education such as correspondence courses, internet or teleconferencing.
- A business or group who applies for funding must demonstrate that the training falls within the Tourism Priorities and that the funding is intended to train more than one staff by a certified instructor.
- Funding for individuals is intended to support training of single individuals in a set of skills.

Program Areas Not Eligible for Funding

- The full extent of a formal education program, such as a degree or diploma, will not be funded. The TTF will fund courses that are part of a degree program but will not fund an individual to complete an entire degree or diploma; additionally, preference will be given to those who have not completed the degree or diploma to which the course is related.
- The TTF is not intended for board development, training of government employees, funding individuals and groups to acquire non-technical skills unrelated to the sector, funding for post secondary education, nor for the administration/co-ordination of institutions, organizations, or projects.
- Purchase of software or equipment, attending conferences or conventions.

Individuals/Businesses Not Eligible for Funding

- Non-NWT residents will not be not eligible for funding, except for non-NWT resident owners of an NWT tourism business, who will be eligible for course fees and materials only.

General Funding Requirements

- Training must relate to a tourism sector in order to be considered for approval.
- Applicants must be employed by, or have a sponsor in, a tourism business to be eligible for maximum funding. A letter of support by a tourism sector employer or an offer of employment by a tourism sector employer is required.
- An applicant striving for a tourism job, but not yet supported by an employer, may apply for funding for up to 50 percent of training costs.
- Applications for outside-of-the community training will not be funded if equal training opportunities exist within the applicant's community of residence.
- Funding will cover a maximum of 75 percent of total eligible costs. Applicants must be prepared and able to invest a minimum of 25 percent financial equity of the total eligible costs.
- Funding is on a reimbursement basis upon evidence of successful completion of training and submission of receipts for eligible costs.
- All allocations are subject to fund availability.
- Training must be completed by March 31 of the application year.

Individual Applications

- A maximum of two applications a year per applicant. Maximum funding per application is \$3,000.
- Eligible costs include tuition fees, airfare or ground transportation (bus or cabs), accommodations and course materials.
- A maximum of two applicants per tourism business per course will be given priority. Additions will be considered based on course and funding availability.
- Non-NWT resident owners of an NWT tourism business will be eligible for course fees and materials only.

Business or Group Applications

- Maximum of one application a year per business or group. Maximum funding per application is \$6,000.
- Eligible costs include instructor fees, airfare or ground transportation (bus or cabs) and accommodations for the instructor and course materials.

HOW TO APPLY

Read these guidelines thoroughly and contact your regional tourism development officer, (contact information is on page 4), to discuss eligibility and review your application. To apply, submit the following:

1. A complete budget for the training project which includes:
 - The total projected expenses of the training and the distribution of these costs;
 - Identification of other sources of funding, if these exist; and
 - The extent and nature of the applicant's contribution (minimum 25 percent).
2. A completed Application Summary Form (attached).
3. A written proposal which includes:
 - The nature of the training requested;
 - The rationale for the training, how the training meets the expected results of the fund;
 - How the success of the training will be measured (for example, certificate obtained, job offered, etc.);
 - How the individual applicant's qualifications and background qualify the applicant;
 - The ways in which the applicant intends to report the benefits of the proposed training (e.g. report, including photographs, graphs, charts, certificate etc.);
 - Evidence of prior approval from the institution or individual conducting the training (whenever possible and reasonable); and
 - A demonstration of future employment opportunities – this could be in the form of a letter of support from a potential or current tourism sector employer and/or representative stating the applicant's suitability.

EVALUATION OF APPLICATIONS

Applications will be accepted at any time, but must be submitted prior to training start date. Applications will be assessed monthly.

Applications will be reviewed by the Tourism Training Committee comprised of staff from the Tourism and Parks Division (Headquarters and Regions), NWTT, the Department of ECE, and the YTEC. Tourism and Parks will have the primary responsibility for approving successful applications and evaluating final reports.

Criteria for evaluation will include:

- The significance of the training activity;
- The ability of the applicant to realize the objectives of the proposed training;
- Evidence of the applicant's high degree of commitment to a tourism sector; and
- Funding preference will be given to projects that benefit more than one person, company or organization and that demonstrate results in business growth or employment opportunities.

FINANCE AND REPORTING

- Successful applicants will be notified by letter, email or telephone.
- Successful applicants will be required to submit original receipts for all eligible expenses at the end of the training in order to be reimbursed for up to 75 percent of eligible costs. For businesses: a written final report detailing how many people enrolled, and how many completed the training, location, duration and subject of training, and a financial statement for the project are required in order to be reimbursed for up to 75 percent of eligible costs.
- For individuals: a written final report (short description of training taken including duration and location) and evidence of course completion (certificate, signed original letter from instructor or other proof of completion).
- Failure to meet these reporting requirements may result in the applicant being refused reimbursement of costs from the TTF.

FOR MORE INFORMATION OR TO APPLY

Please contact the Tourism Development Officer in your region:

North Slave Regional Office Tel: (867) 920-8967 Fax: (867) 873-6109
Email: Robert_Redshaw@gov.nt.ca

South Slave Regional Office Tel: (867) 872-6430 Fax: (867) 872-4628
Email: Tina_Schwartzenberger@gov.nt.ca

Dehcho Regional Office Tel: (867) 695-7500 Fax: (867) 695-7501
Email: Marion_Storm@gov.nt.ca

Sahtu Regional Office Tel: (867) 587-7165 Fax: (867) 587-3018
Email: Mark_Patrick@gov.nt.ca

Inuvik Regional Office Tel: (867) 777-7196 Fax: (867) 777-7321
Email: Judith_Venaas@gov.nt.ca

For your information

You may wish to check the following sites for training opportunities:

<http://cthrc.ca/>

The Canadian Tourism Human Resource Council (CTHRC) is one of 34 national sector councils whose overall goal is to improve the quality of the Canadian labour force, and to assist businesses to be more flexible in meeting changing competitive demands.

<http://www.yukontec.com/>

The Yukon Tourism Education Council (YTEC) is an organization that addresses industry's need for a coordinating body to undertake the human resource issues facing the Tourism Industry in the North, including the Northwest Territories. We provide training and education products to tourism and service businesses, in an effort to enhance the growth of a professional training culture in the industry, which leads to a stronger workforce. YTEC works in conjunction with the Canadian Tourism Human Resource Council.