



PRESS RELEASE

FOR IMMEDIATE RELEASE:

Local Tech Organizations Identify a Shortage of Labour in IT, Engineering, Marketing and Sales Despite Tough Economic Climate.

Kelowna – October 26, 2009

A recent labour market study in the Okanagan's technology sector found a labour shortage for the past 12 months in such occupations as information technology, engineering, marketing and sales; this trend will continue despite a tough economic climate as companies plan to increase the number of employees in the same occupations.

On March 29, 2009 the Okanagan Science & Technology Council (OSTEC) embarked on a Labour Market Study to map the human resources capabilities and understand the current labour market requirements of the technology sector, to identify and help sector organizations meet their critical skills requirements and finally to develop recommendations for a human resources strategy for the sector. OSTEC contracted New Quest Coaching & Consulting (NQCC) to administer this study and provide a final report.

Come out and see a presentation by NQCC on the key findings and recommendations, this event will be open to the media and public:

Topic: **Okanagan Technology Community Labour Market Survey Presentation**

Date: November 4, 2009

Time: 2:30pm – 4:30pm

Location: Coast Capri Hotel, 1171 Harvey Avenue, Kelowna BC

Acknowledgement to the key organizations that assisted OSTEC with the development and execution of Okanagan Technology Community Labour Market Survey:

University of British Columbia – Okanagan

www.ubc.ca/okanagan

Okanagan College

www.okanagan.bc.ca

Central Okanagan Economic Development Commission

www.investkelowna.ca

About Okanagan Science & Technology Council

The Okanagan Science & Technology Council (OSTEC), a membership driven organization, fosters an environment that supports science and technology initiatives by acting as a representative and advocate for the interests of members and the business community as a whole. We are a conduit that brings people together, partnering with industry, agencies and government. OSTEC's Mission Statement is to lead the development of thriving technology-driven sectors in the Okanagan.

About New Quest Coaching and Consulting

Founded in 2003 by Shane Jensen, New Quest Coaching & Consulting is a recognized and trusted provider of Management, Consulting, Coaching and Training Solutions. We pride ourselves in offering unique and customized services and are considered to be on the forefront in providing solutions to increasing labour shortages and generational challenges.

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