



News Release

FOR IMMEDIATE RELEASE
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Government of Canada invests in print media excellence at NorQuest College

Edmonton, Alberta – A federal investment of more than \$1.4 million toward NorQuest College's Centre for Excellence in Print Media Communications will support innovation and development in Western Canada's print industry. The announcement was made today by the Honourable Rona Ambrose, President of the Queen's Privy Council for Canada, Minister of Intergovernmental Affairs and Minister of Western Economic Diversification.

"Today's investment supports increased value-added production and encourages the adoption and continued integration of new technologies by Western Canada's print industry," said Minister Ambrose. "Projects like this create a more diversified western economy that has strong, competitive and innovative businesses and communities."

This Centre will provide a venue for testing and implementing new print technologies. It will enable small businesses to expand their knowledge and expertise, and to create industry opportunities. The expected results will be improved productivity and competitiveness of the western Canadian printing industry.

The print industry has been transformed by information and communication technologies, and is in the process of changing from traditional manufacturing to electronic media. The Centre will provide information seminars on new technologies, workshops on business process improvements, lab time for one-on-one or small group consultations to test technologies, identification of other relevant training, assistance in developing a plan for the integration of new technology, and support throughout the integration period. Three target markets have been identified: print business owners, print industry employees and new entrants to the print industry.

"The Centre for Excellence in Print Media Communications will enable industry employers to access technological training and education necessary to improve their businesses," explains NorQuest College President and CEO, Dr. Wayne

Shillington. “The other benefit is that our students are workforce ready, equipped with leading-edge skills relevant to the needs of industry employers.”

The *Centre for Excellence in Print Media Communications* is one of NorQuest College’s five centres for excellence focusing on applied research, education and workplace solutions. The other Centres are Intercultural Communications, Continuing Care Education, Assistive Technologies and Learner Supports, and Aboriginal Education. The Centre for Excellence in Print Media Communications offers a range of learning opportunities to students wanting to enter the industry. The program covers the entire print industry – from design concept to the printed product – preparing students for a career in printing, publishing and other print-related industries. Print media is the fourth largest manufacturing employer in Canada.

Western Economic Diversification Canada is a department of the Government of Canada that works in partnership with various provinces, industry associations and communities to encourage diversification of the western economy, as well as to represent the interests of the West in national decision-making.

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A stronger West. A stronger Canada

Backgrounder

Western Economic Diversification Canada (WD)

- WD works in partnership with the provinces, industry associations and communities to stimulate and diversify Western Canada's economy, as well as to represent the interests of the West in national economic policy.
- WD is announcing an investment of \$1,422,252 for NorQuest College's Centre for Excellence in Print Media Communications.
- WD's investments, made through its Western Diversification Program (WDP), support the Government of Canada's commitments to invest in research, development and technology commercialization; support small- and medium-sized enterprises; and promote a diversified and expanded business sector.
- The underlying objective of the WDP is to create a stronger West and a stronger Canada. Several guiding principles are used to help assess how initiatives contribute to this objective, including:
 - increased economic activity that improves the viability, prosperity, and standard of living for individuals and communities across Western Canada.
 - increased economic research in the areas of community economic development, leading-edge technologies and entrepreneurship to provide a sound base for economic development in areas of importance to Western Canada.
- Other elements that are considered when determining the relative merit of proposals include: the measurable impact on the western Canadian economy, viability, long-term benefits, and the participation of other stakeholders.

NorQuest College

- NorQuest College is a board-governed, public college that serves more than 10,000 students each year through full-time, part-time, regional and distance programming across Alberta. NorQuest provides high-quality learning opportunities to prepare graduates for careers in business, industry, services and health care. NorQuest offers diploma and certificate programs in health, human services and business. In addition, NorQuest

is a leader in adult literacy, academic upgrading, English as a Second Language (ESL) and learner supports for students with disabilities.

- NorQuest offers unique educational opportunities in a supportive environment where learners from diverse cultural, education and social backgrounds can achieve their personal and career goals necessary to enhance the quality of their lives. More than 60 per cent of NorQuest College students were born outside of North America, representing more than 125 countries. This vibrant college provides a uniquely inclusive and supportive environment that inspires passion for learning and builds foundations for success in the workplace.
- NorQuest College is committed to enhancing teaching and learning through applied research as well as innovative partnerships with public and private service providers, government, community agencies and employers.
- NorQuest contributes to a strong Alberta economy by helping to develop the skilled workforce that both public and private sector employers require. NorQuest graduates are often sought by employers for their specific knowledge and skill level.
- According to a recent study released by the Alberta Association of Colleges and Technical Institutes, NorQuest College accounts for approximately \$458 million of labour and non-labour income in the Edmonton area. The productivity of skilled NorQuest graduates contributes 90 per cent of the College's total economic spin-offs.

To learn more about NorQuest College, visit www.norquest.ca