FOR IMMEDIATE RELEASE

New National Coalition Launches to Strengthen Canada's Bicycle Mechanic Workforce

Canadian Bicycle Industry Skills Coalition brings industry, education, advocacy, and workforce leaders together to advance professional recognition, training standards, and workforce development.

July 21, 2026

The **Canadian Bicycle Industry Skills Coalition (CBISC) / Coalition canadienne des compétences de l'industrie du vélo (CCCIV)** has launched as a new national sector council dedicated to strengthening and growing Canada's bicycle mechanic workforce.

As Canada invests in cleaner transportation, stronger communities, and a more skilled workforce, one essential occupation has remained overlooked: bicycle mechanics. Growing cycling through new bike lanes and active transportation investments depends on having qualified mechanics who can assemble, maintain, and repair bicycles and e-bikes.

CBISC brings together employers, educators, trainers, mechanics, industry leaders, and other stakeholders from across the country to build a **recognized, skilled, inclusive, and sustainable bicycle mechanic workforce that supports Canada's transition to active transportation and a low-carbon economy**. Sector councils play an important role in workforce development by addressing skills shortages, improving training systems, and supporting long-term economic growth.

The coalition's initial priorities are to:

- **Recognition and Policy**: Advance occupational recognition for bicycle mechanics and pursue skilled trade designation;
- **Labour Market Intelligence:** To support industry planning and public policy;
- **National Training Standards:** Support the development of nationally aligned training standards, curriculum frameworks, accreditation approaches, and instructor qualifications; and
- **Workforce Development:** Strengthen recruitment, career development, and workforce retention across the industry.

CBISC emerged from a national advocacy initiative launched in 2025 to secure recognition of bicycle mechanics as a distinct occupation within Canada's National Occupational Classification (NOC) system. Unlike many countries—including the United States, the United Kingdom, Australia, New Zealand, and European nations—Canada does not currently recognize bicycle mechanics as a separate occupation. Industry leaders believe this

recognition is a critical first step toward consistent training pathways, reliable workforce data, and national professional standards.

A skilled bicycle mechanic workforce is essential to keeping Canadians riding safely, supporting the growth of cycling and micromobility, strengthening local bicycle businesses, creating skilled careers, and advancing Canada's active transportation and climate goals.

Emily Murray, Executive Vice President of CycloChrome in Montreal and a founding member of CBISC states that, "*In Québec and across Canada, the need for a skilled and recognized bicycle mechanic workforce is increasing as our urban transportation habits evolve. We see this every day at CycloChrome."*

According to **Samuel Benoit**, Executive Director, national cycling advocacy organization Vélo Canada Bikes and member of CBISC, "*A truly bicycle-friendly Canada depends on a recognized and supported workforce of skilled technicians. This coalition is about putting Canadians to work by ensuring our tradespeople get the modern training they need to build careers in this field."*

Says **Zoé Kruchten**, a founding member of CBISC and long-time skilling advocate for the industry in BC, *"Through CBISC we want to bring all the key stakeholders together to address the industry's workforce challenges. By addressing these challenges, we can create rewarding and stable jobs and help accelerate the growth of Canada's cycling industry."*

Organizations and individuals interested in supporting the coalition's work are encouraged to participate.

For more information, visit the coalition's website or contact the organization directly.

About the Canadian Bicycle Industry Skills Coalition

The Canadian Bicycle Industry Skills Coalition (CBISC) / Coalition canadienne des compétences de l'industrie du vélo (CCCIV) is a national sector council focused on workforce development for Canada's bicycle industry. The coalition brings together employers, educators, mechanics, industry organizations, and other stakeholders to strengthen professional recognition, training, standards, and career pathways within the bicycle mechanic profession.

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