



SCNC

SKILLS CANADA
NATIONAL
COMPETITION

CANADA'S BEST COMPETE IN THE WEST

JUNE 4-5, 2018
EDMONTON EXPO CENTRE

SKILLS
COMPETENCES
CANADA.COM
#SCNC2018





“UA Canada is proud to support Skills/Compétences Canada, and everything they do to promote the skilled trades to youth across the country. Events such as this change the perception of students and the public alike, showing the amount of skill and knowledge it requires to be successful in the trades. Skills/Compétences Canada proves that a career in the trades should not be perceived as a secondary choice, but a career that one can be proud of. It highlights and showcases the talented youth in our country, setting them up on the path to success and empowering more youth to consider a fulfilling career in the skilled trades.”

ALANNA MARKLUND,
National Manager for Youth, Diversity and Indigenous Relations,
UA Canada

SKILLS/ COMPÉTENCES CANADA (SCC)

- SCC's mission is to encourage and support a coordinated Canadian approach to promoting skilled trades and technologies to youth.
- SCC's vision is for Canada to lead the world in skills development.
- SCC is a national, not for profit organization with member organizations in each province/territory. We work with employers, educators, labour groups and governments to promote skilled trade and technology careers to youth.

WHAT WE DO

Each year, SCC and its member organizations offer a variety of programs and activities across Canada that engages over 350,000 youth. The main events are skilled trade and technology competitions, beginning at the regional level, followed by provincial/territorial, national and lastly the international level. All of these programs highlight the importance of the nine Essential Skills, which are crucial in today's careers.

WHY WE ARE NEEDED

SCC wants youth to be aware of the many opportunities, benefits and rewards of skilled trade and technology careers. We also want our country to have a skilled workforce so that Canada will continue to prosper and remain at the forefront of the global economy.

SKILLS CANADA NATIONAL COMPETITION (SCNC)

- The Skills Canada National Competition (SCNC) is the only national, multi-trade and technology competition for students and apprentices in the country. During SCNC Canada's best in skilled trades and technologies compete to become the national champion in their respective discipline. Every year, more than 550 students and apprentices from across Canada come to SCNC to compete in over 40 Skill Areas.
- SCNC 2018 was attended by over 8,000 visiting students from Edmonton and the surrounding areas, along with stakeholders representing industry, labour, government, education and not-for-profit organizations. Visitors had the opportunity to participate in over 40 sponsored and competition area Try-A-Trade® and Technology activities, which provided hands-on experience, and demonstrated what's entailed in skilled trade and technology careers.
- Through these competitions and Try-A-Trade® and Technology activities, SCC seeks to get Canada's youth, including under-represented groups such as women and Aboriginals, to consider skilled trade and technology careers as a rewarding, lucrative option.



"This year's Skills Canada National Competition was an incredibly inspiring look into the future of our great country! Not only was I thrilled to see the excitement in the eyes of so many talented young people, but I got to see it in the eyes of my own daughter who came with me to experience the Skills Canada National Competition for the first time. She left more passionate than ever to explore a career in welding, and I left more honoured than ever to be a part of such an amazing organization with my friends from DeWalt. I can't wait till next year!!"

PAUL LAFRANCE
The "Deck Guru"

"I absolutely love attending the Skills Canada National Competition. Until you've actually attended an event, you won't truly understand the magnitude of it. The energy in the building is electric, the excitement and enthusiasm of everyone involved is inspiring and the passion of the competitors is palpable. There's so many incredible things to do, from the Opening Ceremonies, the Try-a-Trade® and Technology activities, the Essential Skills stage presentations, the Launch Pad and the competitions themselves. The only regret I have is not competing when I was younger!"

KATE CAMPBELL
HGTV Star and
Founder of KateBuilds Inc.



"SCNC 2018 Edmonton was another great success! I can't believe the level of competition keeps getting better and better every year. I'm truly inspired at the dedication and commitment from everyone involved, from the competitors, to the sponsors, to the educators – all of you bring your A-game! I'm sure next year will be even more memorable as SCNC celebrates its 25th Anniversary in Halifax. Can't wait!"

SHERRY HOLMES
Ambassador of
Skills/Compétences Canada

OPENING CEREMONY HIGHLIGHTS

- The SCNC 2018 Opening Ceremony was held at the Edmonton EXPO Centre with an attendance of more than 1,800, including competitors, experts, trainers, partners, educators, parents, government officials and other stakeholders
- Parade of champions by province/territory
- Lively performance by the Edmonton Dance Factory
- Greeting and opening prayer performed by Elder Bernard Ward from Enoch Cree Nation in Alberta
- Thought-provoking addresses from the Honourable Peter Schiefke, Parliamentary Secretary to the Prime Minister for Youth; the Honourable John Carson, MLA for Edmonton-Meadowlark, Government of Alberta; SCC representatives; SCC partners UA Canada and the Gene Haas Foundation, and SCC Alumnus/WorldSkills Abu Dhabi 2017 competitors Anne Matiowsky and Alexandre Sidorchuk
- The national anthem was beautifully sung by Robert Clark from the Edmonton Oilers
- Cultural performance by Dallas Arcand, three-time world Champion Hoop Dancer from Alberta
- Enthralling performance by talented, up and coming Alberta country singer Olivia Rose
- Live streamed on Facebook





CONTEST AREAS

- Precision Machining
- Mechatronics*
- Mechanical Engineering CAD
- CNC Machining
- IT Office Software Applications
- Welding
- Autobody Repair
- Aerospace Technology
- Plumbing
- Electronics
- Web Design and Development
- Electrical Installations
- Industrial Control
- Bricklaying
- Mobile Robotics
- Cabinetmaking
- Carpentry
- Hairstyling
- Aesthetics
- Fashion Technology
- Baking
- Automobile Technology
- Cooking
- Car Painting
- Landscape Gardening*
- Refrigeration and Air Conditioning
- IT Network Systems Administration
- Graphic Design Technology
- Sheet Metal Work
- Industrial Mechanic/Millwright
- Steamfitter - Pipefitter
- Architectural Technology & Design
- Outdoor Power and Recreation Equipment
- Photography
- Sprinkler Systems
- Video Production*
- Job Search
- Job Skill Demonstration
- Public Speaking
- 3D Character Computer Animation*
- 2D Character Computer Animation*
- Workplace Safety
- Heavy Equipment Service
- 3D Digital Game Art

*teams of 2

NEW ELEMENTS AND HIGHLIGHTS

Skills/Compétences Canada (SCC) was very pleased that special guest, the Honourable Peter Schiefke, Parliamentary Secretary to the Prime Minister (Youth), and Member of Parliament for Vaudreuil—Soulanges, attended SCNC. Mr. Schiefke delivered a compelling speech at the Opening Ceremony, and he took part in an extensive tour of the competition, participating in several Try-A-Trade® and Technology activities. He also took the time to meet with the National Alumni Committee and SCC Alumni to hear their input on upcoming policies and to discuss the future and evolution of skilled trade and technology careers in Canada.

SCC, in partnership with UA Canada, welcomed a group of 18 Indigenous students from the Grande Cache Community High School and provided them with a special SCNC experience. They had the opportunity to tour the competition, meet the industry celebrities in attendance, and participate in several interactive activities. They were special guests at a delicious pizza dinner that was hosted by UA Canada. Through their SCNC experience they learned about and were encouraged by career and education options available in the skilled trades and technologies.

The tool legacy lives on! Post competition, five Alberta schools and Habitat for Humanity Edmonton each received donations of a variety of Stanley DeWalt tools that were used by the competitors. The Tool Enhancement program has proven to be a lasting legacy for the province/territory in which the Skills Canada National Competition is hosted.

SCNC 2018 is a qualifying year for two top scoring, age-eligible candidates in 29 Skill Areas to have the opportunity to compete in the selection process, which will determine who will become a member of WorldSkills Team Canada 2019. This process culminates in a Selection Event that will be held during the 25th SCNC, in May 2019. The 45th WorldSkills Competition is being hosted in Kazan, Russia, in August 2019.

This year, Skills/Compétences Canada introduced a new demonstration Skill Area in the Technology Sector: 3D Digital Game Art.

The Automotive Technology Summit, held June 5, was attended by leading manufacturers who shared information on current and future-model vehicles and the impact of rapid change on repair methodology, tooling and training. Over 150 students, educators, and industry attendees viewed presentations that highlighted evolving vehicle design, new construction methods, advanced materials, and technology integration and their impact on the automotive repair industry. Keynote speakers shared presentations and videos about new automobile design, the need to provide the public with safe repairs, and how consumer demands are shaping the future of transportation. The event concluded with a lively panel discussion, with many questions coming from NAIT students and industry representatives.





**NATIONAL
ALUMNI
COMMITTEE
MAKE THEIR
DEBUT AT
SCNC 2018**



Skills/Compétences Canada's National Alumni Committee (NAC) held their first meeting during the Skills Canada National Competition (SCNC). The committee is comprised of a member from each province and territory, and was created to assist the Alumni Associations across Canada by helping them meet the needs and interests of their Member Organizations.

During their meeting, they discussed and reviewed best practices, visions, strategic plans, recruitment, social media, skills events and more. Their main goal is to help Skills Canada succeed in promoting skilled trade and technology careers to Canadian youth. The NAC is the bridge of communication between the Skills Canada Alumni, Alumni Associations, Member Organizations and Skills/Compétences Canada (SCC). How can the Alumni Associations and the Member Organizations keep SCC Alumni engaged in their programs and activities? SCC Alumni

have much to offer, and it is important to keep them involved to help inspire youth to follow in their footsteps and to learn from their career journeys.

The committee also actively participated in the promotion of skilled trade and technology careers through social media, videos and meetings during SCNC. This included a discussion with M.P. Peter Schiefke, Parliamentary Secretary to the Prime Minister (Youth), about how Skills Canada Competitions have impacted and changed their lives, and how to ensure that other young Canadians are given the same opportunities.

NAC's ultimate goal is supporting the provincial and territorial Alumni Associations through best practices, industry connections, exposure, incentives and volunteer opportunities!

THE NUMBERS TELL THE STORY

45+

TRY-A-TRADE®
AND TECHNOLOGY
ACTIVITIES

131

SPONSORS AND
IN-KIND SUPPLIERS
CONTRIBUTED TOWARDS AND
PROVIDED SUPPORT TO SCNC 2018

\$3.5 M+

WORTH OF IN-KIND
CONTRIBUTIONS
FOR MATERIAL AND EQUIPMENT

8,000+

VISITORS

45+

EXHIBITORS IN THE
"CAREER ZONE"

THE ECONOMIC IMPACT
OF SCNC 2018 ON THE
PROVINCE OF ALBERTA
WAS OVER

\$2.5 M



TRY-A-TRADE® AND TECHNOLOGY ACTIVITIES/ EXHIBITOR CAREER ZONE

OVER 45 TRY-A-TRADE® AND TECHNOLOGY ACTIVITIES

Over 50 of Canada's top employers, associations, labour groups, training institutes and government partners participated with exhibit booths and Try-A-Trade® and Technology activities.

Presenting Sponsor UA Canada hosted several activities at their Try-A-Trade® and Technology booth.

Over 8,000 registered students and visitors attended and participated in a variety of hands-on activities. Industry celebrities also participated and intermingled with youth, including: Sherry Holmes from the Holmes Group, HGTV's Paul Lafrance and Kate Campbell, and Mandy Rennehan, Blue Collar CEO™ & Founder of Freshco.ca.

SCNC's Try-A-Trade® and Technology activity initiative continued to grow, attracting a variety of new sponsors, including:

- Alberta Regional Council of Carpenters and Allied Workers
 - Olds College
 - Syncrude
 - Architectural Woodwork Manufacturers Association of Canada
 - RBC
 - Toromont Cat
-

The following SCC sponsors returned to host a wide range of Try-A-Trade® and Technology activities aimed at engaging young visitors in their respective trades:

- Stanley DeWalt
 - CWB Welding Foundation/ TransCanada
 - PCL Construction
 - Volvo Construction Equipment/ Strongco
 - Volkswagen Audi
 - Fountain Tire
 - Recreational Vehicle Dealers Association of Canada
 - McCordick a Bunzl Company
 - Canadian Armed Forces
 - Viega
-

Career Zone Exhibitors representing trade and technology sectors included:

- Absolute Aviation
- Alberta Apprentice and Industry Training
- Alberta Roadbuilders & Heavy Construction Association
- Auto Career Start
- Canadian Armed Forces
- Canadian Woodworker
- Centre for Arts and Technology
- CLAC
- Clark Builders Group of Companies
- Cormack Recruitment
- D.A.D. Sales
- Electrical Industry Training Centres of Alberta
- Emerson Climate Technologies

- Exambank.com
- Famic Technologies
- Fluke Electronics LP
- Habitat for Humanity
Edmonton
- ICONIC
- In-House Solutions
- Kal Tire
- King Canada
- Lakeland College
- LaSalle College Vancouver
- Let's Talk Science
- Lethbridge College
- Lincoln Electric
- Mechanical Constructors
Association of Alberta
- Mitutoyo
- NAV Canada
- Northern Alberta Institute
of Technology
- Pacific Institute of Culinary Arts
- PCL Construction
- Pro-Beauty Group
- Professional Home Builders
Institute of Alberta
- PRUFTECHNIK
- Rational Canada
- Red Deer College
- Red Seal Program
- Southern Alberta Institute
of Technology
- Target/Quikrete
- Tradewinds to Success
- Trotec Laser
- UA Canada
- Viega LLC
- Women Building Futures
- Würth Canada







"Auto Career Start aims to promote the diversity and availability of careers that exist in auto dealerships across the country. Since SCNC represented an opportunity for us to connect with the best and brightest youth learning about and working in the skilled trades and technology fields, our participation proved to be extremely beneficial to our program's objectives. We commend Skills/Compétences Canada for putting on another stellar national event that no doubt inspired thousands of young Canadians!"

ASTRID MAUGER,
Marketing Specialist,
Canadian Automobile Dealers Association (CADA)

NETWORKING EVENTS

Not only does SCNC benefit the competitors and visiting school groups but it also provides networking events that are an ideal opportunity for educators, industry leaders, government representatives, SCC alumnus and associations to meet and mingle.

The Opening Ceremony Reception was hosted by SCNC Presenting Sponsor UA Canada. Emceeding the event was Jennifer Green, Skills Canada Alumni in Industrial Mechanic Millwright, and President of the Skills/Compétences Canada National Alumni Committee. A warm welcome to the 24th Skills Canada National Competition was extended to the attendees, with a special welcome address from Larry Slaney, Director, Canadian Training, UA Canada.

The Opening Ceremony Welcome Reception was hosted by Stanley/DeWalt for the fourth consecutive year. HGTV celebrities Kate Campbell and Paul LaFrance kicked off the event with an energetic and inspiring welcome. Competitors had a blast trying fun carnival games like human foosball and hungry hippos, while enjoying a buffet of eclectic finger food.

The SCNC Official Launch was hosted by UA Canada and featured a unique Mixed Reality Challenge. "Mixed reality" is a type of innovative virtual training method used by UA Canada to simulate working conditions. Special guests included UA Canada's Larry Slaney, John Oates, President of Skills/Compétences Canada, and Skills Canada alumnus Alexandre Sidorchuk, WorldSkills Team Canada 2017 competitor in Aerospace Technology and Anne Matiowsky, WorldSkills Team Canada 2017 competitor in Beauty Therapy. The Launch officially kicked off the two-day competition!

The Closing Ceremony Brunch, hosted by Canada's Building Trades Union (CBTU), featured several inspiring speeches from: John Oates, President, Skills/Compétences Canada, Robert Blakely, Director of Canadian Affairs for CBTU, Sherry Holmes from the Holmes Group, Erin Ball, 2015 Skills Canada National Competition Silver Medal Winner in Mobile Robotics and David Boivin, WorldSkills Calgary 2009 Gold Medal Winner in Graphic Design. This was an opportunity for the speakers to share their memorable experiences at SCNC and for SCC to thank everyone who participated at the 24th Skills Canada National Competition.



ESSENTIAL SKILLS STAGE

The Essential Skills Stage showcased several interactive demonstrations from a variety of skilled trade and technology occupations, while emphasizing the importance of Essential Skills and integrating the Problem Solving theme. The demonstrations were hosted by SCNC sponsors, industry celebrities, and educational agencies. Participating sponsors included: UA Canada, Women Building Futures (Suncor), Fixturlaser, Pro-Beauty, and Pivot Point. HGTV's Sherry Holmes, Kate Campbell and Paul LaFrance, and industry guest, Freshco.ca Blue Collar CEO™ Mandy Rennehan, engaged visiting students in fun activities that also taught them the importance of workplace safety. In addition to the demonstrations, day two of the competition featured finished projects from competitors in 2D/3D Animation and Video Production on the stage screen.

ESSENTIAL SKILLS LIVE WEBCAST Sponsored by Futureworx

The 2018 webcasts were well represented by a variety of interesting and engaging panelists. Industry representatives from UA Canada, CWB Welding Foundation, Canada West Foundation, PCL Construction, Mitutoyo Canada, and Fixturlaser discussed the importance of Essential Skills in their respective careers. Joining the discussion were recruitment experts from RBC Future Launch, VW Audi, and CLAC. The industry celebrity segment was represented by HGTV's Paul LaFrance and Kate Campbell, and industry guest Mandy Rennehan, who discussed why they pursued careers in the skilled trades, and how problem-solving skills are used in their workplace.

Educational representatives from the Learning Centre Literacy Association, SAIT, NAIT, and Bow Valley College discussed the Essential Skills as a foundation of learning and how to apply that foundation when entering the workforce. Several WorldSkills Team Canada 2017 competitors participated in a panel discussion about their experience competing in the national and international level, why they chose a career in the skilled trades and how they used Essential Skills when competing and in their workplace. The webcasts were live streamed via the Skills Canada website.

ESSENTIAL SKILLS YOUTH FORUM

The Essential Skills Youth Forum (ESYF), comprised of eight Skills/Compétences Canada alumni from across Canada, came together to share their experiences and innovative ideas. Participants focused on the increasing popularity of automation and how it affects the future of Canada's jobs and its economy. In addition, participants were challenged to come up with innovative ideas on how future industry workers can adapt and thrive in an ever-evolving job market. They also discussed the importance of Essential Skills and their impact on automation. Their findings will be presented to the Skills/Compétences Canada Board of Directors this fall.

ESSENTIAL SKILLS FORUM

Sponsored by RBC Future Launch

The fourth annual Essential Skills Forum was hosted by Skills/Compétences Canada (SCC) and was sponsored by RBC Future Launch. This half-day event was well attended by approximately 100 industry partners, educators, government representatives, and apprentices, who focused on the Essential Skills and Entrepreneurship theme.

Forum Highlights:

- A panel discussion with SCC alumni business owners and industry guests;
- A question and answer segment;
- A presentation by a RBC Future Launch representative;
- An overview of Futureworx' Employability Skills Assessment Tool (ESAT);
- An interactive table top activity courtesy of Skills Canada Newfoundland.

ESSENTIAL SKILLS PASSPORT

School groups from Edmonton and surrounding areas were provided with the Essential Skills passport upon arrival at SCNC, and they participated in over 45 Try-A-Trade® and Technology activities that exposed them to a wide variety of skilled trade and technology careers. In order to be eligible to win a \$50 Cineplex gift certificate, students had to correctly answer questions in their passport about the Essential Skills tie-in to these activities and about the Essential Skills School Engagement Sponsor, Auto Career Start. A record number of passport entries were received, with the prize being awarded to a grade nine student from École Avalon School in Edmonton. Congratulations!

ESSENTIAL SKILLS MOBILE APP STATION

The Essential Skills (ES) mobile app station was a very popular feature as visitors tried this innovative, educational tool to see which skilled trade and technology careers would best suit their current ES level. Available at the mobile app station were various ES resources for teachers to incorporate in their classrooms, including ES classroom activities, the ES Work Ready Youth Program, and an ES quiz. New this year was the classroom ES magnet game, where visitors had to match the Essential Skill to its corresponding icon using the clues that were provided.

CLOSING CEREMONY HIGHLIGHTS

The SCNC 2018 Closing Ceremony was held at the Edmonton EXPO Centre with an attendance of more than 1,800, including competitors, experts, trainers, partners, educators, parents, government officials and other stakeholders

Debut of the SCNC 2018 highlight video that captured memories from this exciting four-day event

Address from the Honourable Thomas Dang, MLA for Edmonton-South West, Government of Alberta, Skills/Compétences Canada representatives and Alumni

It was a tough race, but the Team Spirit Award was given to Team Newfoundland & Labrador for their action and creativity on the #SCNC2018 social media channels

Award of Recognition was given to National Technical Committee members Éric Beaumier in Industrial Control, Audrey Eastham in Aesthetics, and Stephen Carlton in Landscape Gardening for going beyond their volunteer role and their active participation

Contest Safety Award was given to Heavy Equipment Service for their clean record and conscientious recognition of the importance of safety in the workplace

SCC welcomed the WorldSkills Flag Relay to Canada for the first time, which was organized by WorldSkills Kazan. The Canadian patch was added to the flag in recognition of Canada as the host of WorldSkills Montreal 1999 and WorldSkills Calgary 2009

Over 200 gold, silver and bronze medals were awarded to secondary and post-secondary competitors in 44 Skill Areas

Flag exchange ceremony between Skills Canada Alberta and Skills Canada Nova Scotia, the 2019 host of SCNC's 25th Anniversary

Special presentation from Skills Canada Nova Scotia, who welcomed everyone to join them in Halifax for SCNC 2019 through a moving video and a performance by local artist Chris Gallant

Live streamed on YouTube and promoted through social media



EARNED MEDIA

Many local and national media outlets covered SCNC 2018, in Edmonton, including: CBC Edmonton, Radio-Canada, the Edmonton Journal, Global News Edmonton and the Canadian Contractor.

There were 265 online media stories related to the 2018 Skills Canada National Competition, from April to July 2018. The combined reach was over 65 million people!

THE TOP 10 STORIES RELATED TO SCNC 2018:

- 1. Government of Canada supports national skilled trades competition in Edmonton**
News - Canada.ca, June 3,
Reach: over 10 million people.
- 2. Celebrity TV Contractors promoting skilled trades**
Global News, June 4,
Reach: over 5 million people.
- 3. National skills competition develops students**
Global News, June 4,
Reach: over 5 million people.
- 4. Edmonton hosts skilled trades competition**
Global News, June 4,
Reach: over 5 million people.
- 5. Skills Canada National Competition**
Global News, June 4,
Reach: over 5 million people.
- 6. Deux étudiants de la région remportent l'or aux Olympiades canadiennes des métiers**
Radio-Canada, June 11,
Reach: over 1 million people.
- 7. Étudiant honoré**
La Presse, June 11,
Reach: over 1 million people.
- 8. Inuvik's 'Cake Boss' defends national Skills Canada title; 4 N.W.T. youth pick up medals**
Yahoo! News Canada, June 6,
Reach: over 1 million people.
- 9. Ottawa women head off to Olympics-style trades competition**
Yahoo! News Canada, May 7,
Reach: over 1 million people.
- 10. L'Alberta Regional Council of Carpenters and Allied Workers commanditera les Olympiades 2018**
Digital Journal, April 17
Reach: over 395,000 people.

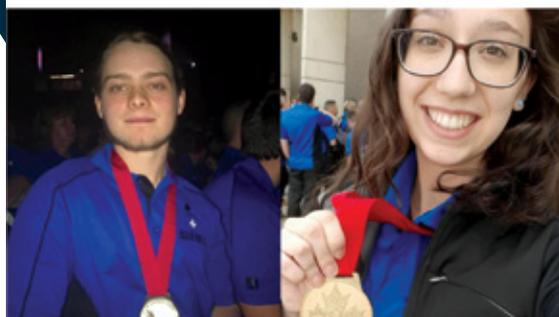


ICI  ABITIBI-TÉMISCAMINGUE
DE RÉGIONS

ACCUEIL | SOCIÉTÉ | ÉDUCATION

Deux étudiants de la région remportent l'or aux Olympiades canadiennes des métiers

Publié le lundi 11 juin 2018



PROMOTION

Skills/Compétences Canada promoted SCNC 2018 by securing promotions with media companies in print, digital, cinema and television.

SCNC 2018 was featured in a variety of promotions with the following media:

- Careering Magazine
- Canadian School Counsellor
- Education for Employment
- CAP Journal
- ATA News
- Alberta School Counsellor

SCNC 2018 was featured in a variety of video advertisements, including:

Cineplex: the SCNC 2018 30-second promotional commercial was featured in theatres nationwide in February, March and May 2018.

HGTV: the SCNC 2018 promotional commercial was played nationwide in March 2018.

Global Edmonton: the SCNC 2018 promotional commercial was played in a variety of timeslots in Edmonton, during May 2018.

In addition, SCC promoted through:

- Social media campaigns throughout Canada
- School tour posters distributed to schools throughout Alberta
- Outreach to Career Centres



SKILLS CANADA NATIONAL COMPETITION

JUNE 4-5
EDMONTON EXPO CENTRE
EDMONTON, ALBERTA

FREE ENTRY AND OPEN TO THE PUBLIC

SEE CANADA'S BEST IN SKILLED TRADES AND TECHNOLOGIES COMPETE TO BECOME THE NATIONAL CHAMPION IN THEIR RESPECTIVE SECTOR!

More than 40 competitions representing 6 skilled trade and technology sectors
More than 500 competitors from across Canada
2,500 student visitors from across Alberta
More than 50 Try-A-Trade® and Technology activities hosted by education and industry experts

OLYMPIADES CANADIENNES DES MÉTIERS ET DES TECHNOLOGIES

4-5 JUIN
EDMONTON EXPO CENTRE
EDMONTON, ALBERTA

OUVERT AU PUBLIC
ENTRÉE GRATUITE

VOYEZ LES MEILLEURS JEUNES TALENTS SE LIVRER CONCURRENCE DANS L'ESPOIR DE DEVENIR CHAMPION NATIONAL DE LEUR MÉTIER OU TECHNOLOGIE!

Plus de 40 concours pour des métiers et des technologies de 6 secteurs
Plus de 500 concurrents et concurrentes provenant de partout au Canada
2500 élèves visiteurs des quatre coins de l'Alberta
Plus de 50 activités Essai de métier et une technologie, animées par des enseignants et des experts de l'industrie

SKILLS
COMPETENCES
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Edmonton2018

UAT
UNIVERSITY
ASSOCIATION
OF
TRADES

Canada

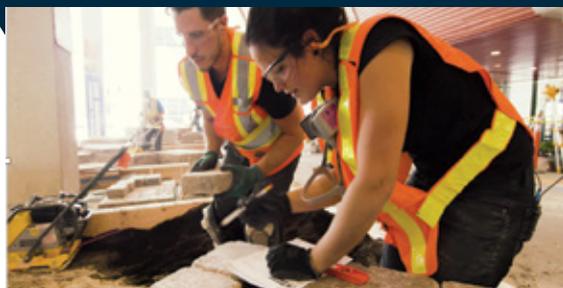


SkillsCompétences
Canada
Edmonton2018

**JUNE 3-6 JUIN
AT THE EXPO CENTRE
AU CENTRE EXPO**

SKILLSCOMPETENCESCANADA.COM

Canada



SOCIAL MEDIA

Our official hashtag #SCNC2018 was used on Facebook, Twitter and Instagram. #SCNC2018 trended locally on Twitter from the opening ceremonies until the closing ceremonies. The hashtag #SCNC2018 had a total reach of 4,504,719.

Newfoundland and Labrador took home the #SCNC2018 Spirit Award for their social media efforts. Here are some of the top posts:

Tweet activity

Skills Canada @Skills_Canada
 Day two has come to a close and the competitions are over! Congrats to all competitors at #SCNC2018 on all your hard work.
 Stay tuned for the results on our livestream tomorrow! pic.twitter.com/qrsgQmQJMc

Reach a bigger audience
 Get more engagements by promoting this Tweet!

[Get started](#)

Impressions 6,721

Total engagements 292

Media engagements 137

Link clicks 42

Likes 40

Hashtag clicks 20

Profile clicks 20

Detail expands 18

Retweets 14

Follows 1

Tweet activity

Skills Canada @Skills_Canada
 Thanks to Parliamentary Secretary for Youth @PeterSchiefke for joining us at #SCNC2018!

Merci au secrétaire parlementaire pour la jeunesse, @PeterSchiefke, de nous avoir rejoins au #SCNC2018 aujourd'hui! @AmrPaulLafrance @katebullock @shawathor pic.twitter.com/hY2YhQwcc

Reach a bigger audience
 Get more engagements by promoting this Tweet!

[Get started](#)

Impressions 120,423

Total engagements 1,042

Media engagements 602

Likes 110

Link clicks 100

Detail expands 62

Profile clicks 49

Retweets 19

Replies 9

Hashtag clicks 1

Post Details

Skills Canada / Compétences Canada
 Published by Skills Canada · June 2 at 6:16 AM · 0

We are wrapping the two-day #SCNC2018 opening ceremonies on June 3 at 7 pm MT (ABSTW). Watch here: <https://www.youtube.com/watch?v=7876785446>

Nous célébrons la clôture des cérémonies d'ouverture des Olympiques #SCNC2018 en direct sur notre réseau de diffusion continue à 7 h 30 à 9 h MT (ABSTW). Suivez ici: <https://www.youtube.com/watch?v=7876785446>

See Translation



16,687 people reached

[Boost Post](#)

Performance for Your Post

16,687 People Reached

348 Likes	38 Retweets	310 Shares
3 Link clicks	3 Profile clicks	30 Detail expands
1 Hashtag clicks	0 Retweets	1 Profile clicks
3 Retweets	0 Retweets	3 Retweets
103 Comments	5 Profile clicks	103 Detail expands
107 Shares	103 Retweets	4 On Shares
1,056 Total Views		
2 Profile clicks	307 Retweets	317 On Shares

Insights Message

Boost Post Hide All Posts

Report on Spam Unlike Page

Report on other posts may be impacted from other actions on posts.

Post Details

Skills Canada / Compétences Canada
 Published by Skills Canada · June 6 at 10:00 AM · 0

We will be live streaming the #SCNC2018 closing ceremonies today at 12 pm AEST/7 AM PT on the 7th! <https://www.youtube.com/watch?v=7876785446>

Aujourd'hui, nous retransmetrons en direct les cérémonies d'ouverture #SCNC2018 à 12 h (AEST) demain à voir ici: <https://www.youtube.com/watch?v=7876785446>

See Translation



10,449 people reached

[Boost Post](#)

Performance for Your Post

10,449 People Reached

216 Likes	23 Retweets	187 Shares
32 Link clicks	1 Profile clicks	31 Detail expands
54 Hashtag clicks	1 Retweets	53 Profile clicks
123 Comments	126 Retweets	3 On Shares
698 Total Views		
2 Profile clicks	627 Retweets	589 On Shares

Insights Message

Boost Post Hide All Posts

Report on Spam Unlike Page

Report on other posts may be impacted from other actions on posts.



SCNC 2018 SURVEY RESULTS

Competitors continue to agree that SCNC has had a positive impact on their skills and opportunities to get a job. At least 9/10 believe the competition has increased their self-confidence, sense of initiative, and motivated them.

99% of SCNC 2018 spectators say they would recommend the competition to their friends.

Over 4 in 5 competitors agreed that the competition improved their Essential Skills, especially their thinking and problem-solving skills.

83% of spectators feel they have learned about new career options in skilled trades and technologies.

The proportion of 13 to 17-year old spectators with a positive perception of skilled trades and technologies grew from 90% before attending the competition to 94% after the competition.

9 in 10 competitors at SCNC 2018 are considering a career in skilled trades and technologies.

A HUGE THANK YOU TO OUR VOLUNTEERS!

The Skills Canada National Competition would not be possible without the work of our dedicated volunteers. They provide tremendous help in many ways: Putting together the competition projects; setup and takedown of the Skill Areas; assisting with registration and assembling the delegate bags; assisting with school tour arrivals; providing direction and guidance, and much more! They're the one of the main reasons SCNC runs smoothly every year and is such a success. Skills/Compétences

Canada would also like to give a special thank you to the over 500 National Technical Committee members and judges for their tireless effort in working with SCNC competitors, encouraging them to be leaders in what they do. We really appreciate the infectious enthusiasm that our volunteers bring to our event.





45TH WORLDSKILLS COMPETITION

August 22 – 27, 2019
**Kazan Expo International
Exhibition Centre**

HIGHLIGHTS

- First time that the WorldSkills Competition will be hosted in Russia
- More than 1,300 competitors
- Up to 79 WorldSkills Member Countries and Regions participating
- Over 50 Skill Areas
- Over 800,000 square feet of space
- Over 150,000 spectators

ABOUT WORLDSKILLS TEAM CANADA 2019

- 12th time that Canada has participated at the WorldSkills Competition
- Canada will compete in 29 Skill Areas
- Two candidates per Skill Area will train throughout the year. They will then compete head to head at the WorldSkills Team Canada 2019 Selection Event during the Skills Canada National Competition, being held in May 2019, in Halifax, NS
- The top scoring candidate in each Skill Area will become a member of WorldSkills Team Canada 2019



**WORLDSKILLS KAZAN 2019
EVENT SLOGAN IS
"SKILLS FOR THE FUTURE"**

**HASHTAG:
#SKILLSFORTHEFUTURE**

GET READY FOR THE 2019 SKILLS CANADA NATIONAL COMPETITION



Mark your calendar for next year's Skills Canada National Competition, (SCNC) which will take place May 27-30, 2019, at the Halifax Exhibition Centre in Halifax, Nova Scotia.

2019 marks the 25th anniversary of the Skills Canada National Competition. We will be promoting this landmark year with special initiatives leading up to, and during SCNC! Keep checking our social media channels for updates.

The Skills Canada National Competition is our flagship event and is an ideal way to connect with tomorrow's workforce!

Approximately 7,500 student visitors will experience over 50 Try-A-Trade® and Technology activities during the two days of competition, May 28 and 29.

IT IS A GREAT WAY TO CONNECT WITH CANADA'S FUTURE SKILLED WORKERS, COME JOIN US!



MULTI-YEAR SUPPLIERS



OFFICIAL SUPPLIERS



FRIENDS OF SKILLS



- Brock White
- C to C Productions
- Centennial College
- Cisco
- Echo Power Equipment Canada
- Encore Metals
- Force Industrial
- Great Lakes Copper
- Green Circle
- Hoffman
- Kiwi Nurseries Ltd
- Lakeland College
- Leavit Machinery
- Masonry Contractors Association of Alberta
- Power Source Canada
- Red River College
- Swagelok
- Watts

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