




SkillsCompétences
Canada

National Skilled Trades and Technology Week

2019 Recap

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#NSTTW



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Canada



“What a great team effort!!! The official launch of National Skilled Trades and Technology Week (NSTTW) held by Skills/Compétences Canada was an incredible success! Approximately 150 industry guests and over 400 students came to tour and participate in about 25 Try-A-Trade® and Technology activities at the British Columbia Institute of Technology (BCIT) Burnaby Campus! Thank you to Skills/Compétences Canada’s entire team! BCIT School of Construction and the Environment, School of Energy and School of Transportation were proud to have worked together to host this special launch.”

MARITA LUK,
Business Development Manager, School of Construction
and the Environment, British Columbia Institute of Technology

“The Industry Training Authority (ITA) was a proud partner for the official launch of National Skilled Trades and Technology Week (NSTTW). Skills/Compétences Canada organized an incredible event which highlighted the breadth of skilled trades and technology careers. It was exciting to hear from Skills Canada alumni who shared how their experience with skills competitions has impacted their career in trades – very inspirational! Nothing is better than providing youth with a chance to try hands-on activities and this event didn’t disappoint! With over 25 industry led activities the shop was bustling with energy. From hairstyling, automotive, baking and electrical to many more, there was something for everyone. What a great event for students to learn about and experience skilled trades in one location.”

JASON LEBER,
Manager of Youth Programs, Industry Training Authority BC

Skills/Compétences Canada would like to thank the Industry Training Authority (ITA) BC and the British Columbia Institute of Technology (BCIT) for partnering with us for the official launch of the 15th National Skilled Trades and Technology Week.

Skills/ Compétences Canada (SCC)

Who we are

Skills/Compétences Canada (SCC) was founded in 1989 as a national, not-for-profit organization with Skills Canada member organizations in each of the provinces/territories that work with employers, educators, labour groups and governments to promote skilled trades and technology careers to Canadian youth. Based in Ottawa, Ontario, SCC is the Canadian member organization of WorldSkills. Its unique position among private and public sector partners enables it to work toward securing Canada's future skilled labour needs while helping young people discover rewarding careers.

What we do

SCC offers experiential learning opportunities including skilled trades and technology competitions for hundreds of thousands of young Canadians through regional, provincial/territorial, national and international events, as well as skilled trades awareness programs. A lack of information regarding the opportunities in trades and technologies currently prohibits many young Canadians from considering a career in the skilled trades and technology. SCC helps make these occupations more visible for teachers, students, parents and the general public. Many programs highlight the nine Essential Skills, which are crucial skills in careers today.

Why we are needed

Over the next two decades, employers in Canada will find it difficult to hire and retain skilled workers. We want to help Canada's industries find well-trained, well-prepared young people to fill these positions. SCC wants youth to understand the many opportunities, benefits and rewards of skilled trade and technology careers. Improving the expertise and confidence of individuals pursuing technical careers will benefit us all.

National Skilled Trades And Technology Week (NSTTW)

November 3 – 10, 2019

What is it?

NSTTW is a key date in the annual Skills/Compétences Canada (SCC) calendar. The goal of this week-long event is to promote and host awareness raising events around the many career opportunities in skilled trades and technology in Canada. During NSTTW organizations from across Canada get involved with SCC in a "hands-on" way to promote skilled trades and technology careers to youth, parents and the public.

Why does it happen?

It is clear that skilled trade and technology careers are important for our economy and an excellent career path for many young Canadians. Yet many Canadians either do not know what trade careers look like or what they entail. The week of events and information is dedicated to raise awareness through insight into the career options available.

Skills/Compétences Canada works with its member organizations and partners to facilitate and host skilled trade and technology activities in regions across Canada, to engage business and political leaders in discussions about the importance of these careers for our country, to focus media attention on these careers and to highlight those individuals that pursued these paths themselves.

Goals

- Get Canada's youth thinking about skilled trade and technology careers as a viable, interesting option.
- Get Canada's youth to engage in projects/experiences involving skilled trades and technology, fostering conversations between industry, teachers, students and parents.
- Engage with industry thought leaders and political decision makers creating a dialogue focused on the importance of encouraging uptake in skilled trades and technology careers to ensure that Canada remains at the forefront of competitive advantage in global economies.

**Highlighting Essential Skills
for a successful career:
Focus was Document Use.**

The Numbers Tell the Story

25

Try-A-Trade® and Technology activities

400+

Students

150+

Government and Industry Representatives

Try-A-Trade® and Technology activities:

- Partners of Skills/Compétences Canada and Skills Canada British Columbia hosted 25 Try-A-Trade® and Technology activities aimed at engaging students from middle school and high school and providing hands on experience.
- Over 400 students attended and participated in a variety of interactive activities.

Thank you to our partners:

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|---|-------------------------------------|
| — British Columbia Infrastructure Benefits (BCIB) | — Finning CAT |
| — LiUNA! Local 1611 | — Industry Training Authority |
| — British Columbia Institute of Technology (BCIT) | — Lincoln Electric |
| — BC Technology for Learning Society | — Stanley DeWalt |
| — Canadian Woodworker | — UA Piping Industry College |
| — Construction Foundation of British Columbia | — Vancouver Community College |
| — ConsuLab | — Vancouver Institute of Media Arts |
| — Cummins | — Volkswagen Group Canada |
| — Emerson | — WorkSafe BC |



NSTTW 2019 Official Launch Highlights

Skills/Compétences Canada, in partnership with the Industry Training Authority (ITA) and the British Columbia Institute of Technology (BCIT), hosted the official launch of the 15th National Skilled Trades and Technology Week (NSTTW) on November 5 at BCIT in Burnaby, B.C.

Special guests included: Karen Creditor, President, Skills/Compétences Canada; Farnaz Riahi, Chief Financial Officer, Industry Training Authority; Wayne Hand, Dean, School of Construction and the Environment, British Columbia Institute of Technology; Jack Dupuis, Silver Medalist in Heavy Vehicle Technology and Canada's Best of Nation at WorldSkills Kazan 2019 and Clarissa Roque, Medallion of Excellence Recipient in Pâtisserie and Confectionery at WorldSkills Kazan 2019.

Welcome message from Karen Creditor, President of Skills/Compétences Canada on behalf of the Honourable Melanie Mark, Minister of Advanced Education, Skills and Training in British Columbia.

National Skilled Trades and Technology Week was officially launched with a challenge called *Who turned out the lights?* where the participants competed in a ConsuLab lighting board challenge.

Photo 1 — Clarissa Roque, Medallion of Excellence winner in Pâtisserie/Confectionery at the 45th WorldSkills Competition, in Kazan, Russia and Wayne Hand, Dean, School of Construction and the Environment, British Columbia Institute of Technology participate in the official launch challenge.

Photo 2 — Karen Creditor, President, Skills/Compétences Canada and Farnaz Riahi, Chief Financial Officer, Industry Training Authority participate in the official launch challenge.

Photo 3 — Special guests attend a networking breakfast at the official launch of National Skilled Trades and Technology Week.

Highlighted at the event was the importance of Document Use, one of the nine Essential Skills identified as fundamental to working in the skilled trade and technology industries.

The networking breakfast, held in conjunction with the official launch, had approximately 130 guests with representatives from government, education and industry.

Skills/Compétences Canada announced that the 26th Skills Canada National Competition will be hosted in Vancouver on May 28 and 29, 2020, at the Vancouver Convention Center.

Following the official launch, over 400 registered students from local middle schools and high schools participated in 25 Try-A-Trade® and Technology activities held by educators and industry experts. These activities included cabinetmaking, sheet metal work, car painting, CNC machining, automobile technology, welding, plumbing, hairstyling, aesthetics, workplace safety and many more. Throughout the day, students learned about the interesting and important educational pathways and career opportunities in several different trade and technology sectors.



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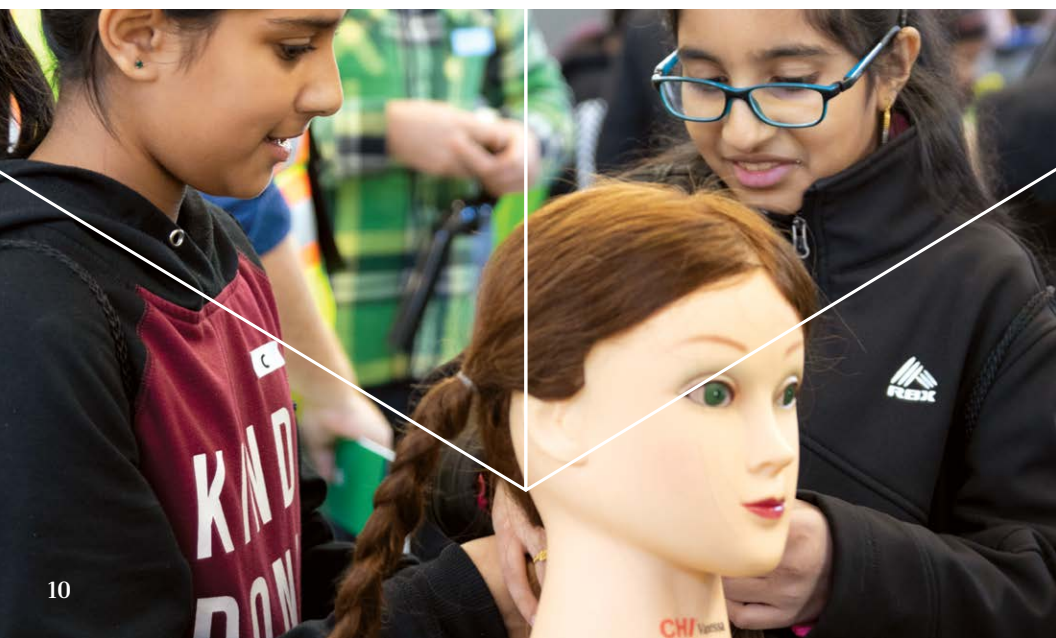


"It was a great experience overall. I was able to try out interactive activities and received good instruction. The event was really fun."

LOGAN,
student of Aldergrove Secondary School

"I knew what I wanted to do before attending this event but because of the Try-A-Trade® and Technology activities, I was able to connect with a company that I might like to work for in the future and they invited me to visit their job site."

NATHAN,
student of Aldergrove Secondary School



Highlighting the Essential Skills at NSTTW 2019

At the 15th National Skilled Trades and Technology Week (NSTTW) official launch, students and visitors made their way to the Essential Skills booth where they were able to try out the Essential Skills Mobile App. Students worked through the App to better understand their level of Essential Skills and how it relates to skilled trade and technology careers. In addition, the ES Work Ready Youth Program (ESWRYP) workbooks were on display for teachers to browse and familiarize themselves with the nine Essential Skills. The ESWRYP is a series of modules created to help learners and students not only test their Essential Skills but also improve their level of Essential Skills through a series of specialised Essential Skills exercises. Document Use, the theme for NSTTW 2019 and the 2020 Skills Canada National Competition, was put to the test as students filled out their ES passport by visiting various Try-A-Trade® and Technology activities for their chance to win a prize. It is important to highlight the Essential Skills as they are the necessary foundation for all facets of learning.

Thank you to the RBC Foundation for their support with our youth initiative. RBC Foundation survey links and QR code were available for students to provide feedback of their participation.

For more information about the RBC Foundation, the Essential Skills, and access to the ES Mobile App or, to receive a copy of the modules, please contact Marisa Sosa, Senior Manager, Programs at: marisas@skillscanada.com.

Earned Media

Several media outlets covered National Skilled Trades and Technology Week (NSTTW) 2019.

Check out the top 5 stories related to NSTTW 2019:

1. Essential Skills Key to Trades Success

News – Toronto Sun, November 24, 2019 / Reach: over 2,950,000 people

https://www.skillscompetencescanada.com/wp-content/uploads/2019/11/Toronto-Sun_Building-Trades_11.24.2019.pdf

2. Special Guests and Students Gather at British Columbia Institute of Technology, Burnaby, B.C. to Launch the 15th National Skilled Trades and Technology Week

News – Digital Journal, November 5, 2019 / Reach: over 450,000 people

<http://www.digitaljournal.com/pr/4495984>

3. Ontario Announces Major Program Investment in Skilled Trades

News – The Indo-Canadian Voice, October 31, 2019 / Reach: over 46,000 people

<https://www.voiceonline.com/ontario-announces-major-program-investment-in-skilled-trades/>

4. A Look at Skilled Trades and Technology Week in Saskatchewan

News – Discoverweyburn, November 11, 2019 / Reach: over 15,000 people

<https://www.discoverweyburn.com/local/a-look-at-skilled-trades-and-technology-week-in-saskatchewan>

5. Provinces Step Up with New Funds to Boost Trades During National Skilled Trades and Technology Week

News – On-Site Magazine, November 8, 2019 / Reach: over 8,300 people

<https://www.on-sitemag.com/labour/provinces-step-up-with-new-funds-to-boost-trades-during-national-skilled-trades-and-technology-week/1003965890/>

Social Media Highlights

Facebook:

Total Reach: 30,001
Impressions: 31,115
Engaged Users: 1,407

Twitter:

Impressions: 39,701
Engagement Rate: 1.0%

Instagram:

Impressions: 7,401
Likes: 297
Average IG Story Views: 142/post

Top Tweet

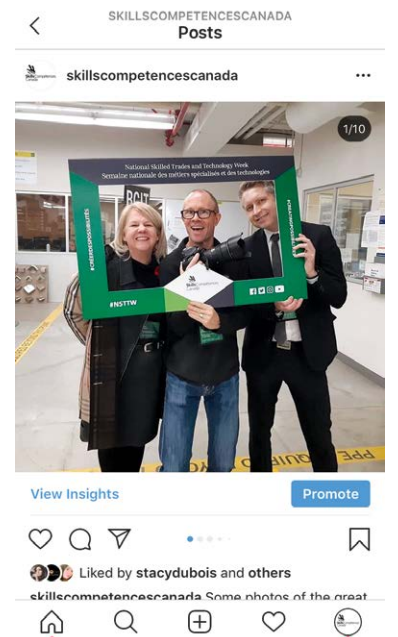
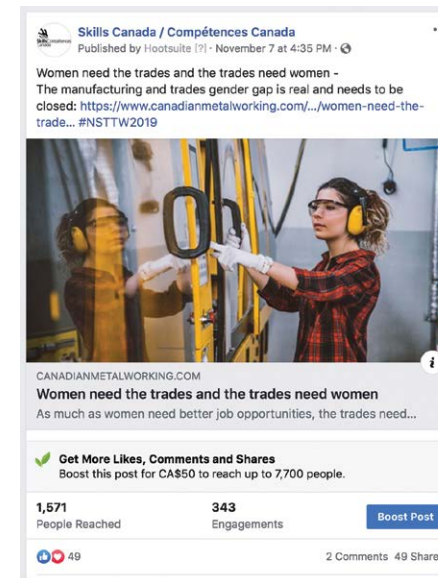
 earned 3,822 impressions

We are very excited to finally be able to share this with you! Here is the launch of our new #SCNC2020 promotional ad by Gloo Studios and Range Road Media. See you in Vancouver!

pic.twitter.com/waeiemEpGI



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"We were happy to be a Try-A-Trade® and Technology partner at the National Skilled Trades and Technology Week event. Our experience was positive and eye opening. Our booth's project was making a copper candle holder, which we couldn't have done without the generous donation from Viega. Students who came to our booth commented on the math and mechanical aptitude that was required to finish their project. Measuring and cutting the copper pipe and setting the fittings in opposite direction in order to balance the piece showed them the academic side to the trades that they hadn't expected, and they left with a sense of accomplishment. As tradespeople we know that it is rewarding to work hard on a project, watch it develop and be able to stand back when it is finished and know that you made it happen. These Try-A-Trade® and Technology activities gave the students who participated a taste of what that feels like."

CORINNE HAGEN
 UA Piping Industry College of British Columbia



"Students and teachers that came by Vancouver Community College's professional cook and professional baker display were intrigued to learn that cooking and baking, an activity they associate with delicious and rewarding fun, can be the same in a working environment: fun and rewarding. Red Seal chef and baking & pastry artists can craft a career path that fulfills their artistic, scientific and business skills amongst others."

TAURA MACKENZIE
 Vancouver Community College





Get Ready for the 2020 Skills Canada National Competition, in Vancouver, B.C.

Mark your calendar for next year's Skills Canada National Competition (SCNC) which will take place May 28-29, 2020, at the Vancouver Convention Centre in Vancouver, British Columbia. 2020 will mark the 26th Skills Canada National Competition.

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

This year we will highlight Document Use, as one of the nine Essential Skills.

SCNC 2020 Highlights:

- Approximately 7,500 student visitors
- Over 50 Try-A-Trade® and Technology activities
- Over 40 skill competitions representing six sectors: Construction; Employment; Information Technology; Manufacturing and Engineering; Transportation and Service
- Over 550 student and apprentice competitors from across Canada
- HGTV celebrities Kate Campbell and Sebastian Clovis will be on site (invited)
- Tie-in to the importance of the nine plus one Essential Skills in the skilled trades and technologies
- Essential Skills stage: partners can highlight their trade or technology through interactive demonstrations during the two days of competition
- Dedicated "Career Zone" where over 60 industry partners will demonstrate their brand or trade through interactive activities with visitors
- Networking events attended by corporate sponsors, educators, national and provincial industry partners, labour and government stakeholders
- Young Women in Construction Conference, hosted by Presenting Sponsor UA Canada: an informative and interactive event that will include panel discussions with experienced mentors about the vast opportunities in the construction trades that are available to young women.
- Indigenous Showcase, hosted by the BC Construction Foundation, who is partnering with communities and organizations across the country to deliver workshops that will increase awareness and participation of Indigenous youth in the skilled trades.

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

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#SCNC2020
   