



NATIONAL SKILLED TRADE AND TECHNOLOGY WEEK

2024 Recap

SKILLS FOR SUCCESS



SPOTLIGHT ON
WRITING



Clyde Abanid, WorldSkills Team Canada 2024 Competitor in Graphic Design, Shares his Skills Story at NSTTW

National Skilled Trade and Technology Week (NSTTW)

I recently attended the interactive event for NSTTW, at Campus Regina Public, which was hosted by Skills/Compétences Canada. It was incredible to see all the students getting excited about the skilled trades and technologies. It was also a great experience that allowed me to share my skills journey and connect with our future workforce.

How it all began

Skilled trades and technologies have played a huge role in shaping my career, especially through the Skills Competitions. I first got into design when I was 12, playing around with Photoshop, and making things for my YouTube channel. It was just for fun at first, but that changed in eighth grade when my teacher asked me to design a logo for a class charity project. That's when I realized how much I loved it and started to take design more seriously. In high school, I took a communication media course, where I learned about video production, animation, photography, and design. That's when I started thinking, 'Maybe this could be a real career.'

The impact of Skills Competitions

After high school, I enrolled at Saskatchewan Polytechnic in their Graphic Design program. Following this, I was encouraged to join a bootcamp for Skills Competitions. I didn't think I was good enough at first, but my teachers saw potential in me and explained to me how far Skills could take me — to provincial, national, and even international competitions. I kept practicing, doing the eight-hour long

bootcamps, and I placed second in the Provincial Skills Competition. I went on to compete at the Skills Canada National Competition 2023, in Winnipeg and won the gold medal! That win opened the door for me to compete at the WorldSkills Competition 2024, in Lyon, France, last September. Competing at that level gave me so much more than just technical skills, it gave me an experience I couldn't get anywhere else, even in the industry. The challenges I experienced and the high expectations that I had for myself pushed me to become a better designer, and I'm really grateful for that.



The value of skilled trades and technologies

That's why I believe the Skills Competitions, and skilled trades and technologies are so important. They open up a world of opportunities and experiences for young people that you just can't find anywhere else. Getting involved in skilled trades lets youth tap into their creativity, learn practical skills, and gain real-world experience that can really make a difference in their lives. Skilled trades and technologies are not just options—they're fulfilling career paths. When young people dive into these opportunities, they not only empower themselves but also make meaningful contributions to our society.

"The interactive event for National Skilled Trade and Technology Week was an amazing opportunity for students to try out the skilled trades and technologies and learn more about them! I have so much gratitude to Skills/Compétences Canada for allowing me to share my journey as an apprentice welder! It is always incredible to see kids try out new things with a smile!"

ARI DYCK, Miss Rodeo Agribition 2023-2024

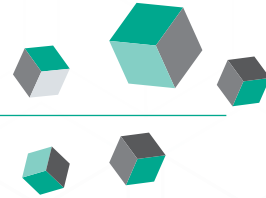
"National Skilled Trade and Technology Week (NSTTW) 2024 was a great and well attended event! Students were able to discover the trades up close, and Lincoln Electric was excited to be part of that experience. As a company, we truly enjoy and appreciate the opportunity to spend time promoting the skilled trades as well as supporting our future welders."

SÉBASTIEN TREMBLAY, Technical Sales Representative, Lincoln Electric Company of Canada

"The Saskatchewan Trucking Association booth at the National Skilled Trade and Technology Week 2024 event attracted a lot of students who tried out the virtual reality simulator, giving them a feel for what it's like to be a commercial driver. It was interesting to see how some students were intrigued by a trucking career, especially the freedom to travel across North America. The booth also sparked discussions about the different opportunities in trucking."

GEORGE HENDERSON, Director of Operations and Member Services, Saskatchewan Trucking Association

About Us



MISSION

To advance the engagement of youth and their communities in skilled trade and technology careers using a pan-Canadian approach.

VISION

Canada leads the world in skill development.

ABOUT SCC

- Founded in 1989
- Registered Canadian Charitable Organization
- National Office in Ottawa, Ontario
- 13 Member Organizations representing all provinces/territories
- Canadian Member Organization of WorldSkills

WHAT WE OFFER

- Regional, provincial/territorial, national and international skilled trade and technology competitions
- Skilled trade and technology awareness programs
- Experiential learning opportunities for youth through Try-a-Trade® and Technology activities
- Skills for Success programs and resources

Our unique position among private and public-sector partners enables us to work toward securing Canada's future skilled labour needs while assisting young people to discover rewarding careers.

We work with employers, educators, labour groups and governments to promote skilled trade and technology careers among Canadian youth.

Over the past 35 years, we've introduced hundreds of thousands of Canadian youth to endless possibilities in skilled trade and technology careers.



20th National Skilled Trade and Technology Week (NSTTW)

November 3 to 9, 2024



What is NSTTW?

NSTTW is a key date in the annual Skills/Compétences Canada (SCC) calendar. The goal of NSTTW is to promote and host awareness raising events around the many career opportunities in skilled trades and technologies in Canada. SCC works with its Member Organizations and partners to facilitate and host skilled trade and technology activities in regions across Canada. SCC also engages business and political leaders in discussions about the importance of these careers for our country, focuses media attention on these careers, and highlights those individuals that pursued these paths themselves.

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 these careers look like or what they entail. This week of events is dedicated to raising awareness of the career options that are available to our future workforce.

Goals

- Get Canada's youth thinking about skilled trade and technology careers as a viable, interesting option.
- Get Canada's youth to engage in activities involving the skilled trades and technologies, fostering conversations between industry, teachers, students, and parents.
- To engage with industry thought leaders and political decision makers creating a dialogue focused on the importance of encouraging uptake in skilled trade and technology careers. This will have a positive impact in making Canada's economy stronger.

Highlighting the Skills for Success for a rewarding career: 2024 focus is WRITING.

The NUMBERS Tell the Story

Over
30
Try-A-Trade®
and Technology
activities

Over
600
students

Approximately
75
industry
representatives

Try-A-Trade® and Technology activities

Several of Skills/Compétences Canada's partners hosted Try-A-Trade® and Technology activities aimed at engaging students from middle and high schools, and providing them with a hands-on experience. Over 600 students attended and participated in a variety of interactive activities in the skilled trades and technologies. These activities included: video game design, cosmetology, welding, automotive technology, and much more! To see the list of activities, [click here](#).



Check out the NSTTW Event Highlights

- Skills/Compétences Canada (SCC), hosted an event for the 20th National Skilled Trade and Technology Week (NSTTW) on Thursday, November 7, at Campus Regina Public, in Regina, Saskatchewan.
- The event included welcome messages from Knowledge Keeper Gary Gott from Sapotaweyak Cree Nation, Manitoba Treaty 4 Territory, who welcomed everyone to the land, Christina Hagberg, Director of Operations from SCC, Lawrence Somers and Kendra Beliveau, Principal and Vice-Principal from Campus Regina Public, and Clyde Abanid, WorldSkills Team Canada 2024 competitor in Graphic Design Technology. In addition, Arianna Dyck, Welder and Rodeo Queen from White City, Saskatchewan engaged with the student visitors and shared her career journey into the skilled trades.
- Highlighted at the event was the importance of Writing, one of the Skills for Success identified as fundamental to working in the skilled trade and technology industries.
- The networking breakfast, held in conjunction with the event, had about 100 guests with representatives from education and industry, and SCC alumni.
- Skills/Compétences Canada announced that the Skills Canada National Competition 2025 will be hosted in Regina, Saskatchewan, on May 29 and 30, at the Regina Exhibition Association Limited (REAL) District.
- Following the official program, over 600 registered students from local and middle high schools participated in 30 Try-A-Trade® and Technology activities held by educators and industry experts. These activities ranged from video game design, cosmetology, welding, to automotive technology, just to name a few. Throughout the day, students learned about the interesting and important educational pathways and career opportunities in several trade and technology sectors. In addition, the students had a skills passport which they could get stamped after completing the various Try-A-Trade® and Technology activities, for the chance to win a prize.



SCC's MEMBER ORGANIZATIONS HIGHLIGHTED NSTTW THROUGH ENGAGING ACTIVITIES

Approximately 2,000 people across Canada participated in National Skilled Trade and Technology Week (NSTTW) 2024 activities.

SKILLS CANADA YUKON

- Held a territory wide Paper Glider Competition, for grade six and seven students. The class that accumulated the furthest distance and longest flight time was awarded with a pizza lunch and a Try-A-Trade® kit.
- Hosted a Skilled Tradeshow at a local high school where students learned about various skilled trade and technology avenues.
- NSTTW was recognized in the Yukon Legislative Assembly.



SKILLS CANADA ALBERTA

- Held a Skills in the Heartland Try-A-Trade® event presented by several industry partners. This event provided students with the opportunity to test-drive multiple trade and technology careers with hands-on demonstrations. The activities included plumbing, carpentry, culinary arts, welding and more! They also learned about career opportunities in the Heartland Community.
- Held a Trade & Tech facts and trivia campaign on their social media channels.



SKILLS CANADA BRITISH COLUMBIA

- Promoted National Skilled Trade and Technology Week (NSTTW) on their social media channels through a fun week of activities, games, features on Skills alumni, podcasts, and more!



SKILLS CANADA SASKATCHEWAN

- Attended an interactive event at Campus Regina Public High School, hosted by Skills/Compétences Canada (SCC), where partners hosted interactive Try-A-Trade® and Technology activities for local students.
- NSTTW was proclaimed by the Government of Saskatchewan.



SKILLS CANADA NORTHWEST TERRITORIES

- Held Try-A-Trade® demonstrations and school presentations where students participated in hands-on activities and outreach programs aimed at promoting the diverse career pathways in the skilled trades.
- Hosted cardboard boat races with local junior high schools which included fun and educational races, fostering teamwork and practical skills in engineering and design.
- Had industry showcases and workplace tours in collaboration with local businesses to offer insights into skilled trade careers through demonstrations and facility tours.
- Launched a media campaign and competitor spotlights to promote skilled trades, while showcasing success stories from past competitors.



SKILLS CANADA MANITOBA

- Held a kickoff event at RRC Polytech.
- Hosted a Young Women's Trade and Technology Olympics for grade six students, at Flin Flon elementary school, in Manitoba.
- Held a Jill of All Trades event at RRC Polytech.

SCC's MEMBER ORGANIZATIONS HIGHLIGHTED NSTTW THROUGH ENGAGING ACTIVITIES (continued)

SKILLS CANADA ONTARIO

- Hosted in-school presentations across the province during NSTTW.
- Held a special virtual presentation about skilled trades and technologies geared towards students in grades seven and eight.
- Attended a virtual event hosted by The Young Women's Department. This event featured a presentation about the trades followed by a hands-on activity for grades four to six.



SKILLS CANADA NEWFOUNDLAND & LABRADOR

- Visited Paradise Intermediate School to deliver career exploration and Skills for Success activities and presentations to students.
- Held a Skilled Futures in IT Network Careers with intermediate youth at a local school, in partnership with the College of the North Atlantic and a National Technical Committee member.
- Hosted a Youth Apprenticeship Summer Program Awards Ceremony which featured greetings from partners and awards for stand-out youth and employers. The top three school video submission winners were also announced. Each school received a sponsored \$1,000 grant to upgrade equipment or improve trade spaces in their schools!
- Hosted their Annual Dragons' Lair Provincial Competition in partnership with the NL Association of CBDCs/Youth Ventures for intermediate and secondary students from across the province. This day-long event included workshops facilitated by business experts, as well as a business plan writing competition.
- Hosted a Skilled Futures Try-a-Trade® Inksmith Kit facilitation session with local secondary students from Riverwood Academy. The students built Climate Change Action kits with their teachers. This also included information on the Skills for Success.



SKILLS CANADA NOVA SCOTIA

- Hosted a Skilled Futures Forum.

SKILLS CANADA PRINCE EDWARD ISLAND

- Hosted their first ever Intermediate Skills Competition for grade seven to nine students.
- Held a Try-A-Trade® event.

SKILLS CANADA NEW BRUNSWICK

- Hosted a Trades and Tech for Girls+ at Simonds High School.
- Held a Roofing Day Camp for middle school students, in partnership with the New Brunswick Roofing Contractors Association.



Spotlight on Writing, one of the Skills for Success

During National Skilled Trade and Technology Week and for the next year, Skills/Compétences Canada (SCC) will be highlighting *Writing*, one of the nine plus one Skills for Success, and its importance to succeed in the workforce. The Skills for Success provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change. This Skill for Success was emphasized throughout the week, and during the interactive event, in all of SCC's partner activities.

Writing refers to the ability to share information using written words, symbols, and images. This can include filling out forms and applications, or writing emails, reports, and social media posts. We write to communicate ideas and information to others. It fosters critical thinking and serves as a powerful tool of expression, connection, and influence. Through writing, we can communicate complex ideas and share knowledge across generations.



NSTTW Makes the News!

Several media outlets covered National Skilled Trade and Technology Week (NSTTW) 2024 and reached a total of **16,137,543 people**. Check out some of the top news stories.

1. The importance of trades and technologies among young Canadians

<https://panow.com/2024/11/07/importance-of-trades-and-technology-among-young-canadians/>

1



2. The Skills Community Gathers at Campus Regina Public, in Regina, SK, for the 20th National Skilled Trade and Technology Week

<https://nationalpost.com/globe-newswire/the-skills-community-gathers-at-campus-regina-public-in-regina-sk-for-the-20th-national-skilled-trade-and-technology-week>

2

The Skills Community Gathers at Campus Regina Public, in Regina, SK, for the 20th National Skilled Trade and Technology Week

3

3. Explore post-secondary opportunities in trades and technologies

<https://www.sasktoday.ca/provincial-news/explore-post-secondary-opportunities-in-trade-technology-9760701>

Explore post-secondary opportunities in trade, technology



4. Saskatchewan trade and technology week

<https://www.westernstandard.news/saskatchewan/saskatchewan-trade-and-technology-week/59210>

4

Saskatchewan trade and technology week

6

5. Apprenticeship awards celebrate graduates in trades

<https://nationtalk.ca/story/apprenticeship-awards-celebrate-graduates-in-trades>



National Skilled Trade and Technology Week 2024 - November 3-9

6. National Skilled Trade and Technology Week 2024 – November 3-9

<https://camosun.ca/news/national-skilled-trade-and-technology-week-2024-november-3-9>

5

NationTalk
est. 2007 Powered By YOU



SCC Engaged Youth on Social Media During NSTTTW 2024

f Facebook
10 Posts
4,903 organic reach
220,700 total reach

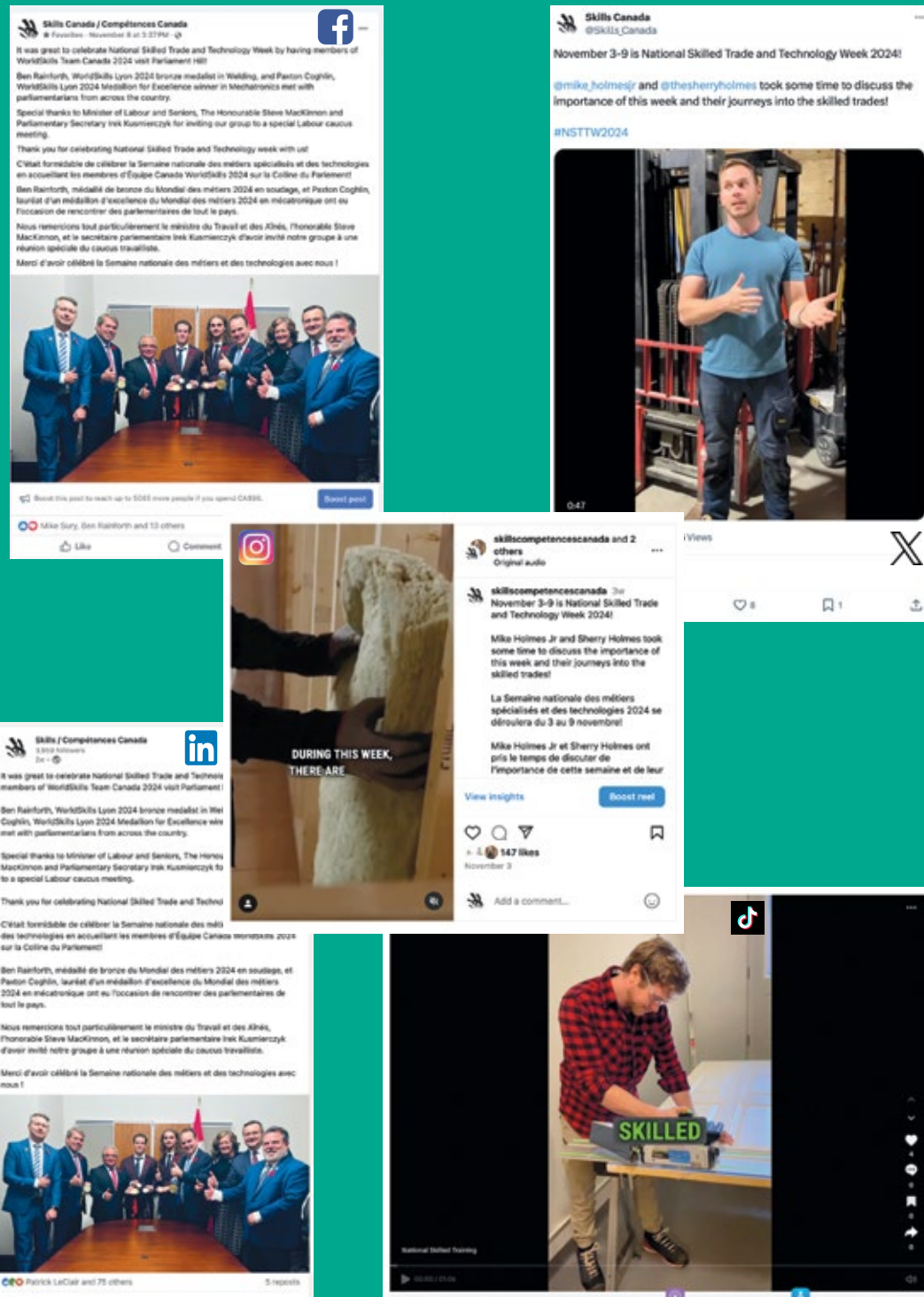
X x
17 posts
2,800 impressions

Instagram
10 posts
22,900 organic reach
39,575 total reach

in LinkedIn
10 posts
4,500 impressions

TikTok
6 posts
2,400 views

In addition, Skills/Compétences Canada (SCC) held a digital campaign on their social media channels, which reached **787,512 people**. The campaign extended to YouTube which had a reach of **643,503 impressions** and web display with **503,007**. The total combined reach was **1,934,022 impressions**.



Skills Canada visits Parliament Hill

Dr. Patrick Rouble, President of Skills/Compétences Canada (SCC), Ray Massey, Vice-President of SCC, Shaun Thorson, Chief Executive Officer of SCC, along with two skills champions met with The Honourable Steven MacKinnon, Minister of Labour and Seniors, and Irek Kusmierczyk, Parliamentary Secretary to the Minister of Employment, Workforce Development and Official Languages, for a Special Liberal Labour Caucus.

Following this, the Skills Alumni had the opportunity to meet with the Members of Parliament from their Riding including Blaine Calkins, Red Deer-Lacombe, AB, and Lianne Rood, Lambton-Kent-Middlesex, ON to share their skills stories. In addition, they spoke with Shelby Kramp-Neuman, Shadow Minister for Women, Gender Equality and Youth, and Ben Martin, Chief of Staff to Conservative Shadow Minister for Labour. Furthermore, Senator Don Plett, Leader of the Opposition in the Senate and a strong supporter of the trades and construction industry, offered them a tour of the Senate.

During this Skills on the Hill event, they celebrated the 20th National Skilled Trade and Technology Week. The two skills champions included WorldSkills Team Canada 2024 competitors Paxton Coghlin, in Mechatronics, from Ilderton, Ontario and Ben Rainforth, in Welding, from Lacombe, Alberta, who shared their inspiring skills journeys. In addition, the competitors were congratulated for their incredible accomplishments.





Members of the National Technical Committee gather to plan the Skills Canada National Competition 2025

A big event like the Skills Canada National Competition requires a lot of organisation and planning. Each of the 45 skills competitions are carefully crafted and revised each year by members of the National Technical Committee to ensure that the competition is fair and a good representation of the trade or technology today. The National Technical Committee (NTC) comprised of industry professionals and educators from across Canada, along with 30 local partners and SCC staff gathered at the Hotel Saskatchewan in Regina on November 8 and 9, to work on their project description for their Skill Area, as well as their infrastructure list and site plan. The two days included several presentations from SCC and Skills Saskatchewan staff and a Focus Group Session to gather the NTC's opinions on several industry related topics, which was conducted by SCC's staff. We would like to thank the NTC members for volunteering their time and for their continued dedication, as well as the Regina Hotel Association for sponsoring this meeting.



SO MUCH TO DISCOVER AT THE
**SKILLS CANADA NATIONAL
 COMPETITION 2025!**
 REGINA EXHIBITION ASSOCIATION
 LIMITED (REAL) DISTRICT, SASKATCHEWAN



IMMERSE YOURSELF IN THE WORLD OF SKILLED TRADES AND TECHNOLOGIES!

- Take part in over 50 interactive Try-A-Trade® and Technology activities!
- Watch 550+ students and apprentices from across Canada compete in 45 disciplines, including welding, automobile technology, hairstyling, cooking, 3D digital game art, and much more!
- Ask your questions to industry professionals and educators.
- Discover the Skills for Success!



A UNIQUE OPPORTUNITY TO
**EXPLORE CAREERS IN SKILLED
 TRADES AND TECHNOLOGIES**



Funded in part by the Government of Canada's Canadian Apprenticeship Strategy



THANK YOU

TO OUR EVENT PARTNERS!

