



# SKILLS CANADA NATIONAL COMPETITION 2024, in Québec City

May 29 to June 1  
Centre de foires d'ExpoCité  
**EVENT RECAP**



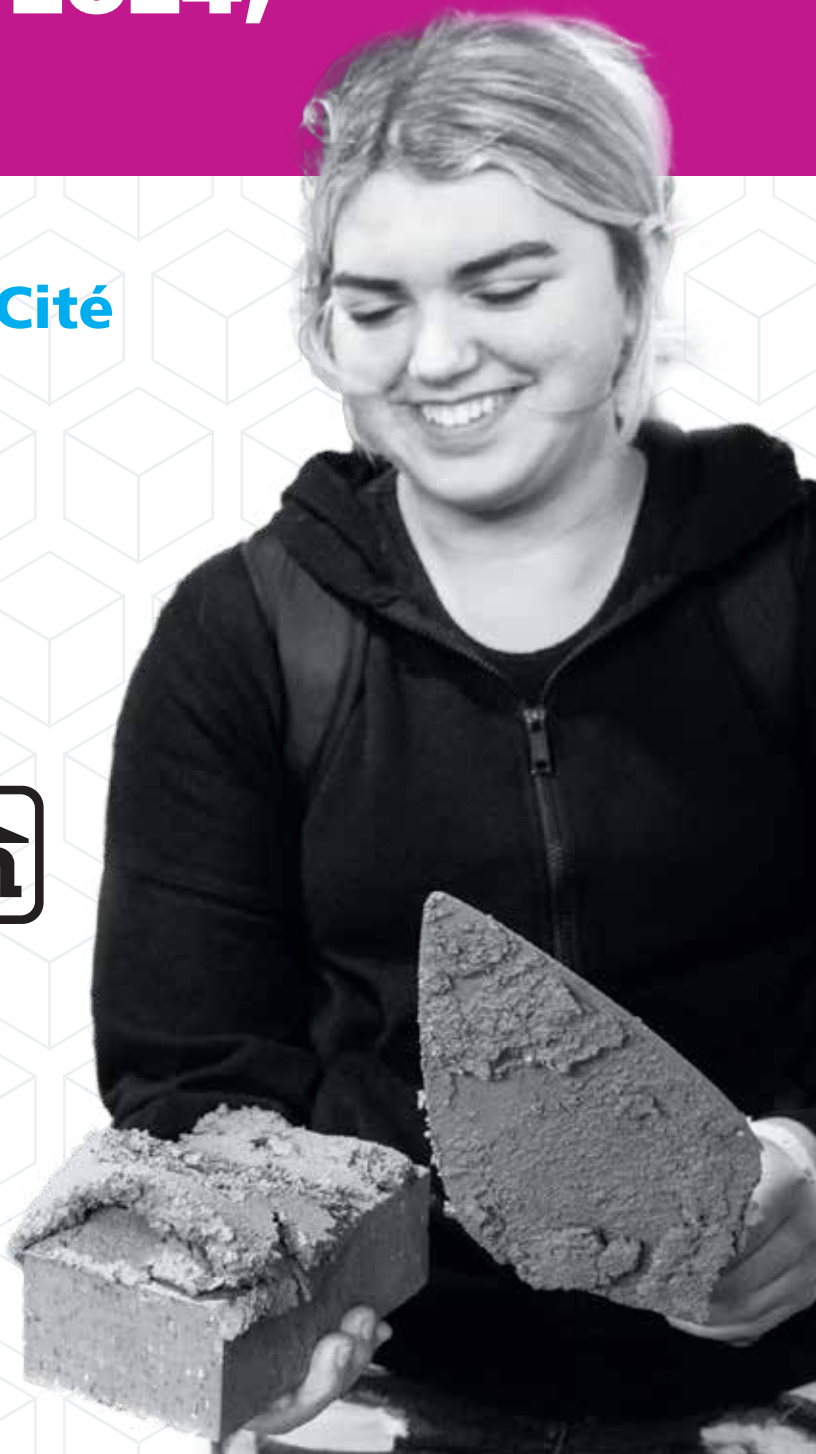
**cenovus**  
ENERGY



Funded in part by the Government  
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**Canada**

SKILLS  
COMPETENCES  
CANADA.COM  
#SCNC2024





"Home Hardware Stores Limited is proud to have been a Presenting Sponsor of the Skills Canada National Competition (SCNC) 2024, in Québec City. Skills/Compétences Canada and the talent it nurtures is vital in addressing the labour shortage in skilled trades and technologies. At SCNC, there was a strong talent pool that will enable the industry to address these challenges moving forward."

**Kevin Macnab, President and CEO,  
Home Hardware Stores Limited**



"Cenovus was excited to be back at the Skills Canada National Competition this year. This event is a great way to bring together workers, tradespeople and organizations from across Canada to connect, showcase their skills and discover prospective careers. The work Skills/Compétences Canada does to promote careers in skilled trades and technologies as a rewarding option helps deepen the talent pool in a variety of sectors and improves the future workforce across Canada and at companies like Cenovus".

**Megan Marshall, Sr. Social Investment  
Advisor, Community & Indigenous Affairs,  
Cenovus**



"We were thrilled to be part of the Skills Canada National Competition (SCNC) 2024, in Québec City, and to witness the incredible talent and dedication of the competitors from across the nation as they demonstrate their knowledge, skills, and abilities. UA Canada has a long-standing commitment to the promotion of apprenticeship and the skilled trades, and our support for Skills/Compétences Canada (SCC) reflects this dedication. This event is a cornerstone in building Canada's future workforce."

**Mike Gordon, Director of Canadian Training,  
UA Canada**

# THE NUMBERS TELL THE STORY

**50+**

TRY-A-TRADE®  
AND TECHNOLOGY  
ACTIVITIES

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THE ECONOMIC IMPACT  
OF SCNC QUÉBEC 2024  
IN THE PROVINCE OF  
QUÉBEC WAS OVER

**\$3 M**

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**\$4 M**

WORTH OF IN-KIND  
CONTRIBUTIONS  
FOR MATERIAL AND EQUIPMENT  
USED FOR THE 45 SKILLED TRADE  
AND TECHNOLOGY COMPETITIONS

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OVER

**80**

PARTNER AND EXHIBITOR  
BOOTHS ONSITE

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OVER

**160**

SPONSORS AND IN-KIND SUPPLIERS  
CONTRIBUTED TOWARDS THE EVENT

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APPROXIMATELY

**6,000**

VISITORS AT SCNC  
QUÉBEC 2024

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OVER

**500**

COMPETITORS IN

**45**

SKILLED TRADE  
AND TECHNOLOGY  
COMPETITIONS

THE EVENT  
WAS HELD ON

**260,000**

SQUARE FEET OF  
SPACE AT THE  
CENTRE DE FOIRES  
D'EXPOCITÉ

# SKILLS/COMPÉTENCES CANADA ENGAGES CANADA'S FUTURE SKILLED WORKFORCE

## 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.

## Values

**Safety** – We integrate safety into everything we do.

**Accountability** – We apply the highest standards of integrity, transparency and fairness.

**Inclusivity** – We embrace diversity and equitable opportunities for all.

**Excellence** – We do our best with passion and commitment.

**Collaboration** – We work together to achieve shared goals.

**Environmental Sustainability** – We demonstrate through our actions our commitment to a greener planet.

## Who we are

Skills/Compétences Canada (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 engage youth and their communities to discover skilled trade and technology careers.

## What we do

Each year, Skills/Compétences Canada (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 Skills for Success, 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 strong skilled workforce so that Canada will continue to prosper and remain at the forefront of the global economy.



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# #CREATINGPOSSIBILITIES THROUGH THE SKILLS CANADA NATIONAL COMPETITION

- 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.
- This year, SCNC was held at the Centre de foires d'ExpoCité, in Québec City, on May 30 and 31, 2024. This included more than 500 competitors from all regions of Canada who participated in 45 skilled trade and technology competitions. The complete list of medalists is available at: [www.skillscompetencescanada.com/en/event/scnc2024/](http://www.skillscompetencescanada.com/en/event/scnc2024/) under the results tab.
- The Skills Canada National Competition 2024, in Québec City, was attended by about 6,000 visiting students from the province of Québec along with stakeholders representing industry, labour, government, education and not-for-profit organizations. Visitors had the opportunity to participate in over 50 Try-A-Trade® and Technology activities, which provided hands-on experience, and showed them what skilled trade and technology careers are all about.
- Through these competitions and Try-A-Trade® and Technology activities, Skills/Compétences Canada (SCC) engages Canadian youth, including equity denied groups such as 2SLGBTQIA+, women, newcomers, First Nations, Inuit and Métis, persons with disabilities, and visible minorities, and promotes skilled trade and technology careers as a rewarding option.
- At SCNC 2024, Reading, one of the nine Skills for Success, was highlighted throughout the event.
- This year, SCC also hosted a Skills Showcase Featuring First Nations, Inuit, and Métis Skills, and an Empowering Women in Trades initiative to show young women the incredible careers that are available in the skilled trades.
- SCC live streamed the opening and closing ceremonies, and the two days of competition.
- Through the Skills Canada National Competition, we are #CreatingPossibilities for youth, our future skilled workforce.

# STUDENTS PARTICIPATE IN INTERACTIVE SKILLED TRADE AND TECHNOLOGY ACTIVITIES

Student visitors had the opportunity to experience over 50 Try-A-Trade® and Technology activities at the Skills Canada National Competition 2024, in Québec.

Some popular ones included:

**Stanley Black + Decker Canada:** Visiting students tried out a spinning laser on a tripod and built a small fake wall to show the laser and how it can help. They also participated in a tic tac toe game where they ratcheted a bolt and then used a torque wrench to apply a specific torque.

**Home Hardware Stores Limited:** Students tried out their painting skills using BeautiTone paint to create a community mural.

**RBC:** Visitors checked out the RBC community truck for a one-on-one practice interview with students.

**L'Oréal:** Students tried out their most popular products and also received personalized advice from experts to find the products best suited to them.

**Volvo Construction Equipment:** Visitors had the opportunity to virtually operate a 40-ton haul truck inside a fast-paced quarry. They navigated narrow roads and steep inclines, hauling rock from the pit to the crusher, while keeping safety top of mind. They also competed to see who could be the best driver with the shortest cycle time.

**Sirco Machinery:** Students checked out the CNC Machining competition booth and keyed in their names with the help of technicians using a Haas Mini Mill. They hit the cycle start button to produce a personalized Haas F1 key fob on the machine, which they could bring home.

**UA Canada:** Visitors had the opportunity to interact with piping professionals and experience interactive activities including simulated welding opportunities and pipe joining methods such as soldering copper.

**Canadian Armed Forces:** Students checked out various naval and aerial engines with welding stations, sewing stations, TVs with promotional videos, and a sandbag lifting station as well as a large nomadic wall.

**Ordinateurs pour les écoles du Québec (OPEQ):** Visitors participated in OPEQ's activity which was offered by their technicians. This allowed youth to discover and manipulate different components that constitute a desktop or a laptop.

**Festo Didactic:** Students played the classic arcade game "The Claw". With the latest handling technology from Festo, this game has been reinvented. Using the classic control system, there were no tokens required to position the Festo XY axis and close the adaptive gripper fingers around the prize of their choice.

**Schneider Electric Canada Inc.:** Visiting students had the chance to check out a cobot robotic arm!

**Princess Auto:** Students joined a wrench race where they used an impact wrench to remove wheel lug nuts. This taught students how air tools, compressors and safety equipment are used. Students also competed to see who could remove lug nuts and wheels the fastest.



# THE OPENING CEREMONY LAUNCHES SCNC QUÉBEC 2024!

The opening ceremony for the Skills Canada National Competition (SCNC) 2024, in Québec, was held at the Centre de foires d'ExpoCité. This was attended by competitors, experts, trainers, industry partners, educators, parents and other stakeholders, and included:

- A lively parade of the nation's competitors by each province and territory.
- A special shout out to the skills community including our hard-working competitors, dedicated volunteers, valued partners, special guests and Member Organizations.
- Kind greetings from Knowledge Keeper, Elder Édith Picard, who is from the Huron-Wendat Nation.
- The national anthem was performed by the talented Jennifer Bellerose.
- This year's emcees were Skills/Compétences Canada alumni Cassandra Bilodeau, WorldSkills Team Canada 2015 competitor in Car Painting, and Emma Kilgannon, WorldSkills Team Canada 2022 competitor in Pâtisserie and Confectionery.
- Inspiring speeches from Skills/Compétences Canada's (SCC), Dr. Patrick Rouble, President, and Shaun Thorson, Chief Executive Officer; the Honourable Randy Boissonnault, Minister of Employment, Workforce Development and Official Languages; Bernard Drainville, Minister of Education; SCC alumni Anthony Minotti, WorldSkills Team Canada 2024



competitor in Automobile Technology and Olivia Sewell, WorldSkills Team Canada 2024 competitor in Cooking, and a warm welcome from Cynthia Gauthier, professional Monster Truck Racer and Welder, who also declared the official start of the competition.

- Gripping entertainment by circus performers Wheels in Motion and Aerial Cube Trio.
- The opening ceremony was also live streamed on SCC's YouTube channel.

## SCC HONOURS JOHN OATES, AN INSPIRING ADVOCATE OF THE SKILLS MOVEMENT

For the third year, Skills/Compétences Canada (SCC) gave a special award in honour of John Oates, the former President of SCC who sadly passed away in 2021. John served as President, both provincially and nationally, and made a lasting impact on Canadian youth. SCC is committed to ensuring his legacy lives on. The John Oates memorial award is given annually at SCNC. The award recipient must demonstrate the kind of volunteer contribution exemplified by John. They will have: a long history of volunteerism; given generously of their time and effort; been a strong advocate of the skills movement; have a firmly established record of selfless commitment; and be seen as a caring and giving individual that others look up to and admire.

This prestigious award was presented by Sue Lefort, Vice-President of SCC's National Board of Directors and previous recipient of this award, and given to

Jozée Dulude from Québec. SCC is proud to award this valuable volunteer. Jozée has over 32 years of experience as a teacher in Fashion Technology. She has also been a volunteer of Skills/Compétences Canada for 26 years as an expert in her field, and has been involved with WorldSkills since 1999. Jozée is a valued leader who inspires the next generation by sharing her knowledge and passion for her trade. Congratulations!



# SKILL AREAS AT SCNC 2024

2D Character Computer  
Animation

3D Character  
Computer Animation

3D Digital Game Art

Aerospace Technology

Aesthetics

Architectural Technology  
& Design

Autobody Repair

Automobile Technology

Baking

Bricklaying

Cabinetmaking

Car Painting

Carpentry

Cooking

Cloud Computing

CNC Machining

Electrical Installations

Electronics

Fashion Technology

Graphic Design Technology

Hairstyling

Heavy Vehicle Technology

Industrial Control

Industrial Mechanics

IT Network Systems  
Administration

IT Office Software  
Applications

Job Search

Job Skill Demonstration

Landscape Gardening

Mechanical  
Engineering CAD

Mechatronics

Mobile Robotics

Outdoor Power and  
Recreation Equipment

Photography

Plumbing

Precision Machining

Public Speaking

Refrigeration and  
Air Conditioning

Sheet Metal Work

Sprinkler Fitter

Steamfitter/Pipefitter

Video Production

Web Technologies

Welding

Workplace Safety





# RELIVE THE SCNC EXCITEMENT BY CHECKING OUT THE LIVE STREAM!

This year, Skills/Compétences Canada (SCC) live streamed the Skills Canada National Competition (SCNC), and the opening and closing ceremonies for the third year in a row. This live stream included dynamic event coverage with three bilingual broadcast hosts. The live stream included competition footage from 19 competitions and over 50 onsite interviews with partners, government representatives, policymakers, alumni, competitors, industry celebrity Cynthia Gauthier, members of the National Technical Committee and the National Board of Directors. In addition, there were exciting live presentations and demonstrations from the Skills for Success Stage.

The live stream included approximately 15 hours of competition footage, and the opening and closing ceremonies. Viewers could see the competitors' progress in their project throughout the competition and learn about new careers. Members of the National Technical Committee explained the competition projects, the careers available in their field and what it takes to be successful in their trade or technology.

The live stream had **15,995 views**. Check it out to learn more about careers in the skilled trades and technologies and hear inspiring stories from the skills community on the impact that these careers have had on their lives, on [SCC's YouTube channel](#).



# NEW ELEMENTS AND HIGHLIGHTS

The **DeWalt Tool Enhancement Program** was offered for the 12<sup>th</sup> consecutive year. Post competition, several high schools and the local Habitat for Humanity in Québec City received Stanley DeWalt tools which were used during the competition. This included a variety of Stanley hand tools and DeWalt power tools and accessories. The DeWalt Tool Enhancement Program has proven to be a legacy for the provinces in which the Skills Canada National Competition (SCNC) is hosted.

The **RBC Best of Region Award** was presented to the individual from each province or territory with the overall highest score using a Z-score calculation formula. They also received a \$1,500 cash award and participated in several media interviews focused on their skills journey.

The 28 official members of **WorldSkills Team Canada 2024** attended SCNC Québec 2024 to cheer on the competitors and witness the competition action. In addition, they continued their training and preparations for the WorldSkills Competition 2024, in Lyon, France, which will be held in September.

This year **UA's Soaring Skills Program** hosted Indigenous students to come experience SCNC. Students explored the various Try-A-Trade® and Technology activities and learned about careers in the skilled trades and technologies. They also had the opportunity to see the competitors compete in their trade or technology. Check out this [video](#) featuring the students from the Soaring Skills Program as they participate in several fun activities.





For the second time, Skills/Compétences Canada (SCC) hosted the **Skills Showcase Featuring First Nations, Inuit and Métis Skills**. SCC partnered with First Nations, Inuit, and Métis organizations to host the Skills Showcase at SCNC. This allowed thousands of visitors to explore First Nations, Inuit, and Métis skills and discover how these skills align with several Skill Areas at SCNC. This showcase focused on the intergenerational transfer of many traditional skills such as birch basket and canoe making, storytelling, TV/video production, visual art and textile design from Elders, First Nations, Inuit, and Métis artists and experts, to youth. It demonstrated the links between these skills and potential careers in the skilled trades and technologies.

The **Skills Showcase** artists included:

- **Doreen Stevens** who used storytelling for different display pieces such as: tv/video production (film) on screen, birch baskets and canoes, and canvas/murals. There was also an interactive piece surrounding birch basket and canoe making.
- **Charlotte Stevens** who displayed several pieces with storytelling including: TV/video production (film) on screen, canvas/murals, and a display of other art pieces. She also performed a hoop dance.





For the second time, SCC held the **Empowering Women in Trades** Initiative at SCNC. This hub was dedicated to showcasing the array of incredible career opportunities available to young women in the skilled trades. Visitors had the opportunity to participate in interactive activities and speak with tradeswomen who love their job to discover what inspired them to pursue their career. Industry celebrity Cynthia Gauthier, Monster Truck Racer and Welder, and industry leaders were onsite to help young women discover the fulfillment that tradeswomen find in their work. In addition, participants could check out the photo booth and take home some fun activities. This initiative was sponsored by Cenovus.



# CELEBRITY QUOTE



"It was an honour for me to be able to speak in front of the new generation of skilled workers at the Skills Canada National Competition 2024, in Québec City, and **share my passion** for the skilled trades. As a woman, I'm also really proud to see other women pushing their boundaries and showing that women can follow a career in the skilled trades too. I'm really competitive myself, and it was great to cheer on all the competitors from across Canada".

**Cynthia Gauthier, Professional Monster Truck Racer and Welder**

# THE SKILLS COMMUNITY COMES TOGETHER

On May 29, Skills/Compétences (SCC) held a Networking Reception for educators, industry leaders, government representatives, SCC alumni and associations. Guests had the opportunity to mix and mingle, and share their skills stories. This event was sponsored by UA Canada. In addition, several attendees gave inspiring speeches to kick off the reception and celebrate the opening of the event. This included the Honourable Minister Boissonault, Minister of Employment, Workforce Development and Official Languages; Dr. Patrick Rouble, President of SCC, Mike Gordon, Director of Canadian Training, UA Canada, and SCC alumna Isabelle Bélanger, WorldSkills Team Canada 2013 competitor in Graphic Design Technology.

The Welcome Reception, held on May 29, was presented by DEWALT and Stanley Tools for the eighth consecutive year. Industry celebrity Cynthia Gauthier, Monster Truck Racer and Welder, kicked off the event with a spirited

welcome to the attendees including the competitors, volunteers, and partners. This reception also featured The Hockey Circus Show by Paz, who combined acrobatics, juggling, and one-of-a-kind hockey stunts for the crowd.

On June 1st, SCC hosted the Farewell Brunch with Presenting Sponsors Cenovus Energy and Home Hardware Stores Limited. This was an opportunity to thank all the delegates for coming to the Skills Canada National Competition (SCNC) 2024, in Québec. Several speakers gave a welcome address to the participants including: Shaun Thorson, Chief Executive Officer of SCC, Mario Durocher, Regional Director-Retail Operations for Home Hardware Stores Limited, and Laurie Breton, SCC alumna and WorldSkills Team Canada 2022 competitor in Aerospace Technology.

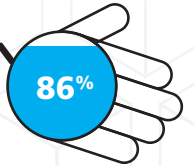
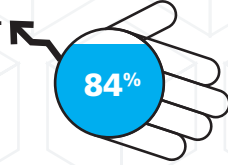


# THE IMPACT OF SCNC

**92%** of spectators would recommend SCNC to others.



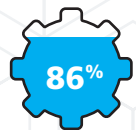
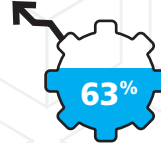
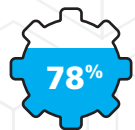
More than 8 in 10 competitors agree that SCNC has improved their adaptability skills (**86%**) and problem-solving skills (**84%**).



**84%** of spectators say that they learned new sources of information on how to pursue a career in skilled trades and technologies at SCNC while **85%** say they learned about new career options.



Competitors feel that because they participated at SCNC, their parents (**86%**), their friends (**78%**), and their teachers (**63%**) know more about skilled trades and technologies.



**96%** of spectators who participated in a Try-A-Trade® and Technology activity rated their experience as good.



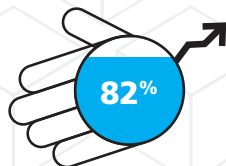
**98%** of competitors and **84%** of spectators agree that SCNC was a positive experience.



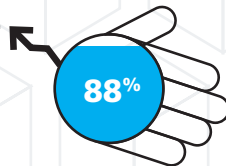
**82%** of competitors agree that the competition has improved their technical skills.



**82%** of competitors believe that SCNC has increased their chances of getting a job.



**88%** of competitors believe that the competition has increased their self-confidence and motivated them.





Highlighting  
Reading

# THE SKILLS FOR SUCCESS ARE IN THE SPOTLIGHT

The Skills for Success (SFS) were highlighted throughout the Skills Canada National Competition (SCNC) 2024, in Québec, with a focus on *Reading*, this year's SFS theme. Several alumni groups were onsite at SCNC Québec 2024 to promote skilled trade and technology careers to youth, our future skilled workforce. They also shared their skills success stories with visitors, and participated in several programs and activities onsite.

## The Skills for Success Youth Assembly Discussed the Future of Skills

Held in conjunction with SCNC Québec 2024, the Skills for Success Youth Assembly (SFSYA) provided an opportunity for young adults to discuss Skills/Compétences Canada's (SCC) activities and initiatives. SFSYA gathered recommendations from young Canadians on how to improve SCC's messaging, while discussing important industry issues that directly affect them as they enter the workforce. This year's theme of Reading was integrated into their onsite activities. In addition, SFSYA spent time with the Soaring Skills student group to discuss the Skills Canada National Competition, and also participated in several activities. The SFSYA also toured the competition floor at SCNC and met with visitors to share their journeys.







## The National Alumni Committee Reconvened at SCNC 2024

The National Alumni Committee (NAC), which includes Skills/Compétences Canada alumni from each province and territory, was formed to create, support, and provide guidance to the Skills Canada Alumni Associations across Canada. NAC ensures that the best interests of their alumni member associations are met and that each of their voices are heard. The NAC gathered at SCNC for the fifth time and worked together to establish a consistent message and continue to be a conduit of information for all alumni in their jurisdictions. They also discussed how to engage youth in skilled trade and technology competitions. They were onsite at SCNC to cheer on all the talent and share their success stories. In addition, they supported the SFSYA and Soaring Skills Program, and acted as Team Leaders for their activity. They also provided guided tours of the competition alongside SCC's board members.



## Students Learned about the Skills for Success

At SCNC, student visitors had the opportunity to participate in over 50 Try-a-Trade® and Technology activities, to put their skills to the test and get a feel for the trades. They had the chance to complete a variety of trade and technology related projects and bring home products that they created with their own hands. Students were given a Skills for Success passport and encouraged to complete it by identifying the Skills for Success used at various Try-a-Trade® and Technology activities. Submitted passports were eligible to win a prize.

## Visitors Tested their Skills on the SFS App

Student visitors had the chance to try out the Skills/Compétences Canada Mobile App, which was available at the SFS booth. Using this app, they learned about the nine Skills for Success needed for work and life. They could also evaluate and improve their skills, discover over 40 trade and technology career profiles, and check out a directory of trade and technology schools in Canada. Check out the app using the QR code below.

**TEST YOUR SKILLS FOR SUCCESS!**



## Skills for Success Forum

The Skills for Success Forum was held on May 30<sup>th</sup>, at SCNC, and was sponsored by la Corporation des concessionnaires automobiles du Québec (CCAQ) and Futureworx. This was an opportunity to bring education and industry together to discuss the importance of educating youth on the nine Skills for Success and how they relate to the skilled trade and technology occupations. The Forum also enabled attendees to participate in interactive sessions that encouraged open dialogue amongst many stakeholder groups.

# NATIONAL SKILLS CHAMPIONS WERE ANNOUNCED AT THE CLOSING CEREMONY!

- The Skills Canada National Competition (SCNC) 2024 closing ceremony was held at the Centre de foires d'ExpoCité, in Québec City, and was attended by competitors, alumni, experts, trainers, partners, educators, parents, government officials and other stakeholders.
- The closing ceremony was dedicated to Terry Cooke, Past President of Skills/Compétences Canada (SCC), Founding Member of Skills Canada Alberta and WorldSkills Board Member, who recently passed. He spent much of his life mobilizing young people to get involved in skills education, training and competitions. He also made a significant contribution to the skills movement.
- The highlight video capturing memories from SCNC Québec 2024 was featured.
- Address from Sylvain Morissette, Business Manager and Financial Secretary for UA Local 144, and Mario Durocher, Regional Director for Home Hardware Stores Limited. The Canadian Armed Forces also presented a video greeting.
- The Achievement Award was given to National Technical Committee member Alain Harvey, Expert in Landscape Gardening, for going the extra mile to ensure SCNC's success and sharing his passion for his trade.
- The Contest Safety Award was given to Job Skill Demonstration, for their recognition of the importance of safety in the workplace.
- Gold, silver and bronze medals were awarded to competitors in 45 Skill Areas at SCNC Québec 2024.
- The RBC Best of Region Awards were presented to the individual from each province or territory with the highest score.
- For the fourth time, Skills/Compétences Canada (SCC) held a Winner's Circle where the medal winners posed for an official photo, which were shared on SCC's social media platforms to capture their excitement. In addition, the medalists had their reactions captured on video.
- Flag exchange ceremony between Compétences Québec, the current SCNC host, and Skills Canada Saskatchewan, the host of the next SCNC.
- The entire closing ceremony was live streamed and posted on [SCC's YouTube channel](#).



# EVENT PROMOTION

Skills/Compétences Canada (SCC) promoted the Skills Canada National Competition (SCNC) 2024, in Québec, by securing promotions with media companies in print and through digital video promotions.

## Campaign

- A six-week campaign that began on April 22, in the province of Québec with Montréal and Québec City as the focus. The target group was youth, from 15 to 35 years old, as well as parents and teachers, from 35 to 55 years old.

## Digital

- Digital promotion included: digital billboards, on roads, malls, colleges, restaurants, and movie theaters;
- Social media promotion included Facebook, Instagram and YouTube (30 second SCNC ad);
- Acuity (Web display).

## SCC e-newsletter

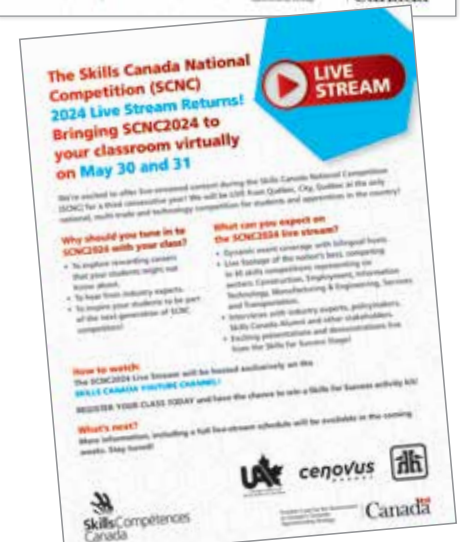
- SCC promoted SCNC 2024 in our May e-newsletter edition.

## Live Stream direct e-mail campaign

- SCC produced a direct email campaign schedule that was shared with Member Organizations and produced two one-pagers including the live stream schedule to promote attending SCNC 2024 via the live stream to all Canadian schools.
- The outreach for this campaign was done by SCC's Member Organizations by distributing to their school and teacher contacts to engage a country-wide viewership during the competition days.

## Promotional Posters

- SCC distributed several posters including: SCNC 2024 save the date; SCNC general poster; About SCNC 2024; and Québec school invitations.



# SKILLS ARE IN THE SPOTLIGHT

There were **over 100 million people reached** for SCNC Québec 2024 in May and June 2024. Check out the TOP TEN media hits from SCNC Québec 2024!

1. May 16, 2024, in Castanet: Best in province Osoyoos secondary student competing at the Skills Canada National Competition, in Electronics – <https://www.castanet.net/news/Oliver-Osoyoos/487614/Best-in-province-Osoyoos-secondary-student-competing-at-Skills-Canada-National-Competition-in-electronics>  
**Reach: 1,285,599**
2. May 25, 2024, in ICI Radio-Canada: Britany Bouchard Lebel représentera la région aux Olympiades canadiennes des métiers et des technologies (Britany Bouchard Lebel will represent the region at the Skills Canada National Competition) – <https://ici.radio-canada.ca/nouvelle/2075469/olympiades-metier-cfp-val-dor>  
**Reach : 5,203,788**
3. May 30, 2024, in The National Post: Skills/Compétences Canada Officially Launches the Skills Canada National Competition 2024, in Québec City – <https://nationalpost.com/globe-newswire/skills-competences-canada-officially-launches-the-skills-canada-national-competition-2024-in-quebec-city>  
**Reach: 4,325,784**
4. June 1, 2024, in The National Post: National Skills Champions are Honoured at the Skills Canada National Competition 2024, in Québec – <https://nationalpost.com/globe-newswire/national-skills-champions-are-honoured-at-the-skills-canada-national-competition-2024-in-quebec>  
**Reach: 432,5784**
5. June 3, 2024 : Georgian students reach podium at the Skills Canada National Competition – <https://www.barrietoday.com/local-news/georgian-students-reach-podium-at-skills-canada-competition-8965333>  
**Reach: 361,449**
6. June 5, 2024, in Castanet: Osoyoos high school student wins gold at the Skills Canada National Competition, in Electronics – <https://www.castanet.net/news/Oliver-Osoyoos/490824/Osoyoos-high-school-student-wins-gold-at-Skills-Canada-National-Competition-in-electronics>  
**Reach: 1,285,599**
7. June 6, 2024, in Saltwire.com: P.E.I. team records its highest medal count at the Skills Canada National Competition – <https://www.saltwire.com/cape-breton/news/canada/pei-team-records-its-highest-medal-count-at-skills-canada-nationals-100970453/>  
**Reach: 680,633**
8. June 6, 2024, in Le Soleil: Avec son diplôme, une finissante en coiffure de Rimouski reçoit une voiture (A Rimouski hairdressing graduate receives a car with her diploma) – <https://www.lesoleil.com/actualites/actualites-locales/est-du-quebec/2024/06/06/avec-son-diplome-une-finissante-en-coiffure-de-rimouski-recoit-une-voiture-A235XKX7CBAM3HPF5ICRIDWLWE/>  
**Reach : 755,041**
9. June 9, 2024, on VOXM-AM: CBS Hairstylist Awarded RBC Best of Region Award at the Skills Canada National Competition 2024 – <https://voxm.com/2024/06/09/cbs-hairstylist-awarded-rbc-best-region-award-at-2024-skills-canada-national-competition/>  
**Reach: 558,929**
10. June 14, 2024, in The Winnipeg Free Press: Steinbach students bring home Skills/Compétences Canada hardware – <https://www.winnipegfreepress.com/the-carillon/local/2024/06/14/steinbach-students-bring-home-skills-canada-hardware>  
**Reach: 582,907**



CHRIS GAREAU THE CARLTON Skills Canada SRSS medal winners Micah Bergman (left), Baltazar, Alyse Unrau and David Wall.

### Georgian students reach podium at Skills Canada competition

Ryle Reynolds, a mechanical technician - precision skills student at Barrie campus, won bronze in Computer Numerical Control Machining.

BarrieToday Staff Jun 3, 2024 6:00 PM



A.G. Thompson College Academic team members at the 2024 Skills Canada competition. From left, Nolan Christie, who received silver in Outdoor Power and Recreational Equipment, Paul Johnson, who received bronze in Computer Numerical Control, and Sanyuan professor Brett Austin. Photo submitted by Georgian College.

5

### STUDENT COMPETES NATIONALLY

### Best in province Osoyoos secondary student competing at Skills Canada National Competition in electronics



Photo: Contributed  
Tucker Macor wins gold at Skills Canada. A 17-year-old Tucker Macor spent two weeks at school after spring break putting a 2005 Jeep Liberty engine in a 2009 body.

1

### Britany Bouchard Lebel représentera la région aux Olympiades canadiennes des métiers

2



Britany Bouchard Lebel, triomphe en dessin de bâtiment au CFP canadiennes des métiers et des technologies les 30 et 31 mai 2024. PHOTOS: BRIGITTE CHARRON - HYPERA COUVERTURE

### P.E.I. team records its highest medal count at Skills Canada nationals

Mylvian, Silvana - Reporter | Posted: June 6, 2024, 8:07 a.m. | Updated: June 6, 2024, 2:28 p.m. | 8 Min Read



7

### Skills/Compétences Canada Officially Launches the Skills Canada National Competition 2024, in Quebec City

GlobalNews.com

Published May 30, 2024 • 3 minute read

Join the conversation



Students from across Canada get ready to compete at the Skills Canada National Competition 2024, in Québec, QNW.

3

### National Skills Champions are Honoured at the Skills Canada National Competition 2024, in Québec

GlobalNews.com

Published Jun 01, 2024 • 2 minute read

Join the conversation



The RBC Best of Region Award winners receive their medals. SNW

4



Marie-Victoria, Sarah-Eve Marquis, accompagnée de Sébastien Houde et de Guillaume Michaud de la RBC, les élèves en concurrence et mécanicien auto qui ont gagné le véhicule. (CFP Mary-Josh-Rousseau)

8

### CBS Hairstylist Awarded RBC Best Region Award at 2024 Skills Canada National Competition

Jun 9, 2024 | 7:00 AM



A hairstylist from Conception Bay South has been awarded with the RBC Best Region Award at the 2024 Skills Canada National Competition.

9

### Osoyoos high school student wins gold at Skills Canada National Competition in electronics

Sarah Crossbell Jun 3, 2024 | 4:00 am



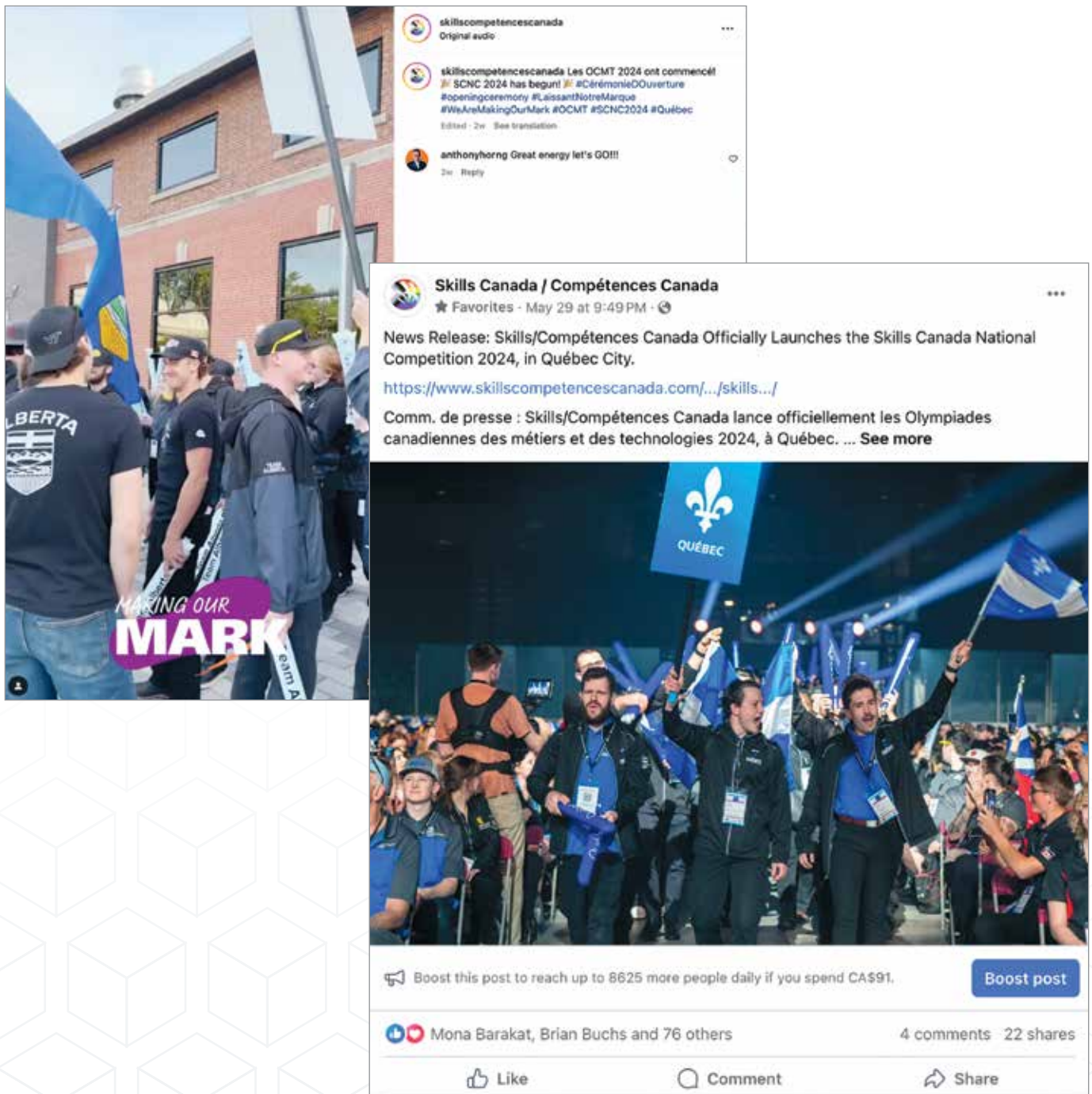
Photo: Contributed  
Tucker Macor, and Jason Li  
Secondary School student has become the best in the country for electronics, winning Canada National Competition over the weekend.

6

# SCC ENGAGES WITH THE SKILLS COMMUNITY THROUGH SOCIAL MEDIA

Our official event hashtag **#SCNC2024** was used on Skills/Compétences Canada's (SCC) social media channels including Facebook, X, Instagram and LinkedIn. There was a total of **148,597 impressions** across SCC's social media platforms from May 29 to June 1, during the Skills Canada National Competition (SCNC) 2024, in Québec.

Here are some of our top posts from SCNC Québec 2024:



The collage features several elements:

- Top Left:** A photo of people at an event, some wearing black t-shirts with 'ALBERTA' and 'Team A' on them, and holding blue and white flags. A purple graphic overlay says 'MAKING OUR MARK'.
- Top Right:** A screenshot of a social media post from 'skillscompetencescanada' with the text: 'Original audio', 'skillscompetencescanada Les OCMT 2024 ont commencé! 🎉 SCNC 2024 has begun! 🎉 #CérémonieD'Ouverture #Openingceremony #LaissantNotreMarque #WeAreMakingOurMark #OCMT #SCNC2024 #Québec', and a reply from 'anthonyhorng' saying 'Great energy let's GO!!!'.
- Middle Right:** A screenshot of a Facebook post from 'Skills Canada / Compétences Canada' dated May 29 at 9:49 PM. The text reads: 'News Release: Skills/Compétences Canada Officially Launches the Skills Canada National Competition 2024, in Québec City.' followed by a link and a French version: 'Comm. de presse : Skills/Compétences Canada lance officiellement les Olympiades canadiennes des métiers et des technologies 2024, à Québec. ... See more'.
- Bottom Right:** A large photo of a group of people in blue and black jackets celebrating, holding blue and white flags. A blue banner with a fleur-de-lis and 'QUÉBEC' is visible.
- Bottom Right (Facebook Post):** A screenshot of the Facebook post interface showing 'Boost this post to reach up to 8625 more people daily if you spend CA\$91.', 'Boost post' button, and engagement stats: 'Mona Barakat, Brian Buchs and 76 others', '4 comments · 22 shares', and buttons for 'Like', 'Comment', and 'Share'.

**Skills / Compétences Canada**  
 3,343 followers  
 2w · 🌐

News: National Skills Champions are Honoured at the Skills Canada National Competition 2024, in Québec:  
<https://lnkd.in/e-nQbWW9>

Comm. de presse: Les champions nationaux sont honorés aux Olympiades canadiennes des métiers et des technologies 2024, à Québec :  
<https://lnkd.in/eQ55yFke>

#SCNC2024 #OCMT2024

See translation



Cameron Miles and 62 others · 1 comment · 6 reposts

Reactions



**Skills Canada** @Skills\_Canada · May 31

Thank you to [@SeamusORegan](#) for spending the day with us at #SCNC2024!

Minister O'Regan explored our Try-A-Trade® and Technology Activities, participated in an interview on our live stream and time to meet with competitors from his home province of Newfoundland and Labrador!



3 · 5 · 12 · 1.8K

# MARK YOUR CALENDAR FOR THE SKILLS CANADA NATIONAL COMPETITION 2025, IN REGINA, SASKATCHEWAN!

Get ready for next year's Skills Canada National Competition which will be held on **May 29 and 30, 2025 at the Regina Exhibition Association Limited (REAL) District.**



Join us for the Skills Canada National Competition (SCNC) 2025, in Regina, Saskatchewan. Through SCNC, Skills/Compétences Canada promotes skilled trade and technology careers to Canadian youth. The Skills Canada National Competition is our flagship event and is an ideal way to connect with tomorrow's workforce. Join us in **#CreatingPossibilities** for our future skilled workforce!

A few fun facts about this city:

- Regina, the capital of Saskatchewan, became a city in 1903 and is the 16<sup>th</sup> largest city in Canada. It is in the middle of the Prairie Provinces with Alberta to the west, and Manitoba to the east.
- Regina is located on Treaty four land and within the traditional territory of the Métis. Indigenous people have lived in this region through many thousands of years. This area was one of the important places where people would come to hunt the roaming herds of bison.
- Today, this diverse and vibrant community is one of Canada's fastest growing major cities.
- It is the home of the Royal Canadian Mounted Police, Canada's national police force, and the "Queen City", in honour of Queen Victoria.

- Regina is a cultural powerhouse with the Regina Symphony Orchestra; Canada's oldest continuously performing orchestra, since 1903.
- The four-time Grey Cup-winning Canadian Football League franchise (Saskatchewan Roughriders) started in Regina in 1910.
- Wheat and railways were the dominant influences in the growth of Regina after the turn of the century.

We could not hold an event of this magnitude without the support of our partners and stakeholders, including our Funding Partner the Government of Canada and many others. To see our list of partners, check out our website at: [www.skillscompetencescanada.com/en/skills-canada-partners/](http://www.skillscompetencescanada.com/en/skills-canada-partners/).

To discuss a sponsorship opportunity that best suits your organization, contact: Patrick LeClair, Director, Business Development, at 902-314-2180 or [patrickl@skillscanada.com](mailto:patrickl@skillscanada.com).

Stay tuned on SCC's social media channels and website to stay up to date with SCNC Regina 2025! **#SCNC2025**





## SEE THE WORLD'S BEST COMPETE AT WORLDSKILLS LYON 2024

The 47<sup>th</sup> WorldSkills Competition will take place from September 10 to 15, 2024, in Lyon, France.

The WorldSkills Competition, held every two years, inspires youth to discover the many interesting careers that are available in the skilled trade and technology sectors. With an increasing demand for skilled workers, the skilled trades and technologies offer a rewarding and lucrative career path for youth around the world. Throughout the Competition, stakeholders from industry, government, and education are provided with the opportunity to exchange information and best practices regarding industry and professional education at networking events and thought-provoking conferences.

At WorldSkills Lyon 2024, approximately 1,400 competitors from over 70 Member countries and regions over five continents, will compete in 59 Skill Areas for the prestigious title of world champion in their respective trade or technology. These Skill Areas represent six sectors: Manufacturing and Engineering Technology, Information and Communication Technology, Construction and Building Technology, Transportation and Logistics, Creative Arts and Fashion, and Social and Personal Services. There will be 28 members of WorldSkills Team Canada 2024 who will be

competing in 27 Skill Areas. To read their biographies, go to: [www.skillscompetencescanada.com/en/event/worldskills-lyon-2024](http://www.skillscompetencescanada.com/en/event/worldskills-lyon-2024). The 47<sup>th</sup> WorldSkills Competition will take place at Eurexpo Lyon, in front of 250,000 spectators. In addition, there will be approximately 2,500 onsite volunteers.

The event slogan for WorldSkills Lyon 2024 is: **Where there is a skill there is a way.**

Lyon is one of France's oldest cities, and is reputed as the gourmet capital of France. Its large historic centre, Le Vieux Lyon, is a UNESCO World Heritage site, and is the largest ensemble of Renaissance buildings in Europe. It is the hub of an urban area with over two million inhabitants. Lyon is also famed as the capital of the French silk weaving industry and a major textiles centre. This city is considered a major industrial and business hub with excellent rail and road links and one of France's busiest airports.

For more information about WorldSkills Lyon 2024, visit: [worldskills2024.com](http://worldskills2024.com).



## THANK YOU TO ALL OUR VOLUNTEERS!

Thank you to everyone that volunteered at the Skills Canada National Competition (SCNC) 2024, in Québec! We could not host such an impactful event without the help of our hundreds of volunteers who dedicate their time to ensure its success. This year we had over 400 National Secretariat volunteers, including our National Technical Committee who contribute year-round to oversee the 45 skilled trade and technology projects for the competitors. Onsite we also had our judges who adhere to strict guidelines to determine the competition winners, and over 100 general and key volunteers who support Skills/Compétences Canada's staff onsite in many areas. This includes registration, Skill Area support, social media and media, managing school groups and transportation, and setting-up and taking-down the event. Thank you for your hard work and positive attitude year after year! At SCNC Québec 2024, Skills/Compétences Canada gifted a special pin to all the volunteers to thank them for all they do to make this event such a great one. Thank you for helping us inspire our country's future skilled workforce!

## THANK YOU TO ALL OUR PARTNERS AND SUPPLIERS!

Thank you to all our SCNC Québec 2024 partners and suppliers for your continued support! It is because of you that we were able to host such an impactful event and engage youth; our future skilled workforce. This year we worked with hundreds of industry, education and government partners who dedicated their time and expertise in order to make our event a resounding success. Through your financial and material contributions, we are able to reach thousands of students and apprentices across the country and show them the rewarding careers that exist in the skilled trades and technologies. Thank you again to our valued partners for everything you do to contribute to this important event and for your participation onsite. Through your support of SCNC, you are **#CreatingPossibilities** for our country's youth while strengthening our country's economy. You are also helping us grow the skills movement by encouraging youth to pursue a skilled career.

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