

NATIONAL SKILLED TRADES AND TECHNOLOGY WEEK

2018 RECAP



"The Nova Scotia Apprenticeship Agency is excited that the Skills Canada National Competition is coming back to Halifax, NS in May 2019! To promote this amazing showcase of talent, the Agency was a proud sponsor of the National Skilled Trades and Technology Week (NSTTW) Official Launch. We believe providing opportunities for our youth to try the trades and speak with skilled trade professionals is a dynamic way to demonstrate the many careers available in the skilled trades in Nova Scotia and across Canada. The Agency is pleased to partner with Skills/Compétences Canada and Skills Canada - Nova Scotia in our commitment to the promotion and education of the value of apprenticeship training and trades certification to individuals as great careers and to the economy. Nova Scotia – Ready When You Are!"

MARJORIE DAVISON,
Chief Executive Officer, Nova Scotia Apprenticeship Agency



NOVA SCOTIA
APPRENTICESHIP
AGENCY



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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 government 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.

NATIONAL SKILLED TRADES AND TECHNOLOGY WEEK (NSTTW)

NOVEMBER 4TH – 11TH, 2018

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 trade 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 IS IT HAPPENING?

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. This week of events and information is dedicated to raise awareness through insight into the career options available. Skills/Compétences Canada's plan is to work 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.
- 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 to ensure that Canada remains at the forefront of competitive advantage in global economies.

**HIGHLIGHTING ESSENTIAL SKILLS
FOR A SUCCESSFUL CAREER:
INTRODUCING 2019'S THEME
OF CONTINUOUS LEARNING.**



"I was, once again, honoured to be part of the Official Launch of this year's National Skilled Trades and Technology Week in Halifax! This amazing event is all about promoting the pursuit of a skilled trade or technology education and helping youth understand the viability of this path and the many career choices that are available to them. I believe it's so important to try new things, especially for young women. There are so many opportunities out there. Don't sell yourself short. You will never know what is out there unless you try. It may just change your life!"

SHERRY HOLMES
Ambassador of
Skills/Compétences Canada

SKILLED FUTURES AT STEMFEST

In conjunction with the official launch of NSTTW, Skills Canada - Nova Scotia hosted Skilled Futures at STEMFest, in partnership with the Aboriginal Skilled Trades Fair. Participants were given the opportunity to explore skilled trade and technology career options by participating in hands-on workshops, ranging from 3D game art to tidal energy, and by visiting the interactive NSTTW Try-A-Trade® and Technology displays.



THE NUMBERS TELL THE STORY

30+

**TRY-A-TRADE®
AND TECHNOLOGY
ACTIVITIES**

500+

STUDENTS

10

**GOVERNMENT
AND REPAIR**

TRY-A-TRADE® AND TECHNOLOGY ACTIVITIES:

- Over 30 partners of Skills/Compétences Canada and Skills Canada Nova Scotia hosted Try-A-Trade® and Technology activities aimed at engaging young visitors.
- Over 500 students attended and participated in a variety of interactive activities.
- Industry celebrity Sherry Holmes from HGTV's *Holmes Inspection*, *Holmes Makes it Right* and *Holmes: Next Generation* participated and engaged with youth.

THANK YOU TO OUR EXHIBITORS:

- | | | |
|-------------------------------------|---|---|
| — UA Canada | — CWB Welding Foundation | — Construction Association of Nova Scotia |
| — Nova Scotia Apprenticeship Agency | — FESTO | — Opportunity Place (Nova Scotia Works) |
| — Stanley/DeWALT | — Coast Tire & Auto Service Ltd | — St. Francis Xavier |
| — Fixture Laser | — HDC Hair and Aesthetics | — Construction Safety Nova Scotia |
| — Computers for Schools Nova Scotia | — Cape Breton University | — Nova Scotia Power |
| — Cosmetology Association of NS | — Operating Engineers Local 721 | — Skills Canada Collision Repair Program |
| — LCN | — Iconic CNC | — Stellar Industrial Sales Ltd. |
| — Canadian Armed Forces | — Nova Scotia Community College | — Novus |
| — Canadian Woodworker | — Nova Scotia Construction Sector Council | |
| — Lincoln Electric | | |

65+

ERNMENT
INDUSTRY
ESSENTATIVES



NSTTW 2018 OFFICIAL LAUNCH HIGHLIGHTS

Skills/Compétences Canada, in partnership with the Nova Scotia Apprenticeship Agency, hosted the Official Launch of National Skilled Trades and Technology Week (NSTTW) on November 6 at the Halifax Convention Centre.

The networking breakfast, held in conjunction with the official launch, had over 160 guests including government representatives, industry and post-secondary students from the Nova Scotia Community College.

Special guests included: Hugh MacKay, MLA for Chester-St. Margaret's, on behalf of Labour and Advanced Education Minister Labi Kousoulis; HGTV's *Holmes Inspection*, *Holmes Makes it Right* and *Holmes: Next Generation* Sherry Holmes; John Oates, President, Skills/Compétences Canada; Shaun Thorson, CEO of SCC; Marjorie Davison, CEO, Nova Scotia Apprenticeship Agency; Marina Turbide, silver medalist, Job Search, at the 2018 Skills Canada National Competition, and Ryan Leedham, silver medalist, Aircraft Maintenance, at the 2015 WorldSkills Competition.

Video message from Minister of Employment, Workforce Development and Labour, The Honourable Patricia A. Hajdu.

National Skilled Trades and Technology Week was officially launched with a virtual car painting challenge, where the teams competed in a relay.

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

Skills/Compétences Canada announced that the 25th Skills Canada National Competition will be hosted in Halifax on May 28 - 29, 2019, at the Halifax Exhibition Centre.

Following the official launch, over 500 registered students from local high schools and post-secondary institutions participated in over 30 Try-A-Trade® and Technology activities held by educators and industry experts. These activities included aesthetics, electronics, virtual welding, autobody repair, precision machining, mechanical engineering CAD 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.





"I had so much fun!
I loved learning about
these trades."

JULIE PAUL
Student

"This is a great place to learn
and get more information
about what you want to do
in your life."

JACOB COPE
Student and winner of the
Essential Skills draw

"This event overall
was great and very
educational. I had fun."

ALYSSIA CHRISTMAS
Student



ESSENTIAL SKILLS AT NATIONAL SKILLED TRADES AND TECHNOLOGY WEEK LAUNCH

The Essential Skills Work Ready Youth Program (ESWRYP) workbooks were on display at the Essential Skills booth at the 14th National Skilled Trades and Technology Week launch event. Students were able to browse the modules in the workbooks 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. The Essential Skills are the necessary foundation for all facets of learning. For more information about the Essential Skills or to receive a copy of the modules, please contact Marisa Sosa, Essential Skills Program Manager, at: marisas@skillscanada.com.



EARNED MEDIA

Several media outlets covered National Skilled Trades and Technology Week 2018, in Halifax, including: Global Halifax, The Chronicle Herald and APTN News.

CHECK OUT THE TOP 5 STORIES RELATED TO NSTTW 2018:

1. Indigenous kids in Halifax take in trade fair to learn about robotics, wave energy

News – APTN National News,
November 6, 2018
Reach: over 11 million people

2. Sherry Holmes talks about the launch of National Skilled Trade and Technology Week in Halifax and the Skills Canada National Competition coming in 2019

News – Global Halifax,
November 6, 2018
Reach – over 5,5 million people

3. Sask. celebrates Skilled Trades and Technology Week

News – Global News,
November 5, 2018
Reach – Over 5,5 million people

4. Aboriginal Skilled Trades Fair attracts attention

News – The Chronicle Herald,
November 6, 2018
Reach – over 295,000 people

5. Trying out the trades

News – Collision Repair Magazine,
November 13, 2018
Reach – over 2,000 people



Global Halifax Interview

SOCIAL MEDIA CHANNELS DURING NSTTW

Facebook:

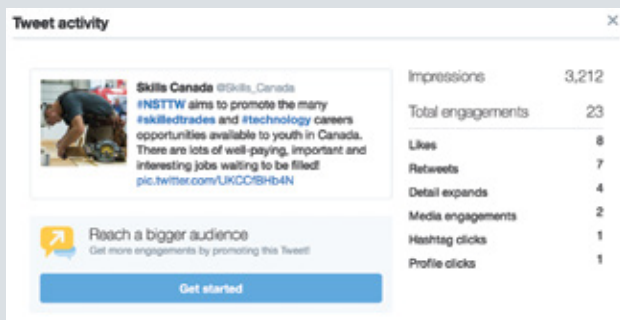
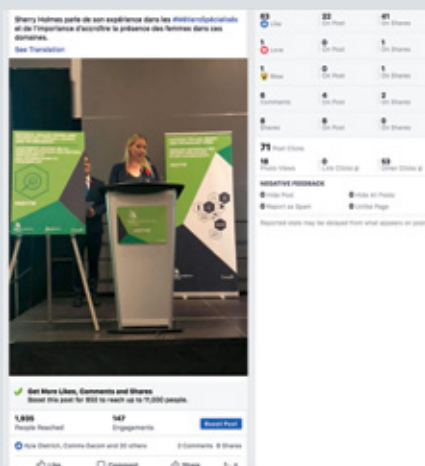
Reach: 32,506
Impressions: 44,359
Engaged users: 1,685

Twitter:

Impressions: 232,675
Engagements: 715

Instagram:

Impressions: 7,102
Likes: 318



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!

