



CELEBRATING A SILVER JUBILEE

MAY 27-30, 2019
HALIFAX EXHIBITION CENTRE



**SKILLS
COMPETENCES
CANADA.COM**
#SCNC2019





“UA Canada has been a proud sponsor of the Skills Canada National Competition since 2012 and I am proud to say we have just signed on as a Presenting Sponsor for another three years! At UA Canada, we are happy to be involved in the Provincial and National Competitions where young tradespeople showcase their skills and compete to be the very best in their trade or technology sector. The competition welcomes youth of all ages to attend, encouraging young minds to consider a career in the trades. Getting the opportunity to experience the Try-a-Trade® and Technology activities allows visitors to get their hands dirty and is a fantastic way to learn about the trades. The impact is much greater when participants get the chance to see, hear, smell and feel what each trade is like. UA Canada hosts many interactive events at the Skills Canada National Competition to encourage youth to join the trades because we know, first-hand, just what a great choice it is. See you next year in Vancouver!”

JILL TIMUSHKA RSE,
UA Canada, National Manager of Youth,
Diversity and Indigenous Relations Interim

SKILLS/ COMPÉTENCES CANADA (SCC)

MISSION

Is to encourage and support a coordinated Canadian approach to promoting skilled trades and technologies to youth.

VISION

Is for Canada to lead the world in skills development.

WHO WE ARE

SCC is a national, not for profit organization with member organizations in each province/territory. We work with employers, educators, labour groups and governments to promote skilled trade and technology careers to youth.

WHAT WE DO

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

WHY WE ARE NEEDED

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

SKILLS CANADA NATIONAL COMPETITION (SCNC)

- The Skills Canada National Competition is the only national, multi-trade and technology competition for students and apprentices in the country. During SCNC Canada's best in skilled trades and technologies compete to become the national champion in their respective discipline. Every year, more than 550 students and apprentices from across Canada come to SCNC to compete in over 40 Skill Areas.
- SCNC 2019 was attended by over 7,000 visiting students from the province of Nova Scotia along with stakeholders representing industry, labour, government, education and not-for-profit organizations. Visitors had the opportunity to participate in over 50 sponsored and competition area Try-A-Trade® and Technology activities, which provided hands-on experience, and demonstrated what's entailed in skilled trade and technology careers.
- Through these competitions and Try-A-Trade® and Technology activities, SCC seeks to get Canada's youth, including under-represented groups such as women and Aboriginals, to consider skilled trade and technology careers as a rewarding and lucrative option.
- At SCNC 2019, Continuous Learning, one of the nine Essential Skills, was highlighted in the on-site activities and the competition.
- This was SCNC's 25th anniversary! Over 163,000 people from across Canada have been involved in the Skills Canada National Competition during the last 25 years including competitors, volunteers, delegates and visitors.
- Through the Skills Canada National Competition, WE ARE #creatingpossibilities.



“This was my first time ever attending a Skills Canada National Competition and I was totally blown away by the energy, passion and excitement on display. The number of students, volunteers, and skilled trade professionals celebrating careers in trades was so refreshing and really something I would have liked to attend when I was younger. I highly recommend that any student who has the chance to attend one of these events jump at the opportunity to go. You never know where your passions and interests may be hiding and events like this allow you to explore them in a safe and structured way. I couldn’t be prouder to be a part of Skills/Compétences Canada and I am excited to attend another event in the future.”

ANDY HAY
Celebrity Chef,
Eastcoast Kitchen, Halifax, N.S.



"I am so honoured to be asked to participate in the Skills Canada National Competition year after year. Every year I'm reminded of how important these competitions are, not only in promoting a career in the trades as a rewarding one, but also because Skills/Compétences Canada is showing Canadian youth that it's cool and fun to be in the trades. The energy throughout the competition is contagious and you leave with a new sense of purpose and determination to follow your passions. One of my favourite quotes is "you can't be what you can't see" and Skills Canada is paving the way by showing students that you CAN have a successful career in the trades AND a support system surrounding you, cheering you on! Thanks again for having me :)"

KATE CAMPBELL
HGTV Personality and
Founder of KateBuilds Inc.

OPENING CEREMONY HIGHLIGHTS

- The SCNC 2019 opening ceremony was held at the Cunard Centre with over 1,800 attendees, including competitors, experts, trainers, industry partners, educators, government officials, parents and other stakeholders.
- Parade of champions by province/territory.
- Lively performance by 12 Wing Pipes and Drums Military Band from Shearwater, Nova Scotia.
- The Mikmaki Dance Troupe performed a traditional Mi'kmaq dance welcoming everyone to Nova Scotia.
- The national anthem was performed by talented singer Kalolin Johnson.
- Spoken word artist and Skills Canada Nova Scotia staff, Chris Gallant warmed up the crowd with a unique performance of his Spoken Word poetry.
- Inspiring speeches from Skills/Compétences Canada (SCC), President, John Oates, Shaun Thorson, CEO, SCC and partners; UA Canada, TC Energy and a warm welcome from Nova Scotia Community College. As well SCC Alumni Anastasia Cook, bronze medal winner in 2D Character Computer Animation at SCNC Toronto 2014 and Isabelle Collin, WorldSkills Calgary 2009 competitor in Beauty Therapy shared their experiences as SCC alumni.
- Folksy and uplifting performance by two-time Juno award winner, singer-songwriter and Nova Scotia's own Old Man Luedecke.
- Live streamed on Facebook, Instagram and Twitter.





SKILL AREAS

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

NEW ELEMENTS AND HIGHLIGHTS

1. The Stanley DeWalt Tool Enhancement Program was offered for the 9th consecutive year. Post competition five high schools and the local Habitat for Humanity in Nova Scotia each received Stanley DeWalt tools which were used during the competition. This included a variety of Stanley hand tools and DeWalt power tools such as cordless power tools, miter saws, scroll saws, and accessories. The Tool Enhancement Program has proven to be a lasting legacy for the provinces in which the SCNC is hosted.

2. UA Canada hosted its first Young Women in Construction Conference where a variety of Tradeswomen from across the country, including celebrity Tradeswomen Kate Campbell from HGTV, shared their stories about working in the construction trade. They spoke about the pride they take in their work and being able to create something that will be enjoyed by many people for years to come. They also spoke of the freedom that a career in the trades can bring. UA Canada hosted this informative event to introduce young women to the trades as a possible career choice. When young women can meet and see women working in the trades, they can see themselves in the trades. UA Canada looks forward to hosting the Young Women in Construction Conference again next year at the 2020 Skills Canada National Competition (SCNC) in Vancouver, to inspire more young women to join the trades.

3. SCC in partnership with UA Canada, welcomed an indigenous group and provided them with the opportunity to experience all that SCNC had to offer. The group were invited to a dinner with SCC's Executive Committee and staff members, and celebrity chef Andy Hay. They also attended the opening ceremony and toured the competition floor on day one, where they had the opportunity to participate in several Try-A-Trade® and Technology activities, introducing them to over 40 skilled trades and technologies. They also had the chance to meet industry celebrities Kate Campbell and Sebastian Clovis from HGTV, who

spoke to them about why the trades make a great career choice. Through their SCNC experience, they learned about the many exciting and lucrative career options that exist in the skilled trades and technologies.

4. For the first time ever, a WorldSkills Team Canada Selection Event took place where the 62 WorldSkills Team Canada Prospects went head to head to win a spot on Team Canada. The 32 official members of WorldSkills Team Canada 2019 were announced at the closing ceremony. These competitors have gone on to compete on the international stage at WorldSkills Kazan 2019, with the goal of bringing home the gold medal.

5. For the first time, we held a #SkillsAmbassador contest for SCNC 2019. SCNC Alumni were asked to tell us on social media how their Skills Canada experience changed their lives and careers. The winners were Braedan Willis (SCNC Vancouver 2013 competitor in TV Video Production) of Manitoba and Michelle Gilbert (SCNC Winnipeg 2017 competitor in Hairstyling) of New Brunswick. The Skills Ambassadors attended SCNC Halifax 2019 and participated in several activities including the VIP receptions with industry partners, they participated in the Official Launch camping challenge which was sponsored by RV Careers, they took part in an ES Talks panel and they presented medals at the closing ceremony. We look forward to running this contest again for SCNC 2020, in Vancouver.

6. For the first time ever in its 25 years, Skills/Compétences Canada hosted a Winner's Circle at the closing ceremony. The competition winners posed for an official photo after winning a medal. These photos were instantaneously shared to SCC's various social media platforms. The press was invited to join and ask the winning competitors how they felt in that moment and to see the rush of the winner's adrenaline having won a medal in their skilled trade or technology! The Winner's Circle was a huge success and will be a part of SCNC Vancouver 2020.



4



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5



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THE NATIONAL ALUMNI COMMITTEE RECONVENE AT SCNC HALIFAX 2019



The National Alumni Committee (NAC) held their second meeting in Halifax during the 2019 Skills Canada National Competition (SCNC). The Committee is comprised of a member from each province and territory, and was created to assist the Alumni Associations across Canada by helping them meet the needs and interests of their Member Organizations.

During their time at SCNC, they discussed and reviewed best practices, visions, strategic plans, recruitment, social media, skills events and more. Their main goal is to help Skills/Compétences Canada (SCC) succeed in promoting skilled trades and technologies to youth across Canada. NAC is the bridge of communication between the Skills Canada Alumni, Alumni Associations, Member Organizations and Skills Canada.

It is important to keep SCC alumni involved to help inspire Canadian youth to follow in their footsteps and to learn from their career journey. NAC's ultimate goal is supporting the provincial and territorial Alumni Associations through best practices, industry connections, exposure, incentives and volunteer opportunities!

Onsite at SCNC 2019, the Committee members also actively participated in the promotion of skilled trades and technologies through social media, videos and meetings. This included addressing competitors at the opening ceremony, speaking to Essential Skills (ES) Forum participants, and participating in a segment of ES Talks.

Follow SCC's social media channels to stay up to date with NAC's activities!

THE NUMBERS TELL THE STORY

50+

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

153

**SPONSORS AND
IN-KIND SUPPLIERS**
CONTRIBUTED TOWARDS AND
PROVIDED SUPPORT TO SCNC 2019

\$4 M+

**WORTH OF IN-KIND
CONTRIBUTIONS**
FOR MATERIAL AND EQUIPMENT

7,000+

VISITORS

50+

**EXHIBITORS IN THE
"CAREER ZONE"**

**THE ECONOMIC
IMPACT OF SCNC 2019
ON THE PROVINCE
OF NOVA SCOTIA
WAS OVER**

\$2.5 M



Committed to Excellence

Dédié à l'excellence

We Do It
Right
The First Time



CANADIAN PIPING TRADES
ÉTIERS DE LA TUYAUTERIE

UAC
CANADIAN PIPING TRADES
ÉTIERS DE LA TUYAUTERIE

PLUMBER



PLOMBIERS

We Do It **RIGHT** The First Time
UACANADA.CA



**WE DO IT
RIGHT
THE FIRST TIME**

UNITED ASSOCIATION



www.UACANADA.ca

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

Over 50 Try-A-Trade®
and Technology activities.

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

Over 7,000 registered
students and visitors attended
and participated in a variety
of hands on activities. Several
industry celebrities were also
on-site to take part in these
activities including:
HGTV's Kate Campbell
and Sebastian Clovis and
Andy Hay, local Halifax
celebrity chef.

The following partners hosted a
Try-A-Trade® and Technology activity
at SCNC 2019:

- UA Canada
 - Volvo Construction Equipment/
Strongco
 - RV Careers
 - Volkswagen Canada
 - J.D. Irving/Irving Shipbuilding
 - Canadian Armed Forces
 - Stanley DeWalt
 - Nova Scotia Boat Builders
Association
 - Viega
 - McCordick
 - Nova Scotia Construction
Sector Council
 - Trucking Human Resource
Sector Council
 - Nova Scotia Department of
Education and Early Childhood
Development
 - Nova Scotia Community College
Mobile Learning Centre
 - Nova Scotia Community College
-

Career Zone Exhibitors representing
trade and technology sectors included:

- Atlantic Canada Aerospace &
Defence Association
- Automotive Sector Council of
Nova Scotia
- Build Right Nova Scotia
- Canadian Coast Guard College
- Canadian Woodworker
- Carpenter Millwright College
- Collège communautaire du
Nouveau-Brunswick

- Cherubini Group
- CLAC
- Coast Tire
- College of the North Atlantic
- Consulab
- Copter Express Technologies
- Cormack Recruitment
- CWB Welding Foundation
- Emcon Services
- Emerson
- Employment and Social Development Canada
- Exambank.com
- Famic Technologies
- Fluke
- Habitat for Humanity Nova Scotia
- HDC School of Cosmetology
- In House Solutions
- Let's Talk Science
- Lincoln Electric
- Merit Nova Scotia
- Mitutoyo Canada
- Nelson
- Nova Scotia Apprenticeship Agency
- Nova Scotia Community College
- Nova Scotia Department of Labour and Advanced Education – Safety Branch
- Nova Scotia Power
- Nova Scotia Department of Energy and Mines
- Nova Scotia Works
- NP Group
- Praxair Canada Inc.
- Proof Experiences on behalf of Health Canada
- Pruftechnik Maintenance Technology Service
- RBC Foundation
- RCS Construction
- Southwire
- Toromont CAT
- TC Energy
- Trucking Human Resource Sector Council
- UA Canada
- Wurth







"The Nova Scotia Community College (NSCC) was thrilled to celebrate the Skills Canada National Competition's 25th anniversary in Halifax. NSCC students and staff involved in the competitions, Try-A-Trade® and Technology activities and Essential Skills Stage had an amazing experience and were proud to participate. Thank you for the opportunity to collaborate and support skilled trades and technologies. Good luck in Vancouver in 2020, we'll see you there!"

LUCY KANARY,
Dean, Trades & Technology, Nova Scotia Community College

NETWORKING EVENTS

During the 2019 Skills Canada National Competition (SCNC), several networking events were held to provide an opportunity for educators, industry leaders, government representatives, Skills/Compétences Canada (SCC) alumnus and associations to mix and mingle.

The opening ceremony reception was hosted by Presenting Sponsors UA Canada and TC Energy at the Canadian Museum of Immigration, Pier 21. Emceed by the event were Ryan Zantinge, Essential Skills Youth Assembly Leader and SCNC Moncton 2016 competitor from Ontario in Architectural Technology and Design, and Jennifer Green, Chair, Skills Canada National Alumni Committee and President, Skills Ontario Alumni Association. Attendees were welcomed to the 25th anniversary of SCNC and invited to take a special tour of the museum.

The opening ceremony welcome reception was hosted by Stanley/DeWalt for the fifth consecutive year. HGTV celebrities Kate Campbell and Sebastian Clovis kicked off the event with an energetic and inspiring welcome. Competitors and delegates let their hair down as they sang along and danced to a live performance by Big Fish, while enjoying a delicious buffet of local maritime cuisine.

The 25th SCNC official launch was hosted by UA Canada and TC Energy, and featured a fun camping expedition challenge where the participants competed in a camp bench building contest. The challenge focused on the following Essential Skills: Critical Thinking, Problem Solving, Working with Others and Continuous Learning. Special guests included John Oates, SCC President; The Honourable Labi Kousoulis, Minister

of Labour and Advanced Education; Larry Slaney, UA Canada; Kyle O'Neil, TC Energy; Braeden Willis and Michelle Gilbert, SCNC 2019 Ambassadors and SCC alumnus, and RVEDA's Gord Bragg and Anita Lien. The launch officially kicked off the two-day competition!

The closing ceremony brunch, hosted by RBC Foundation, featured inspiring speeches from: John Oates, President, Skills/Compétences Canada, Mike Lawrence, Branch Manager and RBC Future Launch Champion, Michelle Gilbert, SCNC 2019 Ambassador from New Brunswick, who competed in Hairstyling at SCNC Winnipeg 2017 and Braeden Willis, SCNC 2019 Ambassador from Manitoba, who competed in TV Video Production at SCNC Vancouver 2013. The SCNC Ambassadors had the opportunity to share their memorable SCNC experiences. The brunch was emceed by Shaun Thorson, Chief Executive Officer of Skills/Compétences Canada, who thanked everyone for participating at the 25th Skills Canada National Competition.

Skills Canada would like to thank all of its SCNC partners. Their dedication and support help us to exceed our goals on an annual basis. We could not do this without you!



ESSENTIAL SKILLS STAGE

The Essential Skills Stage showcased several interactive demonstrations from a variety of skilled trade and technology occupations, while emphasizing the importance of Essential Skills and integrating the *Continuous Learning* theme, one of the nine Essential Skills. The demonstrations were hosted by SCNC sponsors, industry celebrities and educational partners. Participating sponsors included: UA Canada, RV Careers, J.D. Irving, the Nova Scotia Construction Sector Council, McCordick, Nova Scotia Community College, and Department of Education and Early Childhood Development/COVE. HGTV's Kate Campbell and Sebastian Clovis along with celebrity chef Andy Hay, engaged visiting students in fun activities that also taught them the importance of how to continuously learn on the job. In addition to the demonstrations, day two of the competition featured finished projects from competitors in 2D/3D Character Computer Animation and Video Production on the stage screen.

ESSENTIAL SKILLS TALKS

Sponsored by Futureworx

The 2019 Essential Skills Talks was well represented by a variety of interesting and engaging panelists. Industry representatives from UA Canada, TC Energy, Volkswagen Canada, Irving Shipbuilding, CWB Welding Foundation and Employment and Social Development Canada discussed the importance of Essential Skills in their respective sectors. Joining the discussion were recruitment experts from the Canadian Armed Forces, Nova Scotia Boat Builders, Nova Scotia Construction Sector Council, Nova Scotia Government and CLAC. The industry celebrity segment was represented by HGTV's Kate Campbell and Sebastian Clovis, and local celebrity chef Andy Hay, who discussed why they pursued a career in the skilled trades, and how they use *Continuous Learning* in their workplace to stay current in their career.

Educational representatives from the Nova Scotia Apprenticeship Agency, Department of Education and Early Childhood Development, Nova Scotia Community College and ABC Life Literacy Canada discussed the Essential Skills as a foundation of learning and how to apply that foundation when entering the workforce. Several Skills Canada Alumni participated in a panel discussion about their experience competing at the provincial, national, and some at the WorldSkills level, why they chose a career in the skilled trades and how they use Essential Skills when competing and in their workplace. The ES Talks were recorded live and posted to the Skills Canada YouTube channel, Skills Canada social media platforms, and on the SCC website.

ESSENTIAL SKILLS PASSPORT

School groups from Halifax and surrounding areas were provided with the Essential Skills passport upon arrival at SCNC. They had the opportunity to participate in over 50 Try-A-Trade® and Technology activities that exposed them to a wide variety of skilled trade and technology careers. In order to be eligible to win a \$50 Cineplex gift certificate, students had to correctly answer questions in their passport about the Essential Skills tie-in to these activities and about the Essential Skills School Engagement Sponsor; Department of Education and Early Childhood Development (EECD). A record number of passport entries were received, with the prize being awarded to a student from Sackville High School, in Lower Sackville, NS. Congratulations!

ESSENTIAL SKILLS YOUTH ASSEMBLY

The Essential Skills Youth Assembly (ESYA), comprised of 11 Skills/Compétences Canada alumni from across Canada, came together to share their experiences and innovative ideas. Participants focused on **Building Relationships with Essentials Skills: Preparing for the Skilled Trades of the Future**. The 2019 ESYA participants worked as a group to research and discuss changes we can expect to see in the skilled trades and how it affects professional relationship building, all within the scope of the Essential Skills. In addition, participants were challenged to come up with innovative ideas on how future industry workers can adapt and thrive in an ever-evolving job market. Their findings will be presented to the Skills/Compétences Canada National Board of Directors this fall.



ESSENTIAL SKILLS FORUM

Sponsored by Nova Scotia Apprenticeship Agency

The fifth annual Essential Skills Forum was hosted by Skills/Compétences Canada (SCC) and was sponsored by the Nova Scotia Apprenticeship Agency (NSAA). This half-day event was well attended by approximately 140 industry partners, educators, government representatives, Skills Canada alumni and apprentices, who focused on the *Essential Skills and Apprenticeship Success*.

Forum Highlights:

- Presentations from local industry representatives, UA, J.D. Irving, and Toromont Cat
- A question and answer segment
- An interactive table top activity based on Essential Skills
- Participant Activity—Discussing Continuous Learning
- Powerful Youth Story—Students, alumni and apprentices discussed how Continuous Learning supported their success in a skilled trade or technology career.

CLOSING CEREMONY HIGHLIGHTS

The 2019 Skills Canada National Competition (SCNC) closing ceremony was held at the Cunard Centre with over 1,800 attendees, including competitors, experts, trainers, partners, educators, parents, government officials and other stakeholders.

Debut of the SCNC 2019 highlight video that captured memories from the inspiring 25th SCNC.

Address from the Honourable Zach Churchill, Minister of Education and Early Childhood Development and Skills/Compétences Canada representatives.

Team Spirit Award was given to Team Newfoundland & Labrador for their engagement and creativity on the #SCNC2019 social media channels.

Award of Recognition was given to National Technical Committee members Brian Nicholl in Refrigeration and Air Conditioning from Nova Scotia, Joe Bidermann in Landscape Gardening from Nova Scotia and Jeremy Braithwaite in Mechanical Engineering from Ontario, for going the extra mile to ensure SCNC's success.

Contest Safety Award was given to Steamfitter/Pipefitter for their recognition of the importance of safety in the workplace.

Gold, Silver and Bronze medals were awarded to secondary and post-secondary competitors in 44 Skill Areas at SCNC Halifax 2019.

For the first time, Skills/Compétences Canada held a Winner's Circle where the medal winners were interviewed and posed for an official photo which was instantly shared on social media platforms to capture their excitement.

Following the WorldSkills Team Canada 2019 Selection Event, the 32 official members of WorldSkills Team Canada 2019 were announced at the Closing Ceremony. At the time of publication, they will have competed at the 45th WorldSkills Competition, in Kazan, Russia, in August.

Flag exchange ceremony between Skills Canada Nova Scotia and Skills Canada British Columbia, the next host of SCNC in 2020.

The entire closing ceremony was live streamed and promoted through social media.



"The Computers for Schools (CFS) program is proud to support the Skills Canada National Competition by providing refurbished computers for the competition floor. Since 2013, the program has supplied computers (refurbished by youth) to the National competition and, for the past three years, to the provincial competition of the host province. Digital skills are essential across all sectors of the Canadian economy. Access to technology has been the core focus of the CFS program since 1993. By refurbishing and delivering technology to schools, libraries, not-for-profit organizations and eligible low-income Canadians, the program supports digital inclusion and economic participation. We are proud to support the SCNC and youth in the skilled trades and technologies who take part in the competition."

STACY BARNES,
Administrator, Computers for Schools Nova Scotia

EARNED MEDIA

Several media outlets were onsite this year at the Halifax Exhibition Centre to cover SCNC Halifax 2019. They included: Global News Halifax, CTV, CBC, Nunavut News and Canadian Automotive to name a few.

There were 871 online stories related to the 2019 Skills Canada National Competition, from January to July 2019. The combined reach was over 120 million people.

19-year-old Lethbridge College plumbing apprentice makes national podium



By Danica Ferris

Videographer Global News

Comments

Facebook

Twitter

Email

Print

...



TOP FIVE SCNC MEDIA HITS

1. Helping young Canadians make their mark in skilled trades and technology fields

News: Canada.ca, May 30, 2019 / Reach: Over 12 million people

2. 19-year-old Lethbridge College plumbing apprentice makes national podium

News: Global News, June 7, 2019 / Reach: Over 4 million people

3. Okanagan student wins gold at national website design competition

News: Global News, June 1, 2019 / Reach: Over 4 million people

4. National Champions in 44 Skill Areas Medaled at the 2019 Skills Canada National Competition

News: GlobeNewswire, May 30, 2019 / Reach: Over 900,000 people

5. Amherst student wins competition

News: Windsor Star, May 31, 2019 / Reach: over 100,000 people

Okanagan student wins gold at national website design competition



By Doyle Potenteau

Online Journalist Global News



PROMOTION

Skills/Compétences Canada promoted SCNC 2019 by securing promotions with media companies in print, digital, cinema and television.

Print/Digital

- Promotional poster and post card
- School outreach poster distributed to schools throughout the province
- Media wall with SCC logo for Winners Circle which captured each of the medal winners in the 44 trade and technology Skill Areas
- Bus panel advertising on 70 Halifax transit buses
- Digital billboard 10 ft. x 20 ft. on Barrington Street Halifax
- Static banner ads on the CHL Memorial Cup web site
- Large banner hanging from massive crane at the entrance to
- Halifax Exhibition Centre parking lot
- Print advertisements included:
 - Buildforce, Collision Quarterly, and Education Canada

Stringray Radio – Q104 / 96.5 The Breeze (CKUL)

- Eight weeks of 30 second daytime commercials airing Monday to Sunday

Bell Media

- CTV Halifax Live Morning Show Facebook contest (\$500 gift card offered)
- Geofencing campaign targeting local high schools in Halifax region as well as major shopping malls in the Halifax Regional Municipality
- SCNC 2019 30 second radio spot featured on C100 and Virgin Radio
- SCNC 2019 Ready When you Are 30 second TV ad aired between May 6 to 28 on CTV Halifax, Sydney, and CTV2. Schedule included top rating programs on television such as Big Bang Theory and CTV News at 5

30 second commercial spots

SCNC 2019 commercial/Tell Your Story, 30 second commercial spots distributed and aired at the following theatres/major television networks:

- Cineplex Theatres, Canada wide
- Landmark Cinemas, Yukon
- Astro Theatre, Nunavut
- Capitol Theatre, NWT
- Corus, Global TV National and Global TV Halifax Regional
- Corus, HGTV



25TH SKILLS CANADA NATIONAL COMPETITION

MAY 28-29
HALIFAX EXHIBITION CENTRE, N.S.
FREE ENTRY, OPEN TO THE PUBLIC

See Canada's best in skilled trades and technologies compete to become the national champion in their respective trade or technology

More than 40 competitions representing 6 skilled trade and technology sectors

More than 550 students and apprentices competing from across Canada

7,500 student visitors from across Nova Scotia

More than 50 Try-A-Trade® and Technology activities hosted by educators and industry experts



SKILLS
COMPÉTENCES
CANADA.COM
#SCNC2019



25^{ES} OLYMPIADES CANADIENNES DES MÉTIERS ET DES TECHNOLOGIES

28-29 MAI
CENTRE D'EXPOSITION D'HALIFAX, N.-É.
ENTRÉE GRATUITE, OUVERT AU PUBLIC

Voyez les meilleurs talents du Canada se livrer concurrence dans l'espoir de remporter le titre de champion national dans leur métier ou technologie!

Plus de 40 concours en métiers et en technologies dans 6 secteurs

Plus de 550 étudiants et apprentis provenant de partout au Canada inscrits aux concours

7500 élèves visiteurs de la Nouvelle-Écosse

Plus de 50 activités Essaie un métier et une technologie, animées par des enseignants et des experts de l'industrie



Funded in part by the Government of Canada's Career Focus program
Financé en partie par le Gouvernement du Canada par le programme Objectif Carrière



SOCIAL MEDIA

Our official event hashtag #SCNC2019 was used on Skills/Compétences Canada's social media channels including Facebook, Twitter and Instagram. There was a total reach of 4,000,000 impressions across all platforms including over 800 posts.

Newfoundland and Labrador took home the #SCNC2019 Spirit Award for their engagement on social media.

Here are some of our top posts for SCNC Halifax 2019:

Facebook

Performance for Your Post		
7,096 People Reached		
373 Reactions, Comments & Shares		
192 Like	31 On Post	161 On Shares
13 Love	0 On Post	13 On Shares
65 Comments	19 On Post	46 On Shares
104 Shares	96 On Post	8 On Shares
419 Post Clicks		
47 Photo Views	0 Link Clicks	372 Other Clicks

Instagram

View Insights Promote

Liked by pauletoewy and 106 others

skillscompetencescanada The #SCNC2019 Spirit Award competition is now open! Visit your favourite member organization's social media channels and Like, Share, Retweet and Comment on their posts to help them win!

Twitter

Skills Canada @Skills_Canada
 We will be live streaming the #SCNC2019 opening ceremony tonight at 7 pm (AST). Watch here: [http://www.ustream.tv/channel/1MNWZzfahN ...](http://www.ustream.tv/channel/1MNWZzfahN...)

La Cérémonie d'ouverture des Olympiades #SCNC2019 sera diffusée en direct, ce soir, à 19 h (heure de l'Atlantique). Regardez-la ici : [http://www.ustream.tv/channel/1MNWZzfahN ...](http://www.ustream.tv/channel/1MNWZzfahN...)

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

Get started

Impressions	6,493
Media views	12
Total engagements	156
Link clicks	67
Likes	27
Detail expands	24
Retweets	13
Media engagements	12
Hashtag clicks	8
Profile clicks	3
Replies	2

Facebook Paid Social Media

Bell – CTV Morning Live Contest (\$5,000)

Post Details
✕

CTV Morning Live Atlantic
 Published by fba@ctvca (T) May 21 at 7:00 AM

This contest is now closed
 WIN a \$500 Visa gift card!

Skills Canada / Compétences Canada is a multi-trade and technology competition for students and apprentices. The national competition is set to take place in Halifax on May 28-29. Name a trade contestants will be competing in for your chance to win a \$500 Visa gift card. (skillscompetencescanada.com)... See More



Performance for Your Post

42,606 People Reached

2,537 Reactions, Comments & Shares

960 Like	841 On Post	119 On Shares
13 Love	11 On Post	2 On Shares
1 Wow	1 On Post	0 On Shares
1,062 Comments	987 On Post	76 On Shares
601 Shares	492 On Post	9 On Shares
3,328 Post Clicks		
140 Photo Views	387 Link Clicks	2,801 Other Clicks

Reported stats may be delayed from what appears on posts

42,606 People Reached

5,865 Engagements

Boost Unavailable

970 Comments **402** Shares

Like

Comment

Share

SCNC 2019 SURVEY RESULTS

76% → 91%

The proportion of spectators with a positive perception of skilled trades and technologies grew from 76% before attending the competition to 91% after attending the competition. The impact is greater this year than in previous years.



Over 4 in 5 competitors (81%) are familiar with the concept of Essential Skills. This overall result continues an upward trend observed since 2017.

93%



Over 9 in 10 competitors (93%) agree the competition improved their Essential Skills, notably their thinking and problem-solving skills.

92%



Nearly all competitors (92%) agree that the competition has improved their skills.

87%



Nearly 9 in 10 competitors (87%) agree the competition has increased their chances of getting a job.



During the past fifteen years, the Skills Canada National Competition has been rated very highly by competitors and spectators alike, 97% agree that it was a positive experience.

98%

Another testament to the high satisfaction levels is the 98% of spectators who say they would recommend the competition to their friends.

Motivators for competitors to choose a career path include:

- working in a field they are passionate about (87%)
- the lifestyle they'll have working in this field (60%)
- whether or not there is a demand for that job in the marketplace (58%)
- the opportunity to be their own boss or be self-employed (49%)
- the salary growth potential over time (47%).



THANK YOU TO ALL OF OUR VOLUNTEERS!

The 25th Skills Canada National Competition was a huge success! We could not host an event of this calibre without the help of our volunteers who have dedicated countless hours to ensure everything went to plan. From our National Technical Committee members who develop and oversee the projects for the Skill Areas, to the judges who adhere to strict guidelines

to determine the competition winners, and to our general volunteers who assist the national secretariat onsite for everything from registration to set-up and take down of the event. Skills/Compétences Canada is grateful for your support. We appreciate the enthusiasm and hard work our volunteers bring to our event each year.



45TH WORLDSKILLS COMPETITION

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

HIGHLIGHTS

- First time that the WorldSkills Competition was hosted in Russia
- More than 1,300 competitors
- Over 60 WorldSkills Member Countries and Regions participated
- Over 55 Skill Areas
- Over 800,000 square feet of space
- Over 150,000 spectators

ABOUT WORLDSKILLS TEAM CANADA 2019

- 15th time that Canada participated at the WorldSkills Competition.
- 62 WorldSkills Team Canada Prospects participated in a Selection Event during the 2019 Skills Canada National Competition in Halifax. The winners were named to WorldSkills Team Canada 2019 and headed off to Russia from August 22-27, 2019, for WorldSkills Kazan 2019.
- 32 WorldSkills Team Canada 2019 competitors competed in 29 Skill Areas including 25 males and 7 females from 18 to 24 years old.
- National breakdown of competitors:
Saskatchewan: 4 / Quebec: 9 / Alberta: 4 / Manitoba: 1 / Ontario: 5 / British Columbia: 4 / Newfoundland and Labrador: 1 / Prince Edward Island: 2 / New Brunswick: 1 / Nova Scotia: 1

Follow their journey on the Skills Canada Website
at skillscompetencescanada.com
and on our social media platforms #WSTC2019.



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

**HASHTAG:
#SKILLSFORTHEFUTURE**



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; 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
- VIP networking events attended by corporate sponsors, educators, national and provincial industry partners, labour and government stakeholders

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

**SKILLS
COMPETENCES
CANADA.COM**

#SCNC2020
   

MULTI-YEAR SUPPLIERS



OFFICIAL SUPPLIERS



FRIENDS OF SKILLS



- Audatex
- AB Warehouse
- AllTemp
- A. O. Smith
- Ashwurks Inc.
- Bay Distributors
- BMI Canada
- B.J. Williams & Associates
- Blomidon Nurseries
- C to C Productions
- Canplas Industries LTD.
- Carrier
- Chemours
- Delta Faucets
- Don Brenton's Fire Protection
- Echo Power Equipment Canada
- Eddy Group
- Elmsdale Landscaping
- Fadetowhite Photography
- Great Lakes Copper
- Green Circle Salons
- Henry's Camera
- Innovative Tools
- John Ross and Sons
- John Wood
- Kerr Controls
- Knowledge Computers
- Maritime Beauty
- Master
- McFarland's Rentals
- Mill Supply
- Powersource Canada
- Precision Hydraulics
- Refrigerant Services
- Specialty Product Sales Inc.
- Stone Depot
- Suzuki Motorcycles provided by Pro Cycle
- Uniram

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