



**SCNC**  
**TORONTO 2014**

# BUILDING ON OUR SUCCESS

RECAP OF THE 20<sup>TH</sup> SKILLS CANADA NATIONAL COMPETITION



500+ COMPETITORS QUALIFIED FOR  
AND COMPETED AT SCNC

60+ ELEMENTARY AND SECONDARY  
SCHOOLS ATTENDED THE EVENT

99%

OF THE SPECTATORS  
SURVEYED SAID THEY  
WOULD RECOMMEND  
SCNC TO A FRIEND.

"SCNC IS TRULY A "ONE OF A KIND" EVENT. IT HAS GREAT VALUE FOR THE YOUTH OF CANADA IN THE WAY THAT IT EDUCATES, INFORMS, SHOWCASES, CONNECTS, AND BUILDS ON THE SKILLED TRADES AND TECHNOLOGY FIELDS OF WORK. WE BELIEVE THAT IT IS TRULY A GREAT PROGRAM FOR OUR FUTURE."

- LARRY SLANEY, CANADIAN DIRECTOR OF TRAINING, UA CANADA



# ABOUT SKILLS CANADA (SCC)

- Mandated to promote skilled trades and technology career options to Canadian youth.
  - Including the work of all of its member organizations, SCC engages more than 350,000 youth annually through interactive sensory experiences that profile skilled trades and technology careers.
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# ABOUT THE SKILLS CANADA NATIONAL COMPETITION (SCNC)

- SCNC is the only national, multi-trade and technology competition for students and apprentices in the country.
- By attending SCNC, young people get a taste for what skilled trades and technology careers are really about and can discover the many great opportunities that exist in these sectors.
- Thousands of GTA students, from the elementary to the post-secondary levels, visited SCNC 2014; as well as stakeholders representing various industries, businesses, governments, educational institutions and non-profit organisations.
- SCNC is open and free to the public.



"IT'S AMAZING TO WATCH THESE KIDS COMPETE. THEIR DRIVE AND PASSION IS UNBELIEVABLE. THEY WANT TO BE HERE AND THEY LEAVE EVERYTHING ON THE COMPETITION FLOOR. THEY'RE CHANGING THE WAY PEOPLE THINK OF THE SKILLED TRADES. THAT'S HUGE!"

- MIKE HOLMES,  
HOST OF HGTV'S HIT SERIES, HOLMES ON HOMES AND HOLMES MAKES IT RIGHT  
AND OFFICIAL SKILLS CANADA SPOKESPERSON



# CELEBRITY ATTENDANCE

THE HON. JASON KENNEY

CANADIAN MINISTER OF EMPLOYMENT AND SOCIAL DEVELOPMENT

MIKE HOLMES

HGTV HOST OF HOLMES ON HOMES AND HOLMES  
MAKES IT RIGHT, AND SCC OFFICIAL SPOKESPERSON

BRYAN BAEUMLER

HGTV HOST OF HOUSE OF BRYAN AND DISASTER DIY

PAUL LAFRANCE

HGTV HOST OF DECKED OUT

JULIE MIGUEL

MASTERCHEF SEASON 1 CONTESTANT  
AND FOOD BLOGGER (DAILY TIRAMISU)

# 300,000+

SQ. FT. OF COMPETITION SPACE



"THE FUTURE OF SKILLED TRADES AND TECHNOLOGIES STARTS HERE  
WITH ALL OF YOU! YOU ARE THE FUTURE!"

- SHAUN THORSON,  
CEO OF SKILLS CANADA, DURING HIS OPENING CEREMONY ADDRESS



# ABOUT THE COMPETITION

- Every year, more than 500 young people from all regions of Canada participate in over 40 skilled trade and technology contests.
- Competitors participated in demanding local and provincial competitions in order to qualify for SCNC.
- Medalists who earned the best marks at SCNC will have a chance to form WorldSkills Team Canada 2015 and compete at the 43<sup>rd</sup> WorldSkills Competition being held in São Paulo, Brazil in August 2015.

## NEW IN 2014:

- Demonstration contest: Steamfitter-Pipefitter and Photography
- Robotics Control System presentation contest hosted by Studica: STEM and Control Systems
- Team Canada selection process involving WorldSkills Canadian Trials in winter of 2015
- Improved SCNC safety plan
- Improved result compilation and management

# 43

COMPETITION AREAS



"OUR GOVERNMENT IS PROUD TO SUPPORT THE SKILLS CANADA NATIONAL COMPETITION, WHICH IS AN EXCEPTIONAL SHOWCASE FOR TALENTED YOUNG COMPETITORS AND WILL INSPIRE OTHER YOUNG PEOPLE TO EXPLORE CAREERS IN THE SKILLED TRADES AND TECHNOLOGY SECTORS."

- THE HON. JASON KENNEY,  
MINISTER OF EMPLOYMENT AND SOCIAL DEVELOPMENT



## SCNC CONTEST AREAS INCLUDE:

MECHATRONICS

MECHANICAL CADD

CNC MACHINING

IT SOFTWARE  
SOLUTIONS FOR  
BUSINESS

WELDING

AUTOBODY REPAIR

PLUMBING

ELECTRICAL  
INSTALLATIONS

AUTOMATION  
AND CONTROL

BRICK MASONRY

CABINETMAKING

CARPENTRY

HAIRSTYLING

AESTHETICS

FASHION TECHNOLOGY

BAKING

AUTOMOTIVE SERVICE

COOKING

CAR PAINTING

LANDSCAPE  
GARDENING

REFRIGERATION  
AND AIR  
CONDITIONING

IT NETWORK SYSTEMS  
ADMINISTRATION

GRAPHIC DESIGN

INDUSTRIAL  
MECHANIC MILLWRIGHT

ARCHITECTURAL  
TECHNOLOGY & DESIGN

OUTDOOR POWER &  
RECREATION EQUIPMENT

TV & VIDEO PRODUCTION

JOB SEARCH

2D & 3D CHARACTER  
COMPUTER ANIMATION

AIRCRAFT MAINTENANCE

WORKPLACE SAFETY

ROBOTICS

HEAVY EQUIPMENT  
SERVICE

PHOTOGRAPHY

SHEET METAL WORK

STEAMFITTER/  
PIPEFITTER

PRECISION MACHINING

STEM AND CONTROL  
SYSTEMS

JOB SKILL  
DEMONSTRATION

PUBLIC SPEAKING

WEB SITE DEVELOPMENT

ELECTRONICS



# 400+

VOLUNTEERS

## 65

EXHIBITORS

## 16

EDUCATION AND  
ASSOCIATION PARTNERS



# VISITOR ENGAGEMENT EXPERIENCE

"MY EXPERIENCE AT THE SKILLS CANADA NATIONAL COMPETITION WAS A FIRST AND AN EYE-OPENER: THE ENGAGEMENT OF THE PARTICIPANTS; THE EXCITEMENT OF THOSE DISCOVERING A PASSION FOR THE FIRST TIME; THE FOCUS, ABILITIES AND INGENUITY OF THE COMPETITORS; THE DEDICATION AND PASSION OF THE ORGANIZERS AND SPONSORS... I SAW ALL OF THIS AT SCNC AND I FEEL PROFOUNDLY INSPIRED BY THE EXPERIENCE."

- KATHRYN SEYMOUR,  
DIRECTOR OF MARKETING, PCL CONSTRUCTORS CANADA INC.

# 42

TRY-A-TRADE®  
AND TECHNOLOGY  
ACTIVITIES

"MY VERY FAVORITE EXPERIENCE WAS WEARING GLOVES  
AND TRYING TO UNSCREW A BOLT."

- RASHMEET,  
ELEMENTARY SCHOOL STUDENT VISITOR



# ABOUT THE SCNC “HANDS-ON EXPERIENCE”

In addition to watching Canada's top young tradespeople compete, there were a number of engaging opportunities taking place at SCNC 2014, including various Try-A-Trade® and Technology activities, demonstrations on the Essential Skills Stage, a Career Zone, and several VIP networking events.

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

Over 65 of Canada's top employers, associations, labour groups, training institutes and government partners made up the sold-out Career Zone with exhibit booths and Try-A-Trade® and Technology activities.

42 Try-A-Trade® and Technology stations included activities related to: welding; cooking; scientific glassblowing; TV/ video production; sheet metal work; car painting; axle simulation; fashion technology; mechanical CADD; electrical circuit building; plumbing, and many more.

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## VIP NETWORKING EVENTS

SCNC partner events provided the perfect opportunity for educators, associations, government delegates, SCNC alumni, and industry leaders network.

- Opening ceremony VIP reception, presented by UA Canada and the Canadian Association of Petroleum Producers (CAPP)
- SCNC official launch event, presented by UA Canada and CAPP
- Skills Connect 20<sup>th</sup> anniversary luncheon, presented by Cenovus Energy
- Hospitality suite, presented by the International Brotherhood of Electrical Workers (IBEW)/ Electrical Contractors Association of Ontario (ECAO)
- Closing ceremony VIP brunch, presented by Stanley DEWALT

# \$4,000,000+

VALUE IN SUPPLIER CONTRIBUTIONS

# \$580,400+

IN SPONSORSHIP CONTRIBUTIONS

cenovus  
ENERGY

45 SUPPLIERS

16 MEDIA PARTNERS





# WORKING WITH LEADING INDUSTRY PARTNERS

“IT’S IMPORTANT THAT WE ALL WORK TOGETHER TO REPOSITION TRADE  
AND TECHNOLOGY CAREERS AS A VIABLE AND REWARDING CAREER OPTION  
FOR CANADA’S YOUTH.”

- STACEY NORMAN,  
DIRECTOR, TALENT & DEVELOPMENT, CENOVUS ENERGY



"I LOVE SEEING THESE PEOPLE COMPETING FOR SOMETHING USING THESE SKILLS THAT THEY HAVE—AND HAVING A BLAST WHILE DOING IT!"

- PAUL LAFRANCE,  
HOST OF HGTV'S DECKED OUT



# SCNC 2014 FOCUSED ON THE IMPORTANCE OF THE NINE ESSENTIAL SKILLS

## ESSENTIAL SKILLS STAGE

HGTV hosts Bryan Bauelmer and Paul Lafrance gave interactive presentations focusing on Essential Skills.

Other groups, including Let's Talk Science, Humber College, and Volkswagen Audi, engaged the young audience members with their Essential Skills insight.

## ESSENTIAL SKILLS WEBCAST

Thanks to a partnership with ABC Life Literacy, the ES Webcast was a success with over 2,000 viewers to both segments. Guests included alumni, industry leaders and National Technical Committee members.

## ESSENTIAL SKILLS PASSPORT

Throughout the venue, signage informed visitors on the specific Essential Skills required for each contest area. Visiting students were tasked with identifying these skills in the ES passport.



CONTINUOUS LEARNING  
FORMATION CONTINUE



READING TEXT  
LECTURE



NUMERACY  
CALCUL



DOCUMENT USE  
UTILISATION DE DOCUMENTS



ORAL COMMUNICATION  
COMMUNICATION ORALE



WRITING  
REDACTION



THINKING  
CAPACITÉ DE RAISONNEMENT



WORKING WITH OTHERS  
TRAVAIL D'ÉQUIPE



DIGITAL  
COMPÉTENCES NUMÉRIQUES



"SHELL'S SPONSORSHIP AND PARTICIPATION IN THE NATIONAL YOUTH FORUM GAVE GREAT INSIGHT ON HOW WE AS INDUSTRY CAN BETTER TARGET OUR YOUTH INTO THE TRADES."

- CATHY SWEET,  
MILITARY RECRUITMENT, SHELL CANADA



# NATIONAL YOUTH FORUM (NYF)

Led by a seasoned Skills Canada marketing facilitator, twelve talented young adults from across Canada worked in four teams to deliver social media marketing campaigns for the NYF 2014 sponsor, Shell Canada.

Over two days, teams were tasked with developing campaigns that would identify creative ways the oil and gas industry could harness social media to reach out to, recruit and raise awareness amongst youth about employment skilled trade opportunities in the oil and gas industry.

As a result, participants learned how to formally conceive a marketing plan and how to implement a social media campaign, as well as practicing all of the nine Essential Skills.

On the final day, participants were asked to present their campaigns, including videos, to a panel of Shell Canada judges. The session also proved to be a valuable learning experience for Shell. The young marketing experts provided them with feedback on more effective ways to reach youth, and the importance of promoting an engaging and interesting brand by leveraging all of the social media platforms for different purposes.

To view the NYF videos, visit [skillscanada.com](http://skillscanada.com)



**"YOU HAVE THE SKILLS. WE HAVE THE JOBS."**

- JANET ANNESLEY,  
VP COMMUNICATIONS, CAPP, DURING HER CLOSING CEREMONY ADDRESS



# OPENING CEREMONY

Attended by over 2,000 competitors, trainers, partners and stakeholders, the SCNC 2014 opening ceremony included the customary parade of champions and a professionally produced 90 minute show which included an award winning youth dance company, a 180-person marching band, a video address by Mike Holmes, as well as remarks by Skills Canada's key partners and representatives.

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# CLOSING CEREMONY

The closing ceremony celebrated the achievements of competitors and awarded medals to the top three of each contest. Participants were also treated to a professionally produced show, including musical guest Pulp City Inn, an Ontario youth rock band.

The Canadian Minister of Employment and Social Development, Jason Kenney, made a special visit to congratulate the young crowd and the many partners responsible for helping promote skilled trade and technology careers to Canada's youth.

# MEASURING SUCCESS: MEDIA

**In 2014, Skills Canada leveraged multiple media platforms to enable maximum-targeted reach.**

Through its diversified marketing strategies, SCC sought efficient and cost effective ways to reach its target audiences via a combination of partnerships, earned media, social media and advertising tactics.

New in 2014, SCC partnered with 16 distinct media publications. As a result, SCC was able to secure numerous complimentary advertising spaces in print and electronic formats to promote SCNC 2014. These media partners were also onsite to cover SCNC from an editorial standpoint. Their reporting resulted in comprehensive video, print, electronic and social media coverage of SCNC 2014.

**DPN** DESIGN  
PRODUCT  
NEWS

Canadian  
**electronics**

CONTRACTOR<sup>®</sup>  
BUILD • DESIGN • REPORT

Canadian  
**METALWORKING**

MANUFACTURING  
**AUTOMATION**  
MANUFACTURING • SYSTEMS • TECHNOLOGY

**PEM**  
PLASTIC EXTRUSION  
MANUFACTURING

Canadian  
**MANUFACTURING**  
.com

**Careering**  
Skills • Jobs • Dreams

CANADIAN SCHOOL  
**Counsellor**

**MPP**  
Metalworking  
Production  
& Purchasing

**HILL TIMES**  
EMBASSY

**CAP JOURNAL**

**50**Electrical  
years Business

**PiQ**  
PRODUITS DE  
L'INDUSTRIE  
QUÉBÉCOISE

**L'industrie**  
électrique

**REM**  
Resource  
Engineering &  
Manufacturing

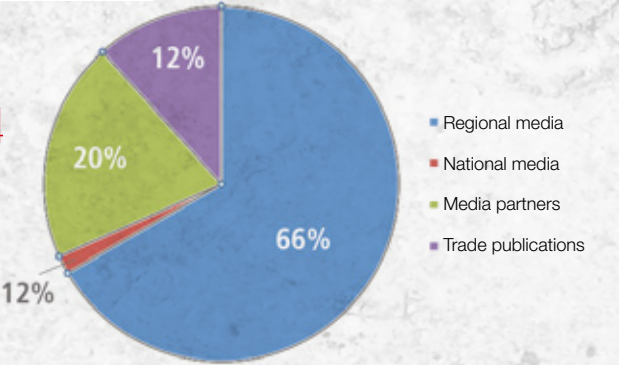


# EARNED MEDIA

- Combined reach of 90 million people from May 1 to August 24
- 75% of all earned media was local—which proves most valuable to our member organizations due to its more relevant content.



SOURCES OF ORIGINAL  
CONTENT ON SCNC 2014  
IN CANADIAN MEDIA  
FROM MAY 1 TO  
AUGUST 24, 2014





# SOCIAL MEDIA

## Twitter

- Over 3,700 followers
- Over 2,950 tweets including #skillscanada posted in May and June, with 450 of those on competition day 1 alone.



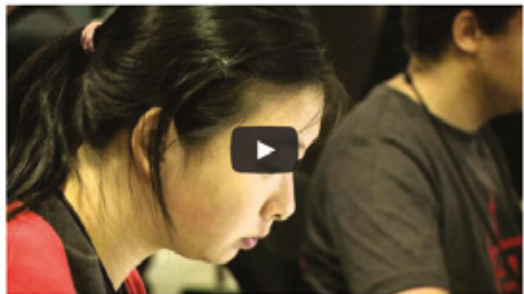
## Facebook

- Peak one day reach of 10,013 people—a nearly 100% increase over 2013 peak of 5,263 people.



## YouTube

- SCNC 2014 highlights video was viewed over 2,500 times as of September 1, 2014.
- SCNC 2014 promo video was viewed over 2,775 times.



**SCNC 2014 / OCMT 2014**  
2,518 views 2 months ago  
Skills Canada National Competition 2014 in Toronto /  
Olympiades canadiennes des métiers et des  
technologies 2014 à Toronto

# STRATEGIC ADVERTISING

SCC selected only advertising opportunities that were timely and targeted in its aim to attract attention and visitors to SCNC 2014. Strategic advertising with the most sizable reach included:

## Full-page colour ad in Metro Toronto, Media Planet insert titled Trades and Apprenticeships, one week prior to SCNC 2014.

- 563,000 daily readership in the GTA
- In addition to ad space, insert included 3 separate editorial articles related to SCNC.
- Total estimated value: \$16,500

## 4 half-page colour ads in The Hill Times, which appeared in March within the Youth Policy Briefing section, and one week before SCNC 2014.

- 125,000 weekly readership nationally, made up of Canada's top decision makers.
- Total estimated value: \$16,000

## Full-page colour ad in May edition of Canadian Association of Principals (CAP) Journal.

- Distribution: 6,900 nationally to school principals and vice-principals
- Total estimated value: \$3,000



# LEVERAGING PARTNER PROMOTION

## **ESDC**

Employment and Social Development Canada's (ESDC) film crew was on site to film various competition areas, chronicle a few competitors through their journey at SCNC, and capture Minister Kenney's appearance at the closing ceremony. Skills Canada will highlight this series of videos once they are finalized by ESDC.

## **CAPP**

The Canadian Association of Petroleum Producers (CAPP) had their filming crew on site to shoot a commercial highlighting the competition and tomorrow's skilled workforce. The commercial features SCC's CEO Shaun Thorson, and is set to air nationally throughout the fall of 2014.





# MEASURING SUCCESS: VISITOR FEEDBACK

According to an on-site survey professionally conducted by Quorus Research involving over 300 respondents over all age groups:

- 95 % of spectators agreed that the event was well organized.
- 75% of young visitors said they would consider a career in skilled trade and technology fields after attending SCNC.
- 88% of spectators felt they learned about new career options in skilled trade and technology fields as a result of visiting SCNC.
- Young spectators were asked what they would have liked to have learned at the competition to increase the appeal of careers in skilled trades and technology fields. 30% said that the competition was good as it is. Of the 70% who suggested improvements:
  - 42% said they would have liked more detailed information about the trades including pay scales, women in trades, apprenticeships, and success stories.
  - 27% would have liked to see more hands-on activities.
- 57% of spectators said that they first heard about SCNC through school teachers or advisors—the most commonly stated method of promotion.
- 99% of spectators said that they would recommend attending SCNC to a friend.

# WHAT'S NEXT FOR SKILLS CANADA: A LOOK AT 2015



## TEAM CANADA SELECTION

Following SCNC 2014, the highest-ranking age eligible medalist in each applicable contest area was selected to compete in the WorldSkills Canadian Trials taking place in January and February of 2015 throughout the country.

Competitors reaching pre-established Canadian standards will be named to WorldSkills Team Canada 2015 and will compete at the WorldSkills 2015 Competition. Team Canada will be officially announced in March 2015.

## SKILLS CANADA NATIONAL COMPETITION

The countdown is on for the 21st Skills Canada National Competition taking place May 27-30, 2015 at Prairieland Park in Saskatoon, Saskatchewan.

Skills Canada Saskatchewan and Skills/Compétences Canada welcomes everyone to join them in a province where jobs are plentiful and skilled labour is in high demand.

## WORLD SKILLS SÃO PAULO 2015

Team Canada and 65 other countries will compete at WorldSkills in São Paulo, Brazil, August 11 – 16, 2015, at Anhembi Park—one of the largest conference centres in Latin America.

More than 1,000 competitors, 1,000 experts, 3,000 volunteers and over 200,000 visitors will be participating at this one-of-a-kind international event showcasing the world's very best skilled trade and technology young talent.





# FOR THE MOST UP-TO-DATE INFORMATION ABOUT UPCOMING EVENTS: [SKILLSCANADA.COM](http://SKILLSCANADA.COM)

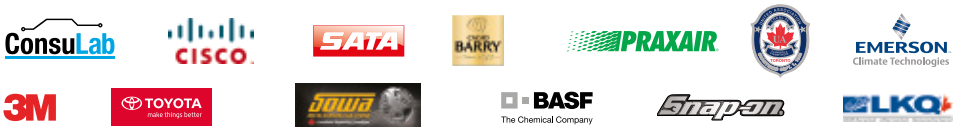
To discuss an opportunity that best suits  
your organization, please contact:

**Gail Vent**, Director of Business Development,  
[gailv@skillscanada.com](mailto:gailv@skillscanada.com), 1 877 754-5226 [507]

## GOLD SUPPLIERS



## SILVER SUPPLIERS



## BRONZE SUPPLIERS



## FRIENDS OF SKILLS



## TRY-A-TRADE® AND TECHNOLOGY IN-KIND PARTNERS



## MEDIA PARTNERS



# PRESENTING SPONSORS



CANADIAN ASSOCIATION  
OF PETROLEUM PRODUCERS | ASSOCIATION CANADIENNE  
DES PRODUCTEURS PÉTROLIERS



CANADIAN PIPING TRADES  
MÉTIRS DE LA TUYAUTÉRIE



Ontario Pipe Trades Council

# OFFICIAL SPONSORS



# NATIONAL YOUTH FORUM SPONSOR

# SUPPORTING SPONSORS



JOHN DEERE



# TRY-A-TRADE® AND TECHNOLOGY SPONSORS



CANADIAN ASSOCIATION  
OF PETROLEUM PRODUCERS | ASSOCIATION CANADIENNE  
DES PRODUCTEURS PÉTROLIERS



CANADIAN PIPING TRADES  
MÉTIRS DE LA TUYAUTÉRIE



Ontario Pipe Trades Council



# EDUCATION & ASSOCIATION PARTNERS



# ESSENTIAL SKILLS SPONSOR



# SKILLS CONNECT LUNCH SPONSOR



# HOSPITALITY SUITE SPONSOR



# FUNDING PARTNER

