



SASKATON

HARVEST THE GOLD

RECAP OF THE 21ST SKILLS CANADA NATIONAL COMPETITION
PRAIRIELAND PARK, SASKATOON | MAY 27 – 30, 2015



SkillsCompétences
Canada
Saskatoon2015



ABOUT

99%
**OF THE SPECTATORS
SURVEYED**

— *said* —
**THEY WOULD RECOMMEND
SCNC TO A FRIEND.**

SKILLS/COMPÉTENCES CANADA (SCC)

- Mandated to promote skilled trades and technology career options to Canadian youth
- Including the initiatives of all of its provincial and territorial organizations, Skills Canada engages more than 350,000 youth annually through interactive experiences that profile skilled trade and technology careers

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 are given the opportunity to learn about the numerous careers that exist in the skilled trade and technology sectors
- SCNC 2015 was attended by thousands of students from across Saskatchewan, who ranged from the elementary to the post-secondary levels, along with stakeholders and representatives from various industries, businesses, unions, government, and educational institutions
- The 2015 Skills Canada National Competition in Saskatoon, Saskatchewan had an economic impact of over 2 million dollars

“Young people of Canada are truly our greatest natural resource and it is our goal and hope that partnerships such as this will highlight the importance of developing the skills and expertise our youth need to continue to build this country. Together we are building opportunities for rewarding and well-paying careers. Let’s build a better life.”

— LARRY CANN, ADMINISTRATIVE ASSISTANT TO THE GENERAL PRESIDENT, UA CANADA

NOTABLE ATTENDEES



SHERRY HOLMES
FROM HGTV'S "HOLMES ON HOMES"



***THE HONOURABLE
PIERRE POILIEVRE***
MINISTER OF EMPLOYMENT
AND SOCIAL DEVELOPMENT (ESDC)



CHEF DALE MCKAY
AYDEN RESTAURANT



THE OPENING CEREMONY

Attended by over 2,000 competitors, trainers, partners, educators, youth, parents, government officials, and other stakeholders, the SCNC 2015 opening ceremony was hosted in the Prairieland Park grandstand and featured:

- Parade of Champions
- Local musician Donny Parenteau
- First Nations cultural performance by Patrick Mitsuing
- Youth dance company Saskatchewan Express
- Official opening with address from HGTV's "Holmes on Homes" personality Sherry Holmes
- Equestrian Honour Guard
- Addresses from SCC's key partners, representatives, and alumni

580

COMPETITORS

— who —

QUALIFIED FOR
AND COMPETED AT SCNC





THE COMPETITION

44

SKILL AREAS

— *including* —

2 DEMONSTRATION AND
2 PRESENTATION TRADES
AND TECHNOLOGIES

COMPETING AT SCNC

- Every year, more than 500 young people from all regions of Canada participate in over 40 skilled trade and technology skill areas at the Skills Canada National Competition
- Competitors undergo demanding regional and provincial/territorial competitions in order to qualify for SCNC
- Members of WorldSkills Team Canada 2015 participated in SCNC to train in a competition setting in advance of the 43rd WorldSkills Competition in São Paulo, Brazil, August 11 - 16, 2015

“As a fellow tradesman, I firmly believe events like this will help encourage the next generation of Canadians to become a part of the highly-skilled workforce being developed right here in Canada.”

- JOHN SOINI, VICE-PRESIDENT, ENERGY EAST PROJECT, TRANSCANADA

SCNC SKILLED AREAS:

Mechatronics	Cooking	Aircraft
Mechanical CADD	Car Painting	Maintenance
CNC Machining	Landscape	Workplace Safety
IT Software	Gardening	Robotics
Solutions for Business	Refrigeration and Air Conditioning	Heavy Equipment Service
Welding	IT Network Systems	Photography
Autobody Repair	Administration	Sheet Metal Work
Plumbing	Graphic Design	Steamfitter/ Pipefitter
Electrical Installations	Industrial Mechanic	Precision Machining
Automation and Control	Millwright	STEM and control systems
Brick Masonry	Architectural Technology & Design	Job Skills Demonstration
Cabinetmaking	Outdoor Power & Recreation Equipment	Public Speaking
Carpentry	TV & Video Production	Website Development
Hairstyling	Job Search	Electronics
Aesthetics	2D & 3D Character	Sprinkler Systems
Fashion Technology	Computer Animation	Installer
Baking		
Automotive Service		

National Technical Committee (NTC) Volunteers: 385
General Volunteers: 80+



WHAT'S NEW / HIGHLIGHTS IN 2015:

- New NTC format
- Sprinkler Systems Installer was introduced as a presentation trade
- The CWA Foundation hosted a luncheon for welding competitors, committee members, volunteers, and judges, as well as competitor's parents, after which each competitor received a grant award towards their education
- Skills Canada Newfoundland and Labrador hosted a reception to announce their new "Enter Preneur" program
- The Essential Skills Educators Forum, sponsored in part by Suncor Energy, was attended by teachers, advisors, industry partners and youth
- The Gene Haas Foundation awarded scholarships to medalists in CNC Machining and Precision Machining
- Kodiak presented safety footwear to competitors in the Carpentry, Electrical Installations, and Landscape Gardening skill areas, as well as to the members of WorldSkills Team Canada 2015
- SCC, TransCanada and UA Canada all had social media contests during the competition
- An Essential Skills Webcast in partnership with ABC Life Literacy was held on both competition days
- The launch of the Essential Skills Mobile App Station

A photograph of two young men in a workshop setting. The man in the foreground is wearing a green baseball cap, glasses, and a black t-shirt with a graphic. He is holding a yellow and black power drill. The man behind him is also focused on the task. They are working on a piece of equipment that looks like a large metal wheel or part of a machine. The background is slightly blurred, showing shelves with various items.

VISITOR ENGAGEMENT

4800
VISITORS

THE SCNC “HANDS-ON EXPERIENCE”

In addition to watching Canada’s top young tradespeople compete, visitors had the opportunity to participate in several interactive events, including Try-A-Trade® and Technology activities, demonstrations on the Essential Skills Stage, the exhibitor Career Zone, and VIP networking events.

“The event in Saskatoon was first rate and due to the efforts of the organizers and volunteers, thousands of Saskatchewan high school students visited the event and were exposed to career opportunities in skilled trades and technology fields. As a partnering organization, we are very proud to have supported such a successful event.”

- DENNIS JOHNSON, PHD, INTERIM ASSOCIATE VICE PRESIDENT, STUDENT SERVICES (DEAN OF THE SCHOOL OF CONSTRUCTION & THE SCHOOL OF TRANSPORTATION), SASKATCHEWAN POLYTECHNIC

A student with blonde hair and safety glasses is working on a black Goodyear Eagle race car wheel. They are using a yellow and black power tool on the hub. The car body is yellow and black with 'Goodyear' and 'Eagle' branding. A large white number '51' is overlaid on the left side of the image.

51

TRY-A-TRADE® AND TECHNOLOGY ACTIVITIES

SPONSORED: 15
CONTEST AREA: 36

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

Over 50 of Canada's top employers, associations, labour groups, training institutes and government partners made up the Career Zone with exhibit booths and Try-A-Trade® and Technology activities. Exhibitors were represented in all trade sectors and included such SCC sponsors as PCL, Lincoln Electric, Fluke, and Rockwell Automation. Several local exhibitors also participated, including Brandt Tractor, Cameco, Cummins Western, Great Plains College, MC College, and Nove Academy.

SCNC's Try-A-Trade® and Technology activity initiative continued to grow in 2015, attracting a variety of sponsors including Schluter Systems, Fountain Tire, Saskatchewan Polytechnic, GW Saw, PotashCorp, Iron Workers Local 771, and the Government of Saskatchewan Ministry of the Economy.

- Presenting sponsors UA Canada and TransCanada co-hosted activities in welding, soldering, plumbing, pipefitting and threading
- SCC sponsors Stanley DeWALT, Volkswagen Audi, the Recreational Vehicle Dealers Association of Canada, McCordick Glove & Safety and Mac Tools returned to host a wide range of Try-A-Trade® and Technology activities aimed at engaging young visitors in their respective trades
- Over 40 Try-A-Trade® and Technology activities were held throughout the competition, which included activities in welding, cooking, robotics, TV/video production, sheet metal work, car painting, photography, fashion technology, mechanical CADD, electrical circuit building, plumbing, and many more.

“You got to see so many careers and choices.
It was really interesting.”

-FERESHTEH, GRADE 10 STUDENT

“I thought it was a great hands-on opportunity for students to see a wide range of options they had never considered before. I liked the variety and depth of career paths it covered. It inspired, informed, and opened ideas for the students.”

- KAREN, SASKATOON HIGH SCHOOL TEACHER



VIP

NETWORKING EVENTS

110

SUPPLIERS

— and —

43

SPONSORS,
ASSOCIATION
AND EDUCATIONAL
PARTNERS

SCNC partner events brought together educators, associations, government delegates, SCNC alumni, and industry leaders.

- The Official Launch, hosted by UA Canada and TransCanada, featured a mobile robotics challenge and was won by Sherry Holmes
- The Opening Ceremony VIP Reception was presented by UA Canada and TransCanada. Guest speaker was the Honourable Jeremy Harrison, Minister Responsible for Immigration, Jobs, Skills and Training; Minister Responsible for Trade; Minister Responsible for Tourism Saskatchewan; Minister Responsible for Innovation
- The Opening Ceremony Welcome Reception was presented by Stanley DeWALT
- The Essential Skills Educators Forum, supported by Suncor
- The Closing Ceremony VIP Brunch presented by Canada's Building Trades Unions, was attended by WorldSkills Team Canada 2015, the Essential Skills Youth Forum, SCNC partners, educators, and other stakeholders





ESSENTIAL SKILLS ZONE

The overall theme of SCNC 2015 was to highlight the importance of numeracy in skilled trades and technology careers. The nine Essential Skills were identified on signage throughout the competition, as well as in programming and activities.

- ES Stage showcased a number of presentations highlighting the Essential Skills in the trades and technology occupations
- Partner organizations and industry sponsors, such as UA Canada, TransCanada, RVDA, McCordick Glove & Safety, PotashCorp, and GW Saw, took part in the ES Stage with interactive presentations incorporating the Essential Skills unique to their trade
- Thanks to a partnership with ABC Life Literacy, the Essential Skills Webcast was a success with over 1,000 viewers. Guests ranged from alumni to industry leaders including UA Canada, TransCanada, and the CWA Foundation, as well as several NTC members
- Students checked off each Try-a-Trade® and Technology activity that they tried on their Essential Skills passport, which was produced through the support of Cenovus Energy

ESSENTIAL SKILLS EDUCATORS FORUM

The inaugural Essential Skills Educators Forum brought together industry, educators, government, apprentices and students, where they shared views on the importance of preparing young Canadians for occupations before they leave the high school system.

ESSENTIAL SKILLS YOUTH FORUM (ESYF)

The ESYF, comprised of eight SCC alumni from across Canada, came together to observe, share experiences and ideas in order to improve future events by speaking on behalf of Canadian youth. Throughout the Forum, attention was focused on how the Essential Skills were incorporated into the following ES areas: ES Centre stage, Try-A-Trade® and Technology activities, ABC Life Literacy Live Webcast, Educators Forum, and the Skills Canada Mobile App. With their experience in hand, the ESYF will generate a report on their findings that will be presented to the SCC Board of Directors for consideration and incorporation in future competitions.

ESSENTIAL SKILLS MOBILE APP STATION

The Mobile App Station was well attended as students tried their hand at this new educational tool. Teachers were particularly interested in the App and how they could incorporate it into their classrooms. In addition, industry showed great interest in incorporating this tool in their youth programming and initiatives.

“I really enjoyed the Forum and was pleased to see the efforts being put forward to encourage communication between industry and education. I think we all came away from it with a greater understanding of the direction we need to be headed with our students and the practical tools required so they can become successful in their chosen career path.”

- DAVID GLOVER, CARPENTRY INSTRUCTOR, TEC-VOC HIGH SCHOOL, WINNIPEG, MB.

“The App is quite intuitive and it’s very easy to use. It will be simple for students to link the Essential Skills directly to trade and technology programs and careers. Also, linking to real world situations will be helpful for career guidance counsellors as well as core curriculum teachers who are trying to explain how students will use Essential Skills in real world jobs. The App can be easily started in the classroom and continued on the bus ride home. The test is fun, like a trivia game – and who doesn’t like games!”

- BRIAN LINN, CAREER CONSULTANT FOR SASKATCHEWAN RIVERS PUBLIC SCHOOL DIVISION



THE CLOSING CEREMONY

Boasting an audience of over 2,000, the closing ceremony celebrated the achievements of competitors and awarded medals to the top three of each skilled areas.

The Honourable Pierre Poilievre, Minister of Employment and Social Development, paid 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 2015, SCC leveraged multiple media platforms and channels to maximize targeted outreach.

Through a diversified marketing strategy, SCC efficiently reached target audiences in a low cost manner via a combination of earned media, social media and advertising tactics.

In 2015, SCC partnered with 14 very distinct media publications from broadcast through online and print. As a result, SCC secured numerous complimentary advertising spaces on-air, in print and in electronic formats to promote SCNC 2015--valued in the tens of thousands of dollars. SCC also used content developed for strategic paid advertising as collateral for distribution on partner channels. This was particularly effective with the Essential Skills SCNC 2015 commercial developed for paid distribution at Cineplex and Tim Horton's that was also aired on both City TV and Shaw Saskatchewan, maximizing the impact of this investment. Many media partners were also onsite to cover SCNC from an editorial standpoint and to participate in networking opportunities with other sponsors. Their reporting resulted in comprehensive video, print, electronic and social media coverage of SCNC 2015.

14 MEDIA PARTNERS
and
52 EXHIBITORS

DPN DESIGN
PRODUCT
NEWS

**Electrical
Business**

**L'industrie
électrique**

REM
Resource
Engineering &
Maintenance

MPP Metalworking
Production
& Purchasing

PiQ PRODUITS
pour
L'INDUSTRIE
QUÉBÉCOISE

**Canadian
MANUFACTURING**
.com

Shaw)

ANNEX
BUSINESS MEDIA

**Canadian
electronics**

PEM
Plant Engineering
and Maintenance

**CANADIAN
METALWORKING**
SOLUTIONS THAT CONNECT THE METALWORKING INDUSTRY

**MANUFACTURING
AUTOMATION**
MACHINE DESIGN • SYSTEMS • TECHNOLOGY

City

STRATEGIC ADVERTISING:

DIGITAL & PRINT NEWSPAPER ADVERTISEMENTS

April through May – SCNC advertising in two leading papers, the Star Phoenix and The Leader Post, as well as in the local Saskatoon community paper “Bridges”.

Digital advertising (web & mobile) across all Post Media online content, from March through May:

Star Phoenix website:

Unique Visitors: 188,000

Page Views: 3.3 Million

The Leader Post website:

Unique Visitors: 219,000

Page Views: 4.8 Million

IN-CINEMA AND TIM HORTON ADVERTISEMENT

In April and May, SCC promoted SCNC with video advertising in all Cineplex theatre locations and all Tim Hortons throughout Saskatchewan.

Cineplex Theatre Stats:

May 1, 2015 – May 28, 2015

30 second spot ran 2 times on all films, on 51 screens, in 6 locations in Saskatchewan.

The attendance for this campaign was 185,570 guests

Cineplex Mobile and Desktop pre-roll delivered over 115000 impressions.



EARNED MEDIA

In addition to the 14 media partners including trade journals from the industries and education sector SCC also engaged partnerships with local TV stations in Saskatchewan.

City TV Saskatoon aired a SCNC promotional video daily.

Shaw Cable Saskatoon aired the In-Cinema commercial in the month prior to the event.

All local media in Saskatoon covered SCNC 2015 (Star Phoenix, Global, City, CBC, Radio-Canada, CTV, etc), enabling province and countrywide pick-up of the event by the affiliates.

SCC'S Official Spokesperson Mike Holmes wrote a national column highlighting directly SCC on the final day of competition.

Mike Holmes: How Skills Canada can save our jobs and our economy



SOCIAL MEDIA

Twitter

- Over 5,400 followers

Facebook

- Over 2,500 followers
- Created a 30 day ad campaign that reached over 20,000

Hashtag #SCNC2015 had wide use across all social media platforms



VISITOR FEEDBACK

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

- 73% of young visitors said they would consider a career in skilled trade and technology fields after attending SCNC
- 9/10 of respondents agree that the Essential Skills are “very important”
- Nearly three quarters of young spectators say that they would consider a career in the skilled trades and technologies after having attended the competition
- 99 % of spectators “strongly agreed” or “agreed” that SCNC was a positive experience, and virtually all of those polled would recommend it to others
- 80% of young spectators say that they learned of new sources of information on how to pursue a career in the skilled trades and technologies, and nearly 9 in 10 responded that they learned of a new career option while attending SCNC

“Having the opportunity to chat with passionate students from across Canada was what I enjoyed the most. The event was awesome. Thank you!”

- M. PEATS, GRADE 7 & 8 TEACHER

LONG-TERM SUPPLIERS



GOLD SUPPLIERS



SILVER SUPPLIERS



BRONZE SUPPLIERS



FRIENDS OF SKILLS

	<ul style="list-style-type: none"> - Acklands Granger - Aecon - Audatex Canada - Brandt Engineered Products - C to C Productions - Canadian Copper and Brass - Canadian Copper Development Association - Carpart.com - Carpenters Local 1021 - Carpenters Local 1985 - Centennial College 	<ul style="list-style-type: none"> - Cims Limited Partnership - Copper Institute - DeWalt - Don's Photo - Dutch Growers Garden Centre - Eastside Paints - Emco/Watts - Formations - Ideal Welders - IPEX - Keeprite Refrigeration & Air Conditioning Canada 	<ul style="list-style-type: none"> - Knowledge Computers - Lakeshore Tree Farms - Lancashire - Landscape Alberta - Landscape Saskatchewan - Manderley Turf Farms - NAIT - NorQuest College - Photos Unlimited - Prairie Arctic Trades Training Centre - Praxair - SGI 	<ul style="list-style-type: none"> - Spicers Canada - Sumner Manufacturing - Swagelok - UA SPI JTC - Victaulic Canada - Viega - Viking SupplyNet - Weiler - Westcan Mechanical Sales - Windsor Plywood
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TRY-A-TRADE® AND TECHNOLOGY IN-KIND PARTNERS

<ul style="list-style-type: none"> - C to C Productions - CCIF - Cervus Equipment - ConsuLab 	<ul style="list-style-type: none"> - CWA Foundation - Festo - Great Western Saw 	<ul style="list-style-type: none"> - Humber College - In-House Solutions - Justram Equipment - Lincoln Electric 	<ul style="list-style-type: none"> - Pivot Point - Praxair - Saskatchewan Polytechnic 	<ul style="list-style-type: none"> - Sheet Metal Workers Local 296 - Thomas Skinner & Son
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PRESENTING SPONSORS



OFFICIAL SPONSORS



SUPPORTING SPONSORS



TRY-A-TRADE® AND TECHNOLOGY PARTNERS



EDUCATION & ASSOCIATION PARTNERS



FUNDING PARTNER

