



SKILLS/COMPÉTENCES CANADA (SCC)

Skills Canada Virtual National Competition

#SCVNC2021

ABOUT SKILLS/COMPÉTENCES CANADA

- Skills/Compétences Canada (SCC) was founded in 1989 as a national, not-for-profit organization with partner Skills Canada organizations in each of the provinces/territories that work with employers, educators, labour groups and governments to promote skilled trade and technology careers among Canadian youth. Its unique position among private and public-sector partners enables it to work toward securing Canada's future skilled labour needs while assisting young people discover rewarding careers. Skills Canada offers experiential learning opportunities including skilled trade and technology competitions for hundreds of thousands of young Canadians through regional, provincial/territorial, national and international events, as well as skilled trade and technology awareness programs. Headquartered in Ottawa, Ontario, Skills/Compétences Canada is the Canadian Member Organization of WorldSkills.
- SCC's mission is to encourage and support a coordinated Pan-Canadian approach to promoting skilled careers in trades and technologies to youth and their communities.
- SCC's vision is that Canada leads the world in skill development.

ABOUT THE SKILLS CANADA VIRTUAL NATIONAL COMPETITION (SCVNC)

- Due to the COVID-19 pandemic, Skills/Compétences Canada's (SCC) held its annual flagship event on a virtual platform on June 15th, 2021.
- At the Skills Canada Virtual National Competition (SCVNC), we welcomed hundreds of students, apprentices, teachers, parents, and career seekers along with industry leaders, government officials and television celebrities. SCVNC offered virtual career exploration activities for visitors and through this platform were able to demonstrate the many opportunities available in the skilled trades and technologies. #SCVNC2021
- SCC hosted virtual competitions for students and apprentices across Canada in 37 Skill Areas, from May 25-30, 2021. This included 27 post-secondary competitions which took place over the course of two days and were held live online via Zoom, and 25 secondary competitions of one day, which were held on Google Classroom and recorded. Most competitors competed at their school but some participated from home due to various levels of lockdowns across the country. In addition, there was a proctor/supervisor for each competitor or group of competitors. Highlights of these competitions, including video footage and photos, were featured in the **Competition Hall** during the event.
- SCVNC also hosted informative digital content spotlighting our partners, alumni and industry celebrities, on the **Main and Essential Skills Stages**. This included Tips and Tutorials from Industry Professionals on Skills (TTIPS) videos featuring SCC partners, *Trading Trades* demonstrations featuring SCC's alumni; Essential Skills Stage activities focused on this year's theme *Digital*; an Accessibility and Inclusion session, a live discussion with Canadian Polytechnics, #EndSkilledTradesStigma chat with TV celebrity Sherry Holmes, a Q&A session with TV celebrities Kate Campbell and Sebastian Clovis, a video presentation about *Women in the Trades: Stigma, Underrepresentation, and Inclusion* with Mandy Rennehan, CEO of Freshco (not the grocery store!) and much more!
- SCC welcomed over 70 booths in the **Exhibition Hall** with national industry, government and education partners. In addition, visitors could chat with their local Skills Canada representatives in the **Skills Canada Hall** and check in on SCC's Essential Skills booth to learn more about these important programs.
- SCC held a fun scavenger hunt and trivia challenge for youth where participants won great prizes while learning about skilled trade and technology occupations.
- Following SCVNC, we held a virtual awards ceremony where the winning medalists were announced!
- SCC also shared information on their social media platforms and the venue's social media wall throughout the day including **Facebook**, **Twitter**, **Instagram**, **YouTube** and **LinkedIn**, using #SCVNC2021 hashtag.
- We would like to thank everyone who joined us during SCVNC to celebrate skills and bring awareness of skilled trade and technology careers to Canadian youth while highlighting the many opportunities that exist. Thank you to our partners, alumni and special guests for helping us host such a successful event! We would also like to extend a special thank you to our Presenting and Premier Sponsors UA Canada, TC Energy and the Gene Haas Foundation as well as our funding partner the Government of Canada.
- The SCVNC online venue will be open until mid-September. **Check it out and register for FREE at scvnc.vfairs.ca**. Take part in the scavenger hunt and score at least 400 points to qualify for a draw on August 15 and earn a chance to win a Nintendo Switch Prize Pack valued at \$670.



INTRODUCTION TO THE 2021 SKILLS CANADA VIRTUAL NATIONAL COMPETITION

Skills/Compétences Canada welcomed visitors to the event in these engaging [videos](#) featuring Skills staff and alumni, and the Minister of Employment, Workforce Development, Disability Inclusion.

- Chris Gallant from Skills Canada Nova Scotia and Kassandra Bilodeau, WorldSkills Team Canada 2015 competitor in Car Painting, welcomed everyone to the Skills Canada Virtual National Competition (SCVNC)!



- The Honourable Carla Qualtrough, Minister of Employment, Workforce Development, Disability Inclusion welcomed the participants and offered words of support and encouragement to the competitors during SCVNC 2021. She also highlighted the importance of skilled trade workers during the pandemic and for Canada's economic recovery. In addition, the Minister shared many of the impactful initiatives that are being offered to our future workforce including additional training and work opportunities for Canadian youth, apprenticeship services and a focus on diversity and inclusion, which will allow us to build a strong workforce for our country's economic prosperity.

SkillsCompétences
Canada
VIRTUAL NATIONAL COMPETITION 2021
COMPÉTITIONS NATIONALES VIRTUELLES 2021

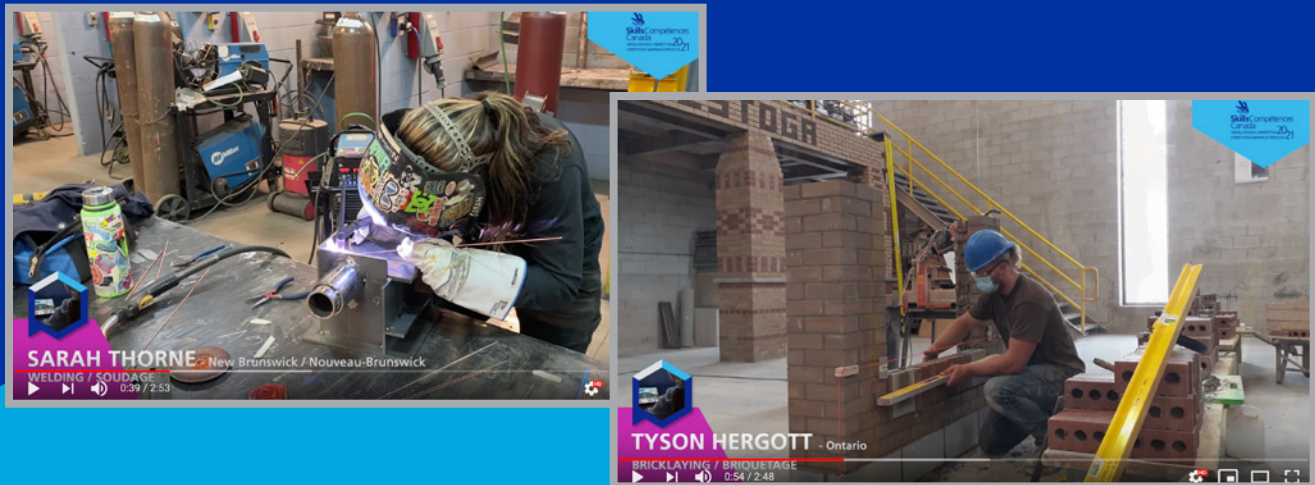
Carla Qualtrough
Ministre de l'Emploi, du Développement de la main-d'œuvre et de l'inclusion des personnes handicapées
en vue d'obtenir une place pour les Olympiades

SKILLS CANADA VIRTUAL NATIONAL COMPETITION #SCVNC JUNE 15, 2021

SPOTLIGHT ON COMPETITORS, EXHIBITORS AND SKILLS CANADA ORGANIZATIONS

At SCVNC, visitors had the opportunity to visit the Competition, Exhibition and Skills Canada Halls to see video highlights and learn more about the skilled trades and technologies by engaging with partners and Skills Canada Member Organizations.

- **Competition Hall:** Participants could view video highlights of post-secondary students and apprentices from across Canada competing in their trade or technology and visit 45 skilled trade and technology booths to learn more about these skilled careers.



- **Exhibition Hall:** Over 70 of SCC's industry and education partners held virtual booths to provide information on their organization and programs and engage with visiting students. [Click here](#) to see the list of exhibitors.



- **Skills Canada Hall:** Skills/Compétences Canada along with its 13 provincial and territorial Member Organizations hosted virtual booths and engaged with participants throughout the day. SCC also promoted the Essential Skills (ES) and the ES mobile app at their booth.



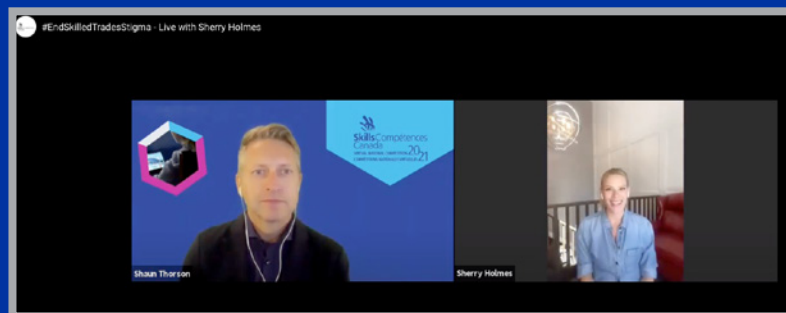
INTRODUCTION TO THE 2021 SKILLS CANADA VIRTUAL NATIONAL COMPETITION

A few industry celebrities joined SCC during the Skills Canada Virtual National Competition to share their journey into the trades and offer advice to tomorrow's skilled workforce in these fun **videos**.

- TV Personalities Sebastian Clovis and Kate Campbell gave TTIPS on how to operate power tools. This was followed by a live Q&A where they highlighted the importance of careers in the skilled trades and encouraged youth to check out these options. They also shared how they got involved in the trades and why they love what they do.



- TV Personality Sherry Holmes offered TTIPS on how to patch holes in dry wall. In addition, Sherry participated in a live discussion on **#EndSkilledTradesStigma** where she highlighted the importance of informing youth on the skilled trades from an early age and highlighting the many incredible opportunities that exist. Sherry also shared her career journey, her passion for working in construction and the fulfillment she gets from helping others and inspiring young women to consider a future in the skilled trades.



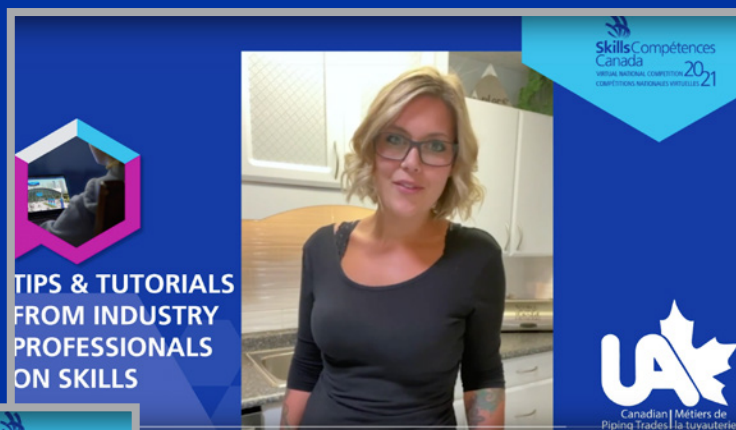
- Industry Celebrity and Founder of Freshco.ca (not the grocery store!) Mandy Rennehan talked about *Women in the Trades: Stigma, Underrepresentation, and Inclusion*, in this inspiring video. Mandy's vision goes well beyond building successful businesses as she is redefining the collar, blue™ to help solve the massive skilled trade shortage in North America. She also shared her journey into the skilled trades, and the importance of encouraging youth and people of all ages to pursue a career in the trades.



TIPS AND TUTORIALS FROM INDUSTRY PROFESSIONALS ON SKILLS (TTIPS)

Several of SCC's industry partners shared useful TTIPS on their skilled trade or technology that viewers could try at home. Check out these informative **videos**.

- Alanna Marklund, National Manager of Youth, Diversity, and Indigenous Relations from UA Canada offered plumbing TTIPS for around the house.



- Denisa Dica, Operations Manager at InkSmith offered TTIPS on 3D Printing and personal protective equipment.

- RV Careers provided TTIPS to have a successful camping experience, and on how to become an RV technician.

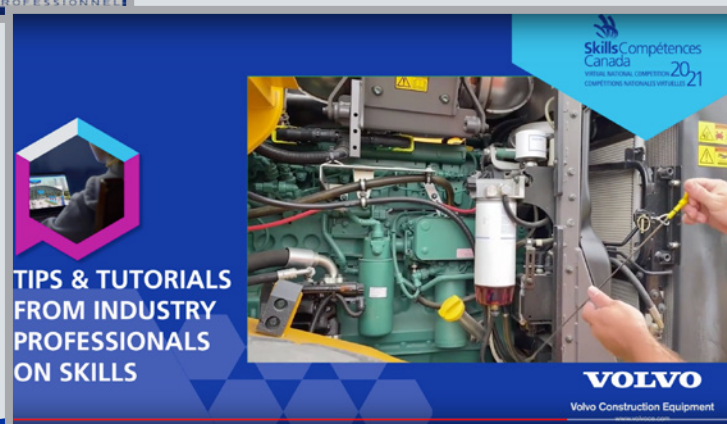


- Nicolas Dutertre, Montreal Chocolate Academy Pastry Chef at Barry Callebaut offered Chocolatier TTIPS (in French only).



- Marie-Michèle Deschesnes, Technical Consultant for L'Oréal gave helpful hairstyling tips (in French only).

- Patrick Gilreath, Technical Training Specialist at Volvo Construction Equipment provided TTIPS on properly maintaining heavy equipment.



- Scott Hulan, Technical Trainer, Volkswagen Group Canada gave TTIPS on vehicle maintenance.

- Monica Puckering, Instructor and Professional Skin Therapist at Dermalogica shared TTIPS for healthy skin.



A FEW WORDS FROM SCC'S INDUSTRY PARTNERS

Check out these [videos](#) from SCC's industry partners where they talk about their exciting new programs and initiatives.

- Jeremy Braithwaite, Professor of Mechatronics, Electrical and Manufacturing Engineering Technician Programs at Loyalist College presented A Report on the *Weston Family Scholarship in the Skilled Trades* in this video. For more than a decade, the Weston Family Scholarship in the Skilled Trades has provided support for individuals to enter and build a fulfilling career in the trades. Jeremy shared the lessons learnt from this initiative to encourage other colleges and funders to embark on similar support programs for skilled trade students in Canada.



- RBC and Skills Canada shared their exciting announcement in this video. Thanks to a donation from the RBC Foundation, SCC will be expanding their reach to youth in underrepresented communities through researched and tailored skilled trade and apprenticeship career orientation activities. This impactful program will allow Skills Canada and its provincial/territorial Member Organizations across the country to leverage activities to increase diversity and inclusion in the skilled trades and technologies.



"The 2021 Skills Canada Virtual National Competition was a great success for our organization! The online platform was engaging and offered a fun experience for a virtual event. Setting up our booth was a quick and easy process, and the exhibitor lounge enabled us to connect with other organizations over the course of the day. All in all, it was a great experience! However, we do look forward to seeing everyone in person at the next competition!"

**Colleen McConnell, Director of Communications,
Construction Foundation of BC**

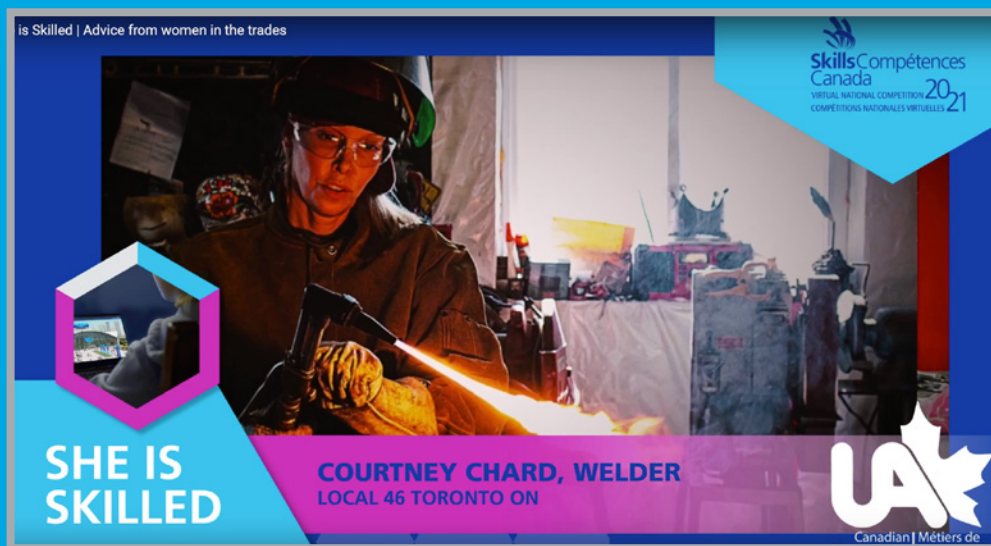


"It was great to have the students engage with ConsuLab at our booth. We wish them all a great success in their future skilled career."

**Dave Gratton, Canadian Motive Power Accounts
Manager, ConsuLab**



- In this captivating video by UA Canada, several amazing tradeswomen from across the country shared their advice and their journeys, what life is like as a woman in the construction industry and the great opportunities that are available for women in the skilled trades.



#ESSENTIALSKILLS HIGHLIGHTS

Many partners and past competitors shared their thoughts on the Essential Skills and their importance in order to be successful in the skilled trades and technologies, in these compelling **videos**.

- Chris Gallant from Skills Canada Nova Scotia talked about the Essential Skills and how this program is tailored to better prepare Canada's youth for the rapidly developing workforce in skilled trades and technologies.



- RBC Olympian, Sam Effah, talked about the importance of Essential Skills to enable Canadians to adapt, participate and thrive in a rapidly changing labour market.



- Mack Rogers, Executive Director of ABC Life Literacy Canada and Shaun Thorson, CEO of Skills Canada discussed the Essential Skills and the importance of these skills for Canada's modern workforce and for skilled trade and technology careers.
- Members of the Bow Valley College project team and apprenticeship instructors from Saskatchewan Polytechnic discussed Essential Skills training to support the success in apprenticeship national applied research project. This project aims to provide apprentices with the foundational literacy and essential skills to support technical training successes.

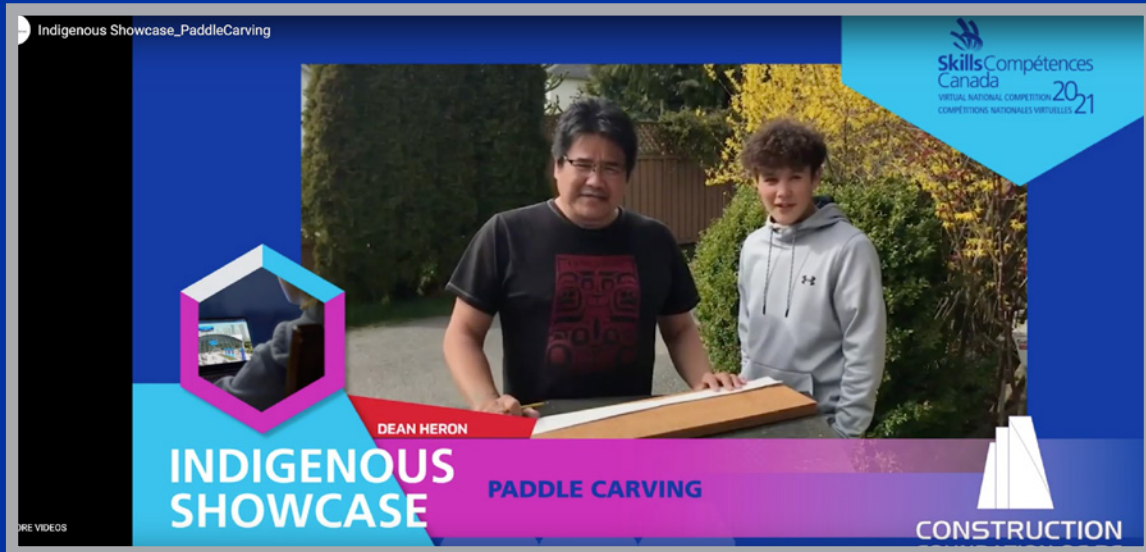
- Cooking competitor Liam Crane and Trainer Sean Kettley shared their experience participating in the Abilympics, how it was an invaluable experience, what their motivations were behind competing and volunteering, and why inclusion and accessibility is important in workplaces and learning environments.
- Richard Spencer, WorldSkills Expert, taught us about Cloud Computing in this informative video titled *Digital Skills in a Digital World*.
- Laura Jo Gunter, President and CEO, Northern Alberta Institute of Technology, Chris Whitaker, President and CEO, Humber College and Dr. Patrick Rouble, President, Skills/Compétences Canada talked about how Canadian Polytechnics are embracing remote and online learning.



INDIGENOUS SKILLS SHOWCASE

Check out the Indigenous Skills workshop **videos** that were presented at SCVNC to celebrate the traditional skills of Indigenous people combined with contemporary skills that are currently used in the skilled trades such as Cabinetmaking, Welding, Precision Machining, and Joinery.

- Dean Heron, Kaska/Tlingit Indigenous Catalyst from the Construction Foundation of BC presented several demonstrations including paddle carving, making an adze, carving knives and graphic design.



1. **Traditional Paddle Carving:** this workshop focused on the use of other tools; such as hand planers and draw knives for creating a paddle from red or yellow cedar.
2. **Making an Adze:** in this workshop, Dean operated various power tools, files and torches, and taught viewers how to care for and sharpen an adze after they are made.
3. **Bent And Straight Carving Knives:** this demonstration was an introduction to making the traditional bent and straight knives of the Northwest Coast. In this workshop the handles were made from red cedar and lashed with seine twine.
4. **Intro to Northwest Coast Graphic Design – Drawing Ravens:** in this video, Dean demonstrated how the combination of traditional Northwest Coast design in art and contemporary technology can be used.

- Rebecca Doxtator of Oneida Nation and owner of OTSÍ:TSÍ' Designs taught the audience how to create beautiful traditional beadwork with this easy-to-follow tutorial.



“After attending this event, I realized that there are a ton more employment opportunities in skilled trades and technologies than I thought.”

- Will Goodon, Minister of House and Property Management for the Manitoba Metis Federation, demonstrated how to craft and decorate a **Willow Tree Slingshot**.



INUIT TRADITIONAL SKILLS SHOWCASE

- Amanda Latreille from the Isaruit Inuit Women’s Sewing Centre showed the importance of preserving traditional Inuit skills in this video. ISARUIT, which means ‘wings’ in Inuktitut, is a collective of Inuit women living in the Ottawa area who get together to learn, teach and preserve traditional Inuit skills such as sewing, skin preparation, cooking, and much more.



“At SCVNC, I learned about the impact Skills has and the different careers that are available. I also learned about the different programs, scholarships and jobs that different companies in skilled trades and technologies provide.”

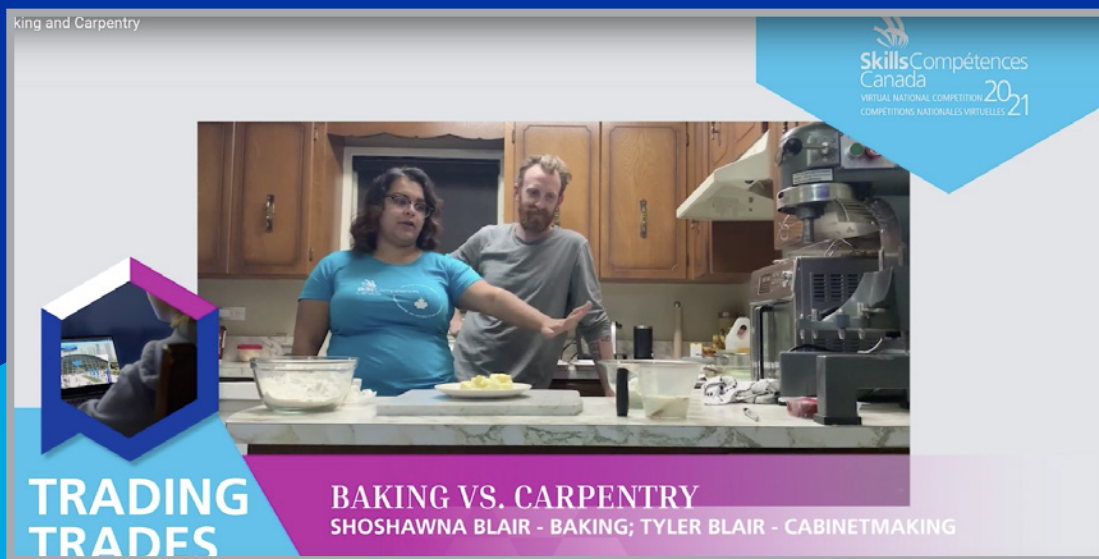
Grade 10 student from Westlane Secondary School

TRADING TRADES VIDEO SERIES

HIGHLIGHTED SCC ALUMNI

Skills/Compétences Canada (SCC) was proud to highlight several of their alumni showcasing their skills in their Trading Trades video series, which featured six skilled trade and technology sectors. Check out these fun and informative **videos**.

- **Baking vs Cabinetmaking:** Shoshawna and Tyler Blair demonstrated how to bake scones and use a miter saw.



- **Custom Painting vs Robotic Beetle Bot:** Kassandra Bilodeau and Bo Chiasson showed the participants how to create custom designs using spray paint and how to build a robotic Beetle Bot.



- **Building a Résumé vs 3D Character Modeling:** Sarah Collins and Anastasia Cook demonstrated how to build an effective resume and how to model a 3D video game character.



- **Job Search Tips:** In addition, Brianna Russell taught the audience how to ace a job interview



"Participating at SCVNC has definitely broadened my perspective and gave me ideas of what career I want to pursue in my future."

Grade 10 student, homeschool



PARTICIPANTS LEARNED WHILE THEY EARNED AT SCVNC

Attendees had the opportunity to participate in a fun scavenger hunt and answer questions in a compelling trivia challenge to earn points for a chance to win one of many great prizes, while learning about the skilled trades and technologies.

CONGRATULATIONS TO THE WINNERS INCLUDING:

- Jon Burnett Secondary School in British Columbia who won the school prize with several items from our industry partners including an atomic combo kit from Stanley DeWalt, a fiberglass step ladder from Featherlite, a pack of Land – Climate Action Kits from InkSmith, a Lincoln True North Auto Darkening Welding Helmet from CWB Welding Foundation, a safety kit from Bunzl Safety, a free 12 months access to the award winning motorized equipment e-learning solution Electude and to the brand new TeachConstruction online learning resources from Cognisco Technologies Inc.;
- Mikhail Lavrenov who was the grand prize winner for an all-expense paid trip for two to the 2022 Skills Canada National Competition, in Vancouver;
- Eugene Lavrenov who won a Nintendo Switch Prize Pack and
- Shawn Smith who was awarded a GoPro Hero 8!

**Jon Burnett
Secondary
School!**

**Mikhail
Lavrenov!**

**Eugene
Lavrenov!**

**Shawn
Smith!**

"SCVNC was amazing! The skilled trades seem very exciting and a great opportunity for anyone that's interested."

Grade 11 student from Centre Wellington District High School

SCC CELEBRATED CHAMPIONS AT VIRTUAL AWARDS CEREMONY

- At the **Virtual Closing Ceremony**, Skills/Compétences Canada (SCC) announced the winners of the Skills Canada Virtual National Competition. The top competitors were awarded in 37 Skill Areas representing six skilled trade and technology sectors including: transportation, construction, manufacturing and engineering, information technology, services and employment. Congratulations to the **medalists**!



- SCC's CEO Shaun Thorson gave a heartwarming tribute to John Oates who recently passed away. Mr. Oates joined the Skills Canada Newfoundland & Labrador Board of Directors in 2003 and the SCC National Board in 2004. He devoted a significant part of his life to the skills movement and the youth of this country and has made a lasting and important impact on Canadian Youth. John joined the WorldSkills International Board in 2020, recently being elected to its Executive and was excited to share his expertise and passion for the benefit of youth worldwide. He was dedicated to continuing this advocacy across Canada and internationally. John will forever be remembered for his kind and gentle demeanour, his professionalism and passion, his humour and commitment to youth.



SCVNC MEDIA HIGHLIGHTS

CHECK OUT THE TOP 10 NEWS ARTICLES THAT WERE PUBLISHED ABOUT SCVNC!



JUNE 17, 2021, St. Catharines Standard

Niagara student awarded gold medal at national skills competition, **Reach: 453,684.**

JUNE 19, 2021, Lethbridge News Now

Lethbridge College trades student wins national gold medal, **Reach: 225,365.**

JUNE 22, 2021, Comox Valley Record

Comox Valley student wins Skills Canada silver in electronics, **Reach: 94,123.**

JUNE 22, 2021, Daily Commercial News

Team Ontario competitors earn 29 medals at virtual Skills Canada competition, **Reach: 81,709.**

JUNE 27, 2021, Castanet.net

TRU carpentry students place first at national competition, **Reach: 1,446,047.**

JUNE 16, 2021, StockHouse

Skills/Compétences Canada Celebrates the Champions of the Skills Canada Virtual National Competition, **Reach: 405,018.**

JUNE 18, 2021, CBC Shows

Skills Canada Winners, **Reach: 228,590.**

JUNE 21, 2021, Brandon Sun

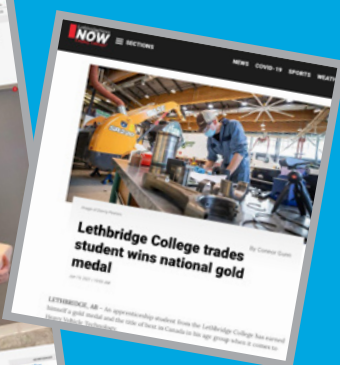
ACC student wins bronze at the national skills competition, **Reach: 51,740.**

JUNE 24, 2021, The Wellington Advertiser

CWDHS student brings home Skills Canada silver medal, **Reach: 53,962.**

JULY 5, 2021, InSauga

Whitby and Ajax high schoolers Skill-it at Skills Canada technology competition, **Reach: 1,184,822.**



SOCIAL MEDIA ANALYTICS



Facebook:

Facebook organic campaign:

Total Reach: 74,745

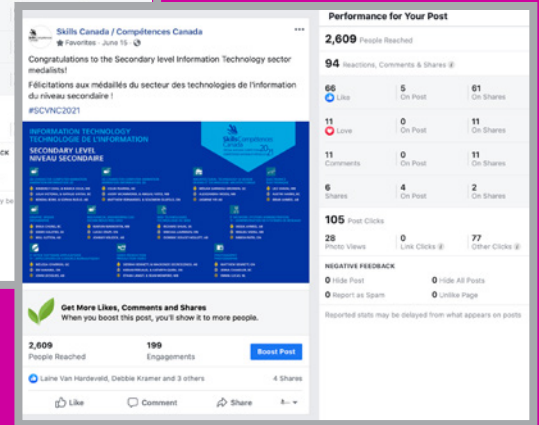
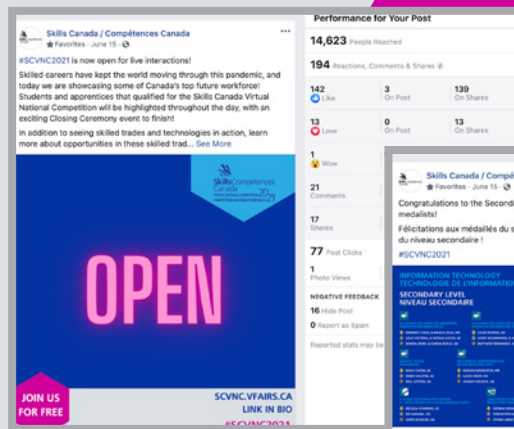
Total Impressions: 78,657

Total Engagements: 3,226

Facebook Advertising Campaign:

Reach: 83,886

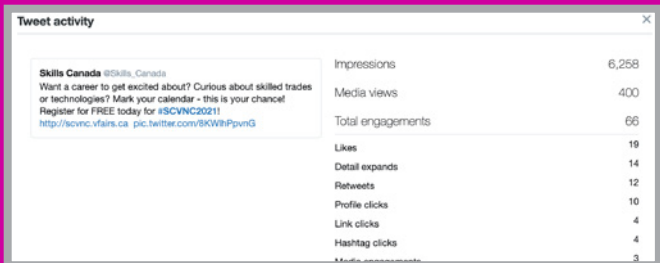
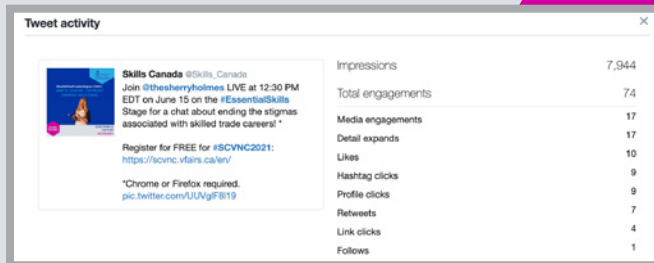
Clicks: 1,972



Twitter:

Impressions: 113,442

Engagements: 1,414



Instagram:

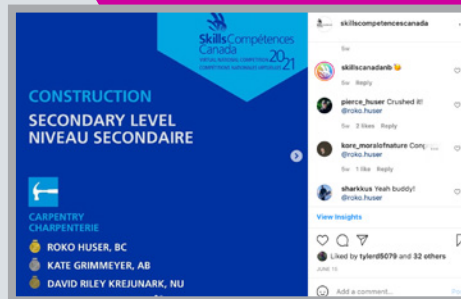
Impressions: 29,606

Engagements: 1,225

Accounts Reached: 24,954

Instagram stories:

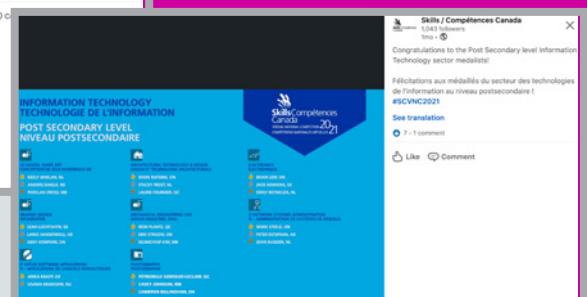
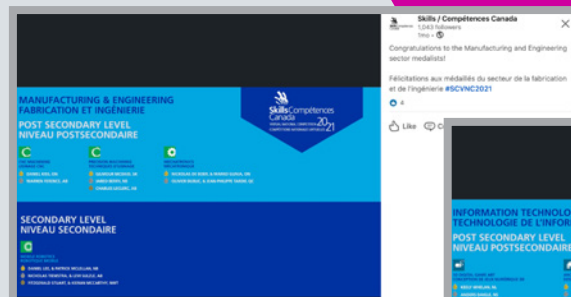
Accounts reached: 4,723



LinkedIn:

Impressions: 9,515

Engagements: 675



THANK YOU!

- Skills/Compétences Canada (SCC) would like to thank all of the participants of the 2021 Skills Canada Virtual National Competition including its many partners, industry celebrities and SCC alumni. Thank you for your inspiring content which included approximately 150 compelling videos which were shared over our social media channels. Through this campaign you've helped us reach over 306,542 people.
- SCC would also like to extend a special thank you to our National Technical Committee members, proctors and Member Organizations for helping us make the Skills Canada Virtual National Competition a resounding success! Thank you for your tireless efforts and continued dedication. This event would not be possible without the continued support and efforts of our many volunteers and partners who dedicate countless hours to ensure its success.
- SCC would like to thank each and every one of you for helping us inspire Canada's youth to develop their passion for skills and pursue excellence in the skilled trades and technologies. We look forward to working with our partners and stakeholders to engage Canadian youth and inform them about the many incredible careers that exist in the skilled trades and technologies.
- We look forward to seeing everyone in Vancouver for the 2022 Skills Canada National Competition!



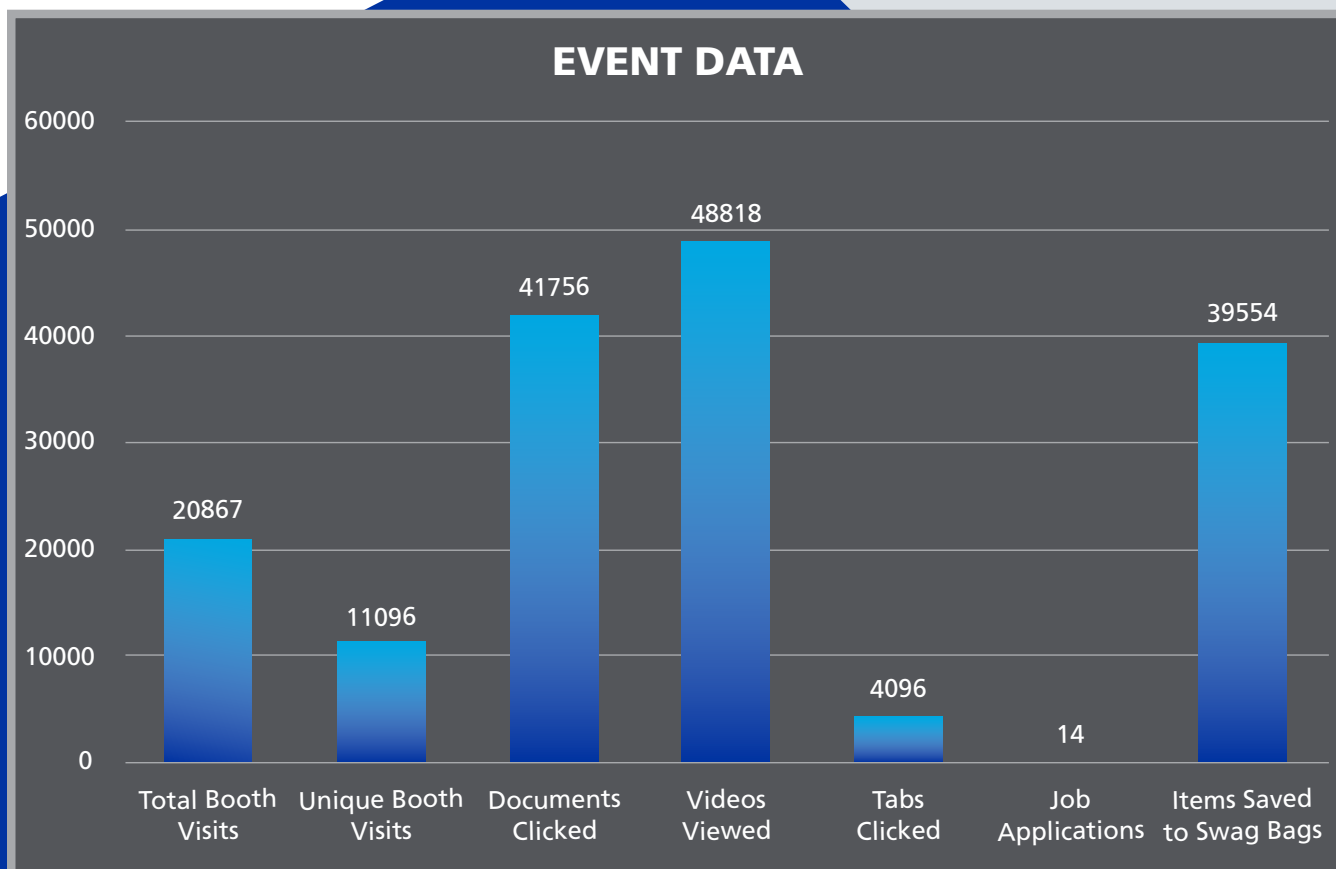
"I've learned a lot of things that I didn't know at the Skills Canada Virtual National Competition."

Grade 8 student at École Jours de Plaines



EVENT STATS: THE NUMBERS TELL THE STORY

- Over 1,200 visitors from across Canada signed in to the vFairs platform on the day of the event to engage with sponsors and Skills Canada Member Organizations.



Survey Results:

- 92% of respondents agreed or somewhat agreed that attending this event was a positive experience.
- 92% agreed or somewhat agreed that by attending this event they learned something new about career options in the skilled trades and technologies.
- 92% agreed or somewhat agreed that they would participate in another Skills/Compétences Canada virtual event
- 89% agreed or somewhat agreed that by attending this event they learned new sources of information in how to pursue a career in skilled trades and technologies.

THANK YOU TO OUR PARTNERS!



Foundation
Fondation

