

# National Skilled Trade & Technology Week

*A Virtual Career Exploration*

**November 2, 2021**



**#NSTTW2021**



SKILLS  
COMPETENCES  
CANADA.COM  
#NSTTW2021  
f t i y l

## Media Kit Table of Content

- 2 About NSTTW
- 3 About Skills/Compétences Canada
- 4 Media Advisory
- 5 NSTTW Agenda
- 6 NSTTW Spokespeople
- 12 What are the new Skills for Success
- 18 Skills for Success Matter
- 19 Skills Canada National Competition 2022

Media Contact: Michèle Rogerson, [micheler@skillscanada.com](mailto:micheler@skillscanada.com), 343-883-7545 ext. 509.

# National Skilled Trade & Technology Week

October 31 to November 6

## Semaine nationale des métiers spécialisés et des technologies

31 octobre au 6 novembre



### 17<sup>th</sup> National Skilled Trade and Technology Week

#### What is National Skilled Trade and Technology Week (NSTTW)?

NSTTW is a key date in the annual Skills/Compétences Canada (SCC) calendar. The goal of this week-long event is to promote and host awareness raising events around the many skilled trade and technology career opportunities in Canada. During NSTTW organizations from across Canada get involved with SCC to promote skilled trade and technology careers to youth, parents, and the public. Due to COVID-19 restrictions, Skills/Compétences Canada (SCC) and its Member Organizations will be hosting virtual events during NSTTW 2021.

#### Why is it happening?

It is clear that skilled trade and technology careers are important for our economy and an excellent career path for many young Canadians. Yet many Canadians either do not know what trade careers look like or what they entail. This week of events and information is dedicated to raise awareness through insight into the career options available. Skills/Compétences Canada's plan is to work with its Member Organizations and partners to facilitate and host skilled trade and technology activities in regions across Canada, using digital platforms, to engage business and political leaders in discussions about the importance of these careers for our country, to focus media attention on these occupations and to highlight those individuals that pursued these paths themselves.

#### Goals

- Get Canada's youth thinking about skilled trade and technology careers as a viable, interesting option.
- Get Canada's youth to engage in projects/experiences involving skilled trades and technologies, fostering conversations between industry, teachers, and students.
- Engage with industry leaders and political decision makers, creating a dialogue focused on the importance of encouraging uptake in skilled trade and technology careers, to ensure that Canada remains at the forefront of competitive advantage in global economies.

**Highlighting Skills for Success: the 2021 focus is *Creativity & Innovation*.**

#### NSTTW Official Launch – November 2, 2021

SCC will officially kick-off the week with A Virtual Career Exploration Event on November 2<sup>nd</sup> from 11 a.m. to 3:00 p.m. EDT. Register for FREE at [nstown.vfairs.ca](https://nstown.vfairs.ca). At this event, you can learn about careers in the skilled trades and technologies, interact with 25 industry and education partners, answer trivia questions, check out our virtual stage and learn about the 9+1 Skills for Success. In addition, SCC will be hosting a panel discussion on **Crushing Barriers to the Skilled Trades** which will address critical barriers that BIPOC youth have faced in the skilled trades and will feature several industry celebrities.

#### NSTTW – October 31 to November 6, 2021

Tune in to [SCC's social media channels](#) and check out SCC's **I Love My Job** video series where we will be highlighting the great careers and people in the Skills Canada community through TikTok and Reels style videos. For more information, visit [www.skillscompetencescanada.com](https://www.skillscompetencescanada.com).

# About Skills/ Compétences Canada

## WHO WE ARE

Skills/Compétences Canada (SCC) was founded in 1989 as a national, not-for-profit organization with Skills Canada Member Organizations in each of the provinces/territories that work with employers, educators, labour groups and governments to promote skilled trade and technology careers to Canadian youth. Based in Ottawa, Ontario, SCC is the Canadian Member Organization of WorldSkills. Its unique position among private and public sector partners enables us to work toward securing Canada's future skilled labour needs while helping young people discover rewarding careers.

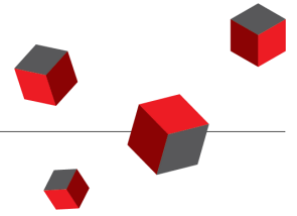
## WHAT WE DO

SCC 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 trades awareness programs such as the Skills Canada National Competition and National Skilled Trade and Technology Week. A lack of information regarding the opportunities in trades and technologies currently prohibits many young Canadians from considering a career in the skilled trades and technologies. SCC brings these occupations to the forefront to make them more visible for teachers, students, parents and the general public. Many programs highlight the 9+1 Skills for Success, which are crucial skills in careers today.

## WHY WE ARE NEEDED

Over the next decade, employers in Canada will find it difficult to hire and retain skilled workers. According to RBC, over 700,000 skilled tradespeople are expected to retire by 2028. As our country is preparing for a post-pandemic economy, we want to help Canada's industries find well-trained, well-prepared young people to fill these positions. SCC wants youth to understand the many opportunities, benefits and rewards of skilled trade and technology careers. Improving the expertise and confidence of individuals pursuing technical careers will benefit us all.





## MEDIA ADVISORY

### Join Us For A Virtual Career Exploration Event!

**OTTAWA, Ontario, October 28, 2021** – Skills/Compétences Canada (SCC) is officially launching the 17<sup>th</sup> National Skilled Trade and Technology Week with a Virtual Career Exploration Event on November 2, on the [vFairs platform](#).

#### WHAT

Skills/Compétences Canada (SCC) and its Member Organizations will be highlighting virtual events to raise awareness of skilled trade and technology careers to parents, youth, educators, and career seekers. Skills Canada will start the week off with a Virtual Career Exploration Event where visitors can learn about careers in the skilled trades and technologies, interact with 25 industry and education partners, answer trivia questions, check out the virtual stage and learn about the 9+1 Skills for Success. This year's theme is *Creativity & Innovation*, one of the Skills for Success. You can view the activities for the week [here](#).

There will also be an engaging panel discussion with a live Q & A on [Crushing Barriers to the Skilled Trades](#) with conversations about the misconceptions, best practices and required preparation when pursuing a career in the trades. This panel will give audience members a real perspective of a diverse skilled trade worker. In addition, SCC will be sharing inspiring content on their social media channels including SCC's 'I Love My Job' **video series** where we will be highlighting careers in the skilled trades and technologies and SCC partners and alumni through TikTok and Reels style videos.

For more information, visit [www.skillscompetencescanada.com](http://www.skillscompetencescanada.com).

#### WHO

Skills Canada is working with its many partners, industry celebrities including HGTV's Sebastian Clovis, RBC Olympian Sam Effah, Siobhan Detkavich from Top Chef Canada, its Member Organizations and SCC alumni to inform Canadians about the importance of skilled trade and technology careers and the 9+1 Skills for Success.

#### WHEN

A Virtual Career Exploration Event will take place on November 2<sup>nd</sup> from 11 a.m. to 3:00 p.m. EDT. [Click here](#) for the agenda of the day's events.

#### WHERE

Register for FREE for this Virtual Career Exploration Event at [nsttw.vfairs.ca](http://nsttw.vfairs.ca). SCC will also be posting content on their social media platforms about NSTTW throughout the week including [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [LinkedIn](#). **#NSTTW2021**

#### ABOUT SKILLS/COMPÉTENCES CANADA

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 helping 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 careers awareness programs. Headquartered in Ottawa, Ontario, Skills/Compétences Canada is the Canadian member organization of WorldSkills. For more information, visit [www.skillscompetencescanada.com](http://www.skillscompetencescanada.com).

Follow Skills/Compétences Canada on [Twitter](#), [Facebook](#), [YouTube](#), [Flickr](#), [Instagram](#) and [LinkedIn](#).

**Media Contact:** Michèle Rogerson, [micheler@skillscanada.com](mailto:micheler@skillscanada.com), 343-883-7545 ext. 509.





# AGENDA • NATIONAL SKILLED TRADE & TECHNOLOGY WEEK

EDT

11:00 AM – 3:00 PM

## EVENT AGENDA

### Exhibit Hall

Engage with industry and education partners from across Canada. Learn about the various career opportunities in the skilled trade and technology sectors.

### Skills for Success Stage

Watch various videos exploring trade and technology careers, and the Skills for Success!

### Contest and Leaderboard

Check out how to win awesome prizes!

## SKILLS FOR SUCCESS STAGE AGENDA

### Welcome from Skills/Compétences Canada

Our CEO, Shaun Thorson, welcomes you!

### Apprenticeship in Canada

Have you considered apprenticeship as a path to a successful career?

### I Love My Job

Learn why people love working in the skilled trades and technologies!

### Crushing Barriers to the Skilled Trades

This panel discusses common misconceptions, best practices, and required preparations when pursuing a career in the trades. You will hear honest conversations regarding the barriers guests have faced while on the job, how they dealt with them, and how they continue to thrive in the industry. This panel will give audience members a real perspective of a BIPOC skilled trade worker.

### Skills for Success at Work

Discover how our partners use Skills for Success in their workplace!

### Introducing Skills for Success

Learn about the exciting new Skills for Success (formerly Essential Skills) framework and how the new program is tailored to better prepare Canada's youth for the rapidly developing workforce in skilled trades and technology.

# National Skilled Trade & Technology Week

October 31 to November 6

## Semaine nationale des métiers spécialisés et des technologies

31 octobre au 6 novembre



### Skills/Compétences Canada Spokespeople and Special Guests

Please contact Michèle Rogerson at [micheler@skillscanada.com](mailto:micheler@skillscanada.com) or 343-883-7545 ext. 509, to arrange for an interview.

Select spokespeople are available to take part in French interviews.

---



**Dr. Patrick Rouble**  
President, Skills/Compétences Canada

Dr. Patrick Rouble lives in Whitehorse, Yukon and is the Principal Consultant with Transom Frame Consulting. He has a diverse background with experience in education, research, business management and government. Patrick served two terms in the Yukon Legislative Assembly and was a Member of Cabinet for 5 years. He held the portfolios for Education, Energy, Mines & Resources, and the Public Service Commission. Upon his retirement from office, Patrick continued his passion for lifelong learning and completed a Doctorate in Education at the University of Calgary. Patrick believes strongly that we need to encourage more Canadian youth to consider rewarding and meaningful careers in traditional trades and emerging technologies. He believes in helping Canadian youth develop the skills and abilities to lead meaningful and rewarding careers and that having a gratifying career will not only help build stronger individuals but will also help to build a stronger Canada.

---

# National Skilled Trade & Technology Week

October 31 to November 6

## Semaine nationale des métiers spécialisés et des technologies

31 octobre au 6 novembre



### Shaun Thorson

Chief Executive Officer, Skills/Compétences Canada

Shaun Thorson, Chief Executive Officer of Skills/Compétences Canada, is a tireless champion of skilled trade and technology careers for Canadian youth. The CEO since 2006, Shaun has held various positions within the Skills/Compétences Canada (SCC) organization at the provincial and national levels for the past 28 years.

Shaun recognizes the vital role of a strong and vibrant skilled trade and technology workforce in maintaining Canada's global economic leadership and fosters engagement with thought-leaders to ensure best practices and positioning. Known for the annual Skills Canada National Competition, Skills Canada is also member of WorldSkills. Within this international body Shaun has chaired the Sustainability Initiatives, Quality Assurance Management Council, the WorldSkills Americas Technical Committee and was Canada's WorldSkills Technical Delegate from 2006 to 2013 and in 2017.

Shaun is the Past President of the CWB Welding Foundation and Chairs the CEO-National Skills Organization Council for WorldSkills.

---

# National Skilled Trade & Technology Week

October 31 to November 6

## Semaine nationale des métiers spécialisés et des technologies

31 octobre au 6 novembre



### Dr. Jon Callegher

Executive Director, Job Talks

Dr. Jon Callegher is the Executive Director of Job Talks, a research and media agency that focuses on Canadian workers. Since 2016, he has managed more than \$1.2 million in federal and provincial research projects. Jon is on a mission to share his research about job satisfaction in the skilled trades in an age when demand for such jobs are high but awareness is low. He has interviewed more than 120 tradespeople and he has been invited to speak on CBC Radio, Global National, Cityline, and at conferences across Canada and the United States. Jon is also a professor in the School of Marketing at George Brown College in Toronto. He has a Ph.D. in sociology from the University of Waterloo.

---



# National Skilled Trade & Technology Week

October 31 to November 6

## Semaine nationale des métiers spécialisés et des technologies

31 octobre au 6 novembre



### Sam Effah

Youth Strategy and Innovation, RBC

Sam's represented Canada at 3 World Championships, 3 World University Games, 2 Commonwealth Games and was inducted into the 2021 Canada West Hall of Fame. As a 2-time Canadian Champion in the 100m, Sam has an innate enthusiasm for sports, marketing, entrepreneurship and the Olympic movement. At RBC, Sam works on the Youth Strategy and Innovation team, led by Canada's top banking professionals. He also leads a strong stage presence, developed over the course of a ten-year career as a seminar speaker, workshop facilitator, and motivational presenter. In 2019 he was cast on The Amazing Race Canada Season 7, where he inspired audiences with stories of injury, resilience and the hunger to be Canada's fastest once again. As a world class athlete while working in corporate and excelling, Sam provides a unique perspective unseen in today's industries.

---

# National Skilled Trade & Technology Week

October 31 to November 6

## Semaine nationale des métiers spécialisés et des technologies

31 octobre au 6 novembre



### Sebastian Clovis

Canadian Television Personality

Sebastian Clovis is a Canadian television personality and former Canadian Football League player, who played free safety for the BC Lions. While working in renovation his entire life, it wasn't until after his retirement from football that he formally started a business as a construction contractor. He is currently known as an HGTV home renovation host, appearing on the television series Tackle My Reno, Save My Reno, Home to Win, and is the host of a new show, "Gut Job" premiering this spring.

---

# National Skilled Trade & Technology Week

October 31 to November 6

## Semaine nationale des métiers spécialisés et des technologies

31 octobre au 6 novembre



**Siobhan Detkavich**  
Top Chef Canada Competitor

Number one on the grill and in your heart. Since stepping foot into the kitchen at the age of 16, Siobhan Detkavich is no stranger to a challenge. Facing racism, sexism, and all sorts of 'isms' throughout her career - she stepped out of the box to defy the odds and show that perseverance, hard work and dedication has no age limit. Fast forward six years where Siobhan found herself competing for the title of Top Chef Canada. She made history as the youngest competitor and the first Indigenous woman to ever compete. Working as the Chef de Partie at the Terrace Restaurant at Mission Hill Family Estate Winery on Syilx/Okanagan Territory, she hopes to bring light to her Indigenous roots, and pay homage to her ancestry and the land she comes from in the hopes of inspiring youth to reach for the stars.

---

### Industry Partners, Sponsors and Suppliers

Industry representatives working with Skills/Compétences Canada to make NSTTW possible are available to discuss skilled trade and technology opportunities, needs and issues related to their sectors. [Click here](#) to see a list of participating partners.

### Skills Canada: National and International Competition Alumni

Many former Skills Canada National Competition and WorldSkills Competition alumni will be participating at NSTTW 2021 and available to speak about their competition experience and how it has helped them in their careers.

---



## **ADAPTABILITY – NEW**

Your ability to achieve or adjust goals and behaviours when expected or unexpected change occurs, by planning, staying focused, persisting, and overcoming setbacks. For example, we use this skill to change work plans to meet new deadlines, learn how to work with new tools and improve our skills through feedback.



**ADAPTABILITY**

### **Why this skill is important**

Major changes in society are affecting how you work, live, and learn and require you to constantly adapt to change. Strong adaptability skills will help you deal effectively with change and to learn new skills and behaviours when needed, stay focused on your responsibilities and goals, and not give up when situations are difficult. They will help you stay positive and manage the stress that can come from change in the workplace, community, and your life at home.

## **COLLABORATION** (formerly Working with Others)

Your ability to contribute and support others to achieve a common goal. For example, at work we use this skill to provide meaningful support to team members while completing a project.



**COLLABORATION**

### **Why this skill is important**

Today people are more connected within communities, across the country, and around the world. Modern workplaces are more diverse, and many jobs require you to work with others from different backgrounds and cultures to complete tasks and solve problems. It is important to be able to work respectfully with people who have different professions, experiences, cultures, and backgrounds.

Collaboration skills help you perform better in a team by understanding how to support and value others, manage difficult interactions and contribute to the team's work.

Strong collaboration skills help you build and maintain positive relationships with others at work, in school, and in other parts of your life.



## **COMMUNICATION** (formerly Oral Communication)

Your ability to receive, understand, consider, and share information and ideas through speaking, listening, and interacting with others which includes broader concepts such as non-verbal communication.

For example, we use this skill to listen to instructions, serve customers and discuss ideas.



**COMMUNICATION**

### **Why this skill is important**

Strong communication skills help you share information in a way that others can clearly understand. You also need strong communication skills to listen to, pay attention to, and understand others. In all jobs, communication skills are important for developing good working relationships with co-workers and clients, including those from different backgrounds and cultures. You also need these skills to work effectively in a team, understand a variety of viewpoints, and to gather and share information while problem solving – whether at work or in your daily life.

## **CREATIVITY & INNOVATION – NEW**

Your ability to imagine, develop, express, encourage, and apply ideas in ways that are novel, unexpected, or challenge existing methods and norms. For example, we use this skill to discover better ways of doing things, develop new products, and deliver services in a new way.



**CREATIVITY & INNOVATION**

### **Why this skill is important**

Creativity and innovation skills help you come up with new, unique, or “outside the box” ideas or to approach something differently than in the past, both at work and outside work. A curious mindset that finds inspiration from a broad range of experiences and perspectives helps develop creativity and innovation skills. Employers are increasingly seeking people who can apply creativity and innovation skills to their work in our increasingly diverse settings, and to come up with new solutions or approaches to tackling challenges. With strong creativity and innovation skills, you can also support and inspire others to develop their own creativity and innovation.

## DIGITAL

Your ability to use digital technology and tools to find, manage, apply, create and share information and content. For example, we use this skill to create spreadsheets, safely use social media, and securely make online purchases.



DIGITAL

### Why this skill is important

Digital technology has changed the way you find and share information, solve problems, and communicate with others. Most jobs now use digital skills, and you need them when you apply other skills such as reading, writing and numeracy.

Digital skills help you keep up with changing demands in the modern workplace and in your daily life.

## NUMERACY (Document Use elements added)

Your ability to find, understand, use, and report mathematical information presented through words, numbers, symbols, and graphics. For example, we use this skill to perform calculations, manage budgets, analyze and model data and make estimations.



NUMERACY

### Why this skill is important

The modern economy requires numeracy skills that go beyond basic arithmetic. Understanding numbers remains critical to functioning in today's society. Many jobs require the ability to work with numbers and math.

Numeracy skills are also needed in a wide variety of daily contexts, including managing your finances and making sense of statistics in the news.

## **PROBLEM SOLVING** (formerly Thinking)

Your ability to identify, analyze, propose solutions, and make decisions. Problem solving helps you to address issues, monitor success, and learn from the experience. For example, we use this skill to make hiring decisions, select courses of action and troubleshoot technical failures.



**PROBLEM SOLVING**

### **Why this skill is important**

Every day you use information to make decisions, solve problems, and take actions.

This can include thinking about different ways to complete a task and choosing the best solution, or deciding what to do first when several activities are competing for your attention. The ability to think, make decisions, and solve problems effectively improves the way you carry out activities, and meet goals and deadlines at work or in other daily life situations.

Strong problem-solving skills will help you gather the right information, identify and solve problems, and make better decisions.

As you learn from these experiences, you will strengthen your problem-solving skills and more quickly and effectively adapt to change.

## **WHAT IS +1?**

The +1 represents the Technical Skills necessary for skilled trade and technology careers. Technical Skills relate to expertise someone possesses that assist in the completion of a job or task. In general, these are abilities acquired through practice and learning. Most skilled trades require the hands-on ability to apply math, science and/or trade-specific expertise to a particular problem or challenge.

Tradespeople not only need to be able to diagnose and understand the scope of a problem, but also apply practical, mechanical, or technical skills to its solution, using the tools of trade to carry out tangible work.

## **READING** (Document Use elements added)

Your ability to find, understand, and use information presented through words, symbols, and images. For example, we use this skill to locate information on forms and drawings, and to read items such as emails, reports, news articles, blog posts and instructions.



READING

### **Why this skill is important**

Reading helps you to understand and interpret the meaning within the text. Strong reading skills allow you to do your job and to work safely, and efficiently. You use reading skills to learn other skills, for example, by reading online learning resources. Reading is important in day-to-day activities, such as understanding changes in travel advisories and interpreting the important messages in articles.

## **WRITING** (Document Use elements added)

Your ability to share information using written words, symbols, and images. For example, we use this skill to fill out forms and applications, and write emails, reports and social media posts.



WRITING

### **Why this skill is important**

We write to communicate ideas and information to other people. In today's world, we require writing skills that are suitable for different situations including digital platforms.

Knowing what to write, how much to write, and in which style to write is important. Writing skills ensure your writing is suitable for your purpose, the intended reader, and the context.

## **Questions?**

**Contact:** Marisa Sosa, Senior Manager, Programs at Skills/Compétences Canada at [marisas@skillscanada.com](mailto:marisas@skillscanada.com) or 343-883-7545 x 517. [skillscompetencescanada.com](https://skillscompetencescanada.com)

FROM THE CLASSROOM  
TO THE WORKPLACE

# SKILLS FOR SUCCESS MATTER



## LETS GET CREATIVE.

*"Exploration is the engine that drives innovation. Innovation drives economic growth. So let's all go exploring."*

— Edith Widder

## CREATIVITY & INNOVATION

is your ability to imagine, develop, and encourage ideas in ways that are new.

## WHY THIS SKILL IS IMPORTANT

Creativity & Innovation help you come up with "outside the box" ideas and help you approach things differently both at school and at work.



# SKILLS CANADA NATIONAL COMPETITION MAY 26-27, 2022

VANCOUVER CONVENTION CENTRE  
BRITISH COLUMBIA

## WHAT IS IT?

The Skills Canada National Competition (SCNC) 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 national champions in their respective discipline.

## WHY IS IT HAPPENING?

- Provide competitors and student visitors with hands-on experience.
- Get Canada's youth to consider skilled trade and technology careers as a viable, rewarding option.
- Engage with industry leaders, educators and political decision makers.
- Ensure that Canada remains at the forefront of competitive advantage in the global economy.
- Promote awareness of the 9+1 Skills for Success through Try-A-Trade® and Technology activities hosted by educators and industry experts.
- Highlight innovation and the importance of digital literacy and technology driven skills that are crucial to keep pace with the quickly changing job market.
- Encourage under-represented groups and diverse populations to get involved in the skilled trade and technology sectors.

## HIGHLIGHTS

- Free event: open to the public on Competition days.
- Over 40 competitions, representing six sectors: Construction, Employment, Information Technology, Manufacturing and Engineering, Services and Transportation.
- Over 550 competitors.
- Over 50 Try-A-Trade® and Technology activities for visiting youth.
- Student visitors and spectators from across Canada.
- Professionally produced Opening and Closing Ceremonies.
- Skills for Success stage including interactive demonstrations by various stakeholder groups and industry celebrities designed to highlight the importance of Skills for Success, with a focus on **Creativity & Innovation**, this year's theme.
- Industry and education exhibitors and sponsored Try-A-Trade® and Technology activities.
- Skills for Success Youth Assembly.
- Exclusive networking events, including Opening and Closing Ceremony receptions and Competition floor tours.
- Industry celebrity attendance and participation.

