



  
**SkillsCompétences**  
Canada

# Annual Report 2021-2022





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# Skills/Compétences Canada Board of Directors

## CANADA NATIONAL BOARD OF DIRECTORS

**Dr. Patrick Rouble**  
President

**Sue LeFort**  
Vice-President

**Luke Young**  
Treasurer

**Ray Massey**  
Secretary

**Paul Armstrong**  
Director

**Dominique Bousquet**  
Director

**Gerald Manning**  
Director

**Christine Greene**  
Director

**John Haller**  
Director

**Phil Polsom**  
Director

**Travis Stewart**  
Director

**Christina Taylor Overing**  
Director

**Dan Zvanovec**  
Director

**Honourable mention  
to Darryl Spector**  
Director from September 2021-  
February 2022



Front row, left to right: Paul Armstrong (Director), Ray Massey (Secretary), Sue LeFort (Vice President), Dr. Patrick Rouble (President), and Gerald Manning (Director).

Back row, left to right: John Haller (Director), Travis Stewart (Director), Phil Polsom (Director), Christina Taylor Overing (Director), Dan Zvanovec (Director), Luke Young (Treasurer), Dominique Bousquet (Director), and Christine Greene (Director).

*"We always look forward to events like Level Up! with Skills Canada that connect us with the next generation of skilled workers. Our field operators and trades are critical to our business and ability to deliver the energy people need, every day. We continue to look for young talent interested in helping us innovate and create game-changing solutions that will drive a more sustainable energy future. Thank you, Skills Canada, for hosting this event and providing students with the opportunity to learn more and explore a career in the skilled trades."*

MANDY RUSSELL, TC ENERGY



# About Skills/Compétences Canada

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## MISSION

Encourage and support a coordinated Pan-Canadian approach to promoting skilled careers in trades and technologies to youth and their communities.

## VISION

Canada leads the world in skill development.

## ABOUT SCC

- Founded in 1989
- Registered Canadian Charitable Organization
- National Office in Ottawa, Ontario
- 13 Member Organizations representing all provinces/territories
- Canadian Member Organization of WorldSkills

## WHAT WE OFFER

- Regional, provincial/territorial, national and international skilled trade and technology competitions
- Skilled trade and technology awareness programs
- Experiential learning opportunities for youth through Try-a-Trade® and Technology activities
- Skills For Success programs and resources

Our unique position among private and public-sector partners enables us to work toward securing Canada's future skilled labour needs while assisting young people to discover rewarding careers.

We work with employers, educators, labour groups and governments to promote skilled trade and technology careers among Canadian youth.

Over the past 33 years, we've introduced hundreds of thousands of Canadian youth to endless possibilities in skilled trade and technology careers.

# SCC Holds Online Events and Programs

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As the COVID-19 pandemic continued, Skills/Compétences Canada (SCC) hosted their events and programs virtually to engage Canadian youth.

This included the 2021 Skills Canada Virtual National Competition, the 2021 National Skilled Trade and Technology Week and the second edition of Level Up! With Skills Canada, which were held on a virtual platform and included inspiring online content which was shared on SCC's social media channels. These online events allowed us to connect with youth, parents, stakeholders, our partners and our Member Organizations.

This year has highlighted the importance of having a strong workforce in the skilled trades and technologies in preparation for the post-pandemic economy. SCC continues to promote these incredible careers and encourage our country's youth to get involved. SCC continues working with the skills community to inform the future generation of skilled workers about the many opportunities that exist in the skilled trades and technologies.

To see all of SCC's digital content, please go to our **YouTube Channel** and select the corresponding event playlist.

## SCC Launches Monthly Blog!

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In November 2021, Skills/Compétences Canada (SCC) launched its monthly blog to engage the skills community. This includes updates on SCC's events and

programs, partner news, and features from inspiring tradespeople. This blog covers a variety of topics related to skilled trades, technologies and apprenticeships.



November 1, 2021

**#CreatingPossibilities for Youth through Apprenticeships**

*"The Canadian Armed Forces participated in Level Up! with Skills Canada. This professionally organized event enabled meaningful interactions with hundreds of energetic students regarding the many skilled trade opportunities within the Canadian Armed Forces. It was a fantastic virtual opportunity to exchange information with students, listen to their wide range of skilled trades interests, and share information on the over 100 careers available in the Canadian Armed Forces. We look forward to participating in future Skills Canada events."*

**CAPTAIN JESSE OROZCO, R3 RECRUITER SUPPORT STAFF OFFICER,  
CANADIAN FORCES RECRUITING GROUP HEADQUARTERS, CANADIAN ARMED FORCES**



# SCC Member Organizations



**Skills Canada Alberta**  
[www.skillsalberta.com](http://www.skillsalberta.com)



**Skills Canada British Columbia**  
[www.skillscanada.bc.ca](http://www.skillscanada.bc.ca)



**Skills Canada Manitoba**  
[www.skillsmanitoba.ca](http://www.skillsmanitoba.ca)



**Skills Canada New Brunswick**  
[www.skillscanadanb.com](http://www.skillscanadanb.com)



**Skills Canada Newfoundland and Labrador**  
[www.skillscanada-nfld.com](http://www.skillscanada-nfld.com)



**Skills Canada Northwest Territories**  
[skillscanadanwt.org](http://skillscanadanwt.org)



**Skills Canada Nova Scotia**  
[www.skillsns.ca](http://www.skillsns.ca)



**Skills Canada Nunavut**  
[www.skillsnunavut.ca](http://www.skillsnunavut.ca)



**Skills Canada Ontario**  
[www.skillsontario.com](http://www.skillsontario.com)



**Skills Canada Prince Edward Island**  
[www.skillscanada.pe.ca](http://www.skillscanada.pe.ca)



**Compétences Québec**  
[www.compétencesquebec.com](http://www.compétencesquebec.com)



**Skills Canada Saskatchewan**  
[www.skillscanadasask.com](http://www.skillscanadasask.com)



**Skills Canada Yukon**  
[www.skillsyukon.com](http://www.skillsyukon.com)

# Message from Dr. Patrick Rouble, President of SCC

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This year has been an impactful one for Skills/Compétences Canada (SCC) as we continued to hold many of our events, programs and activities virtually during the COVID-19 pandemic. Through these endeavors, we were able to reach over one million people online as we continued to engage Canadian youth and their communities and inform them about the rewarding careers that exist in the skilled trades and technologies.



SCC held several events virtually in 2021-2022 including the 2021 Skills Canada Virtual National Competition, the 2021 National Skilled Trade and Technology Week and the second edition of Level Up! With Skills Canada. The events allowed SCC to keep their audience

engaged online while promoting the great careers that are available to youth in the skilled trade and technology sectors. Furthermore, SCC renewed their partnership with Let's Talk Science to engage students in career discovery and exploration in the Let's Talk Careers Competition, on the ChatterHigh platform. During this competition, students learned about the diverse careers in the skilled trades, technologies and STEM (science, technology, engineering, and math).

SCC has continued to work closely with industry, government, and education partners to inform Canadian youth of the many lucrative careers that exist within the skilled trades and technologies. SCC provides a unique platform where Canadian youth can explore the variety of career paths through our

many events and programs. SCC's 13 Member Organizations, which are in each province and territory in Canada, continue to connect with thousands of youth in Canada each year through their programs and activities.

We are appreciative to have great volunteers and partners who make it possible to host these events each year, allowing us to reach our future skilled workforce and grow the skills movement. SCC's many alumni also continue to inspire youth through their skills journeys and participation. We look forward to engaging more young Canadians and **#CreatingPossibilities** for their future. SCC is proud to continue to demonstrate how **#SkillsChangeLives** through impactful programming.

*"Participating in Skills/Compétences Canada (SCC) events reminds me how integral SCC is in shifting the perception around the skilled trades by emphasizing their importance in our daily lives and the rewarding careers these offer. I love doing what I can in my own way to share my story and passion for the skilled trades at SCC events."*

KATE CAMPBELL, HGTV STAR AND FOUNDER OF KATE BUILDS

# #CreatingPossibilities Through the Skills Canada Virtual National Competition



- 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), SCC 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. Highlights of these competitions, including video footage and photos, were featured during the event.

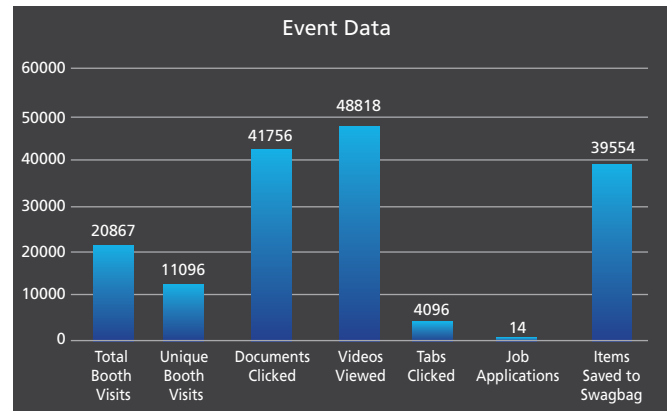
*"The 2021 Skills Canada Virtual National Competition was a great success for our organization! The online platform was engaging and offered a fun experience for a virtual event. Setting up our booth was a quick and easy process, and the exhibitor lounge enabled us to connect with other organizations 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





- SCVNC also hosted digital content, including 150 videos which spotlighted our partners, alumni and industry celebrities. This included Tips and Tutorials from Industry Professionals on Skills (TTIPS) videos featuring SCC partners, *Trading Trades* demonstrations featuring SCC's alumni; Skills for Success Stage activities focused on this year's theme *Digital*; an **#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 with national industry, government and education partners. In addition, visitors could chat with their local Skills Canada representatives and check in on SCC's Skills for Success booth to learn more about these important programs. 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.
- 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, there was 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, and had a total of **231,220 impressions**. In addition, this campaign reached over **300,000 people**.
- SCVNC was an opportunity 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!

*"It was great to have the students engage with Consulab at our booth at SCVNC 2021. We wish them all a great success in their future skilled career."*

DAVE GRATTON, CANADIAN MOTIVE POWER  
ACCOUNTS MANAGER, CONSULAB

# Students Engaged in Career Exploration and Discovery During Let's Talk Careers Competition



- Skills/Compétences Canada renewed their partnership with Let's Talk Science to engage students in career discovery and exploration. Schools and students across Canada had the chance to learn about careers by participating in the Let's Talk Careers Competition, on the **ChatterHigh** platform.
- This competition was held in the Fall of 2021 and had over:
  - ◇ 6,000 participants from more than 200 schools;
  - ◇ 115 districts across Canada;
  - ◇ 544,704 web pages to explore post-secondary, career, and labour market information;
  - ◇ 375 students won bursaries.
- The Let's Talk Careers Competition engaged students across Canada in career discovery by engaging them in exploring existing and emergent careers in skilled trades, technologies and STEM (science, technology, engineering and math). While participating in this competition, students learned about career and post-secondary options available to them by matching their passions and interests to post-secondary programs or directing them to work options.
- Students had the opportunity to answer a quiz each day which allowed them to explore thousands of career options that they may not have been exposed to, and also the opportunity to win prizes.



**FREE  
ADMISSION**

# DISCOVER YOUR CAREER at the

**2023 SKILLS CANADA NATIONAL COMPETITION**

**MAY 25 & 26 @ RBC CONVENTION CENTRE IN WINNIPEG**

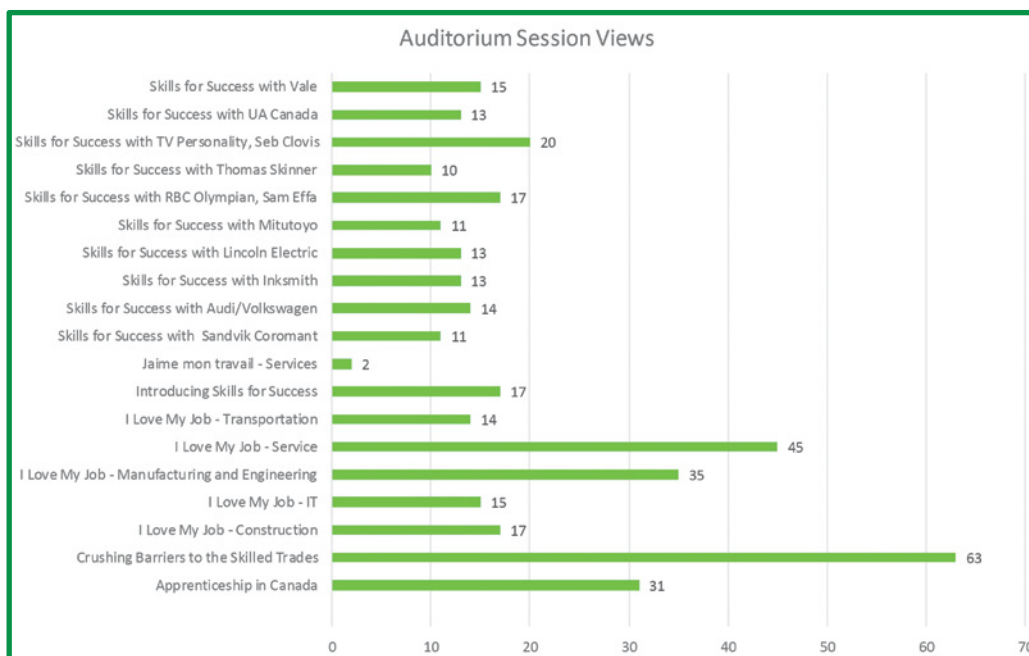
Explore new careers with interactive Try-A-Trade® and Technology activities!  
Connect with industry and education representatives!  
**Watch 550+ students and apprentices from across Canada compete  
in 45 skilled trade and technology competitions!**

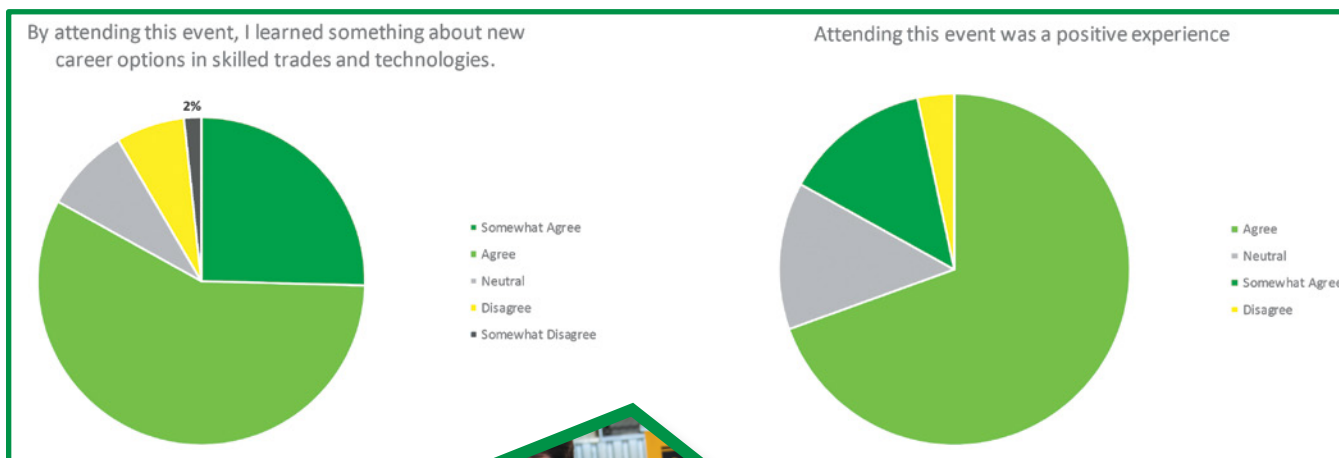
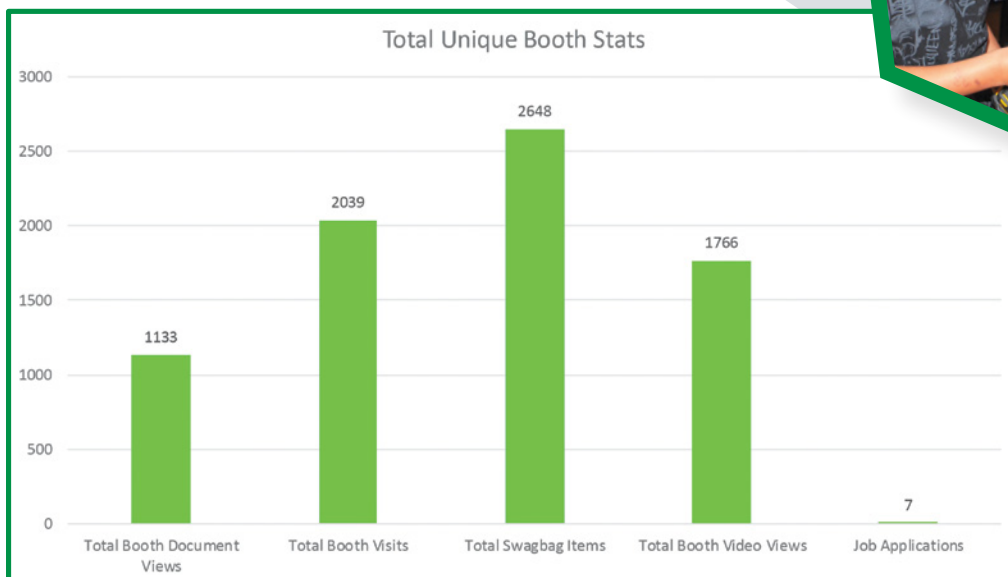
Register your class online (Coming soon). School Travel Subsidies available.  
More information: [www.skillscanada.com](http://www.skillscanada.com)  
Questions: [schooltours@skillscanada.com](mailto:schooltours@skillscanada.com)



# Youth Explored Careers During National Skilled Trade and Technology Week

- Skills/Compétences Canada (SCC) officially launched the 17th National Skilled Trade and Technology Week (NSTTW) on November 2nd, 2021, at a Virtual Career Exploration Event. This event brought awareness to parents, youth, educators, and career seekers about the incredible skilled trade and technology career opportunities that are available across Canada.
- At this event, there were over 350 students, industry and education partners, industry celebrities, SCC alumni and many of Skills Canada's Member Organizations in attendance. Students had the opportunity to learn about career and education pathways in the skilled trades and technologies, interact with partners through text chat, answer trivia questions, check out SCC's virtual stage and learn about the 9 +1 Skills for Success. This year's theme was *Creativity & Innovation*, one of the **Skills for Success**. Student visitors could also participate in an exciting contest for a chance to win a DGI Mini 2 Drone.
- In addition, SCC in partnership with the RBC Foundation, held a panel discussion on **Crushing Barriers to the Skilled Trades** where participants discussed the misconceptions, best practices and required preparation when pursuing a career in the trades. Celebrity guests included Sam Effah, RBC Olympian, Sebastian Clovis, HGTV Celebrity and Siobhan Detkavich, Top Chef Canada competitor. This was followed by an engaging Q&A.
- SCC also shared inspiring content on their social media channels including SCC's **'I Love My Job' video series** which highlighted careers in the skilled trades and technologies and featured several of SCC's partners and alumni through TikTok and Reels style videos. These videos are available on SCC's **YouTube channel**.
- At this event, there were over 2,000 booth visits and over 1,700 video views.







# Students Explored the Trades and Technologies at Level Up! With Skills Canada

On February 24, 2022, Skills/Compétences Canada (SCC) hosted Level Up! With Skills Canada, a one-day free interactive virtual career exploration event for students, teachers, parents, apprentices, and career seekers. SCC along with its 13 Member Organizations, industry and education partners, and other stakeholders from across the country, provided a stimulating environment where participants could engage in virtual career exploration activities to learn about careers in skilled trades and technologies.

SCC also shared information on their social media platforms throughout the day including Facebook, Twitter, Instagram, YouTube, and LinkedIn.

**#LevelUpWithSkills**

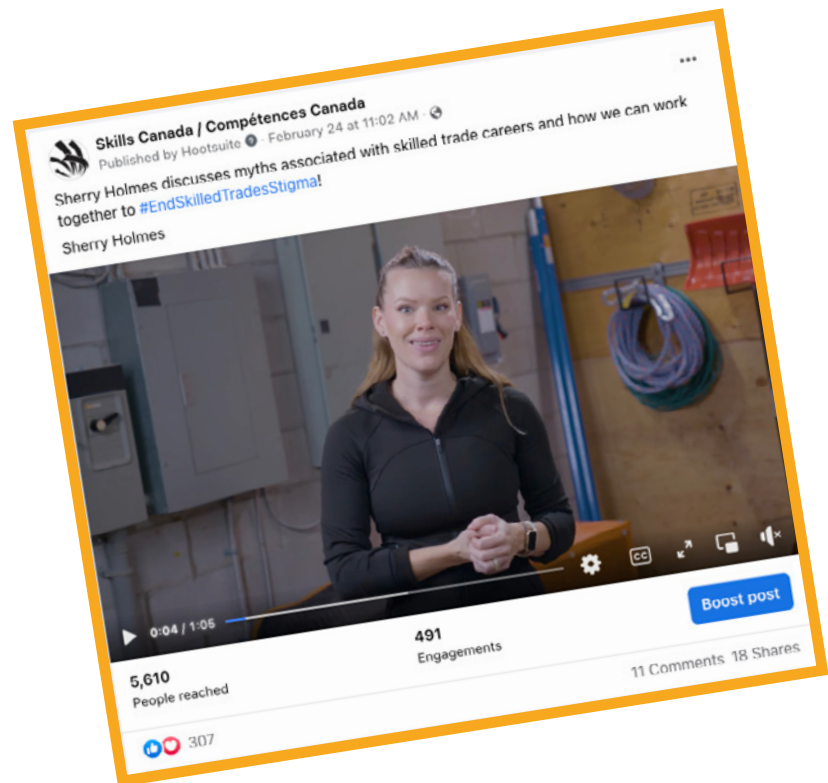
## PARTICIPANT SURVEY RESULTS

87% of participants agreed or somewhat agreed that by attending this event, they learned something about new career options in skilled trades and technologies.

81% of participants agreed that as a result of attending this event, their overall perceptions about careers in skilled trades and technologies are now very positive or somewhat positive.

## EVENT FEATURES AND HIGHLIGHTS

- Interactive activities participants could do in the classroom or at home, including many of the skilled trades such as carpentry, automotive repair, car painting, skin therapy, cooking, and many more.
- Highlights of the *Best of 2021* videos which featured HGTV celebrities Sebastien Clovis, Kate Campbell, Sherry Holmes, and several partners
- Live Accessibility and Inclusion Session with Keynote speaker Mr. Marco Pasqua on *5 Surprisingly Easy Changes to Make Your Workplace More Accessible*.



More than 50 partner booths, where visitors could interact with them through text chat functions, meet their local Skills Canada Member Organization to learn about their programs and activities, and learn about the importance of the 9 + 1 Skills for Success. Thank you to the participating **partners!**

Participants engaged in a fun scavenger hunt and trivia challenge to win great prizes for themselves and their schools, by testing their skills while learning about the skilled trades and technologies.

## EVENT STATISTICS

- Over 1,000 participants from across Canada
- Students engaged in 210 activities
- Approximately 14,000 booth visits
- Over 1,000 video session views



# SCC Exemplified Creativity and Innovation by Pivoting to Virtual Events



SCVNC landing page 2021.

NSTTW landing page 2021.



Level Up! landing page 2021.





# The National Alumni Committee Work Together Virtually

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*From left to right, top to bottom: Michelle Gilbert, N.B., Pelly Vincent Braun, Y.T., Patricia Roque, B.C., Samuel Turgeon-Brabazon, Ont., Emma Lewis, Man., Robbie McMahon, P.E.I. and Nicole Hamilton, N.S. Members not shown in the photos: Ian Cook, Alta., Tyler Hiscock, N.L., Joelle Gerwing, N.W.T., Kassandra Bilodeau, Que., Britnee Mishak (Bee), Sask. and Marisa Sosa, Director, Programs, Diversity and Inclusion.*

The National Alumni Committee (NAC) had virtual meetings in November 2020 and February 2021. They discussed alumni activities, strategic planning, and future leadership training, and made plans to meet in person after a two year hiatus. Since its inception in 2017, the NAC members continue to work together to share ideas and engage youth across Canada. During the pandemic,

NAC also participated and supported many digital campaigns for SCC's virtual events including the Skills Canada Virtual National Competition and National Skilled Trade and Technology Week 2021. We look forward to next year when NAC will meet in person to work together and share their stories.

*"As we move towards a post pandemic society, we have all learned to adapt quickly to changing situations. With the UA, we have always looked for ways to adapt and make better changes for the piping industry. Working together, just as we do on the jobsite, we have come out of these challenging times together and have been able to adapt to the situation at hand. We are still able to provide students with an opportunity to explore various trades and technologies and encourage youth to get involved. UA Canada is proud to sponsor Skills/Compétences Canada, and by participating with Level Up! with Skills Canada we have proven that skilled trades are not afraid to adapt. We are essential, and one way or another, we always find a way to bring awareness to these amazing life changing careers."*

**ALANNA MARKLUND, RSE, SPECIAL REPRESENTATIVE, YOUTH, DIVERSITY AND INDIGENOUS RELATIONS, UA CANADA**

# Member Organizations Highlights

## SKILLS CANADA YUKON

- All girls welding camp
- Apprenticeship presentation (both virtual and in person)
- Territorial Skills Canada Yukon Competition
- Yukon wide competition on Chatterhigh platform
- Skills Canada Yukon Trades and Tech Summer Camp with venue/shop tours
- DIY trades and tech take home kits
- Virtual Challenges
- Cardboard toboggan building/races
- Hands on workshops (crepe, pizza and sushi making)
- Hands on workshops (squirrel tables, peddle bike maintenance, hydroponic kit building).

## SKILLS CANADA BRITISH COLUMBIA

- In-school presentations
- Online challenges
- Regional and Provincial Competitions
- Alumni video series
- Alumni-led podcast series
- Skills for Success Inspire Program videos and Inspire Program and Online Challenges
- e-Workbooks
- Women in Trades Initiatives
- Inspire Educator Portal and Educational Resources
- Social Media Engagement
- Inksmith and Kidder kit distribution across the province.

## SKILLS CANADA SASKATCHEWAN

- In-Person summer youth skills camps
- Digital literacy skills development training
- Individual Indigenous beading kits
- In-class skills challenge kits program.

## SKILLS CANADA MANITOBA

- Online Challenges
- In School Program (virtual and in person)
- Virtual Skills in the Classroom
- Skilled Trades Showcase
- Virtual Young Women's Conference
- Skills Canada Manitoba Hybrid Competition
- Northern Virtual Trade and Technology Olympics
- Northern Cardboard Chariot Races
- Northern Skilled Trade and Technology Virtual Conference
- Northern Winterfest
- Extreme Sledding
- Summer Camps.

## SKILLS CANADA NORTHWEST TERRITORIES

- Over 20 Skills Clubs throughout NWT
- #SkillsAtHome Challenge Series with a variety of skilled trade and technology challenges
- Virtual Territorial Competition for secondary participants
- Power Up! Videos, showcasing several skilled trades and technologies
- Try-A-Trade® program including at home kits for students.

## SKILLS CANADA ALBERTA

- Secondary Skills Canada Alberta Virtual Competition
- Post-Secondary Provincial Skills Canada Competition
- Try-A-Trade® Takeout program
- Month-long Girls Exploring Trades & Technologies activities during International Women's Month
- Virtual and in-person Skills in the Classroom presentations
- Virtual Skills Exploration Days
- Virtual Cardboard Chariot Race.

## SKILLS CANADA NUNAVUT

- Virtual Territorial Skills Competition
- Virtual career fair
- Virtual trade and tech challenges
- In-class Try-A-Trade® kits
- In-class parka making clubs
- In-class hairstyling clubs
- In-class baking clubs
- In-class hairstyling clubs
- Career exploration events.



## SKILLS CANADA ONTARIO

- Virtual presentations for youth, parents/guardians, and unemployed/underemployed Ontarians
- Young Women's Initiatives: Career Exploration Events, Young Women's Conference, International Women's Day Conference, Virtual Day of the Girl Activity Series, Parent/Guardian Information Nights
- First Nations, Métis, and Inuit Initiatives: Trades & Tech Days, Community Build Event, Indigenous College Recruiter Events, First Nations, Métis, and Inuit Student Conference
- Accessibility, Inclusion, and Equity programs: Inclusivity Series, Rise Series, Persons with Exceptionalities Conference, Umoja Series
- 2021 Virtual Skills Ontario Competition
- 60+ new videos produced for four series: Animated Educational series, Indigenous Role Model series, Virtual Reality "Day in the Life" series, Success Stories from Skills Canada Ontario Alumni
- Regional Virtual Discovery Days
- Junk Drawer Races
- Achievement of Guinness World Record title for "Longest online video chain of people passing and using a screwdriver"
- Family Engagement Activities: Family Movie Night and Virtual Cooking Show
- Virtual Workshops and Challenges over autumn, Winter Break, and March Break
- Launch of "Trades & Tech Truck" and "Skills Ontario" app.

## SKILLS CANADA NEWFOUNDLAND & LABRADOR

- Skilled Futures conferences, workshops, online contests, and information sessions to audiences across the province (virtual and in-person)
- Skills for Success workshops and Take-Out Try-A-Trade® kits
- Making at Home programming
- Indigenous Maker video series for social media
- Events and sessions focused on diverse groups
- Enter:Preneur programming including apprenticeship conferences, lunch and learns, and Dragons' Lair competitions, including a provincial competition
- Career exploration and presentations to students, businesses, and community groups across the province
- Alumni events and programming
- Annual Skills Canada Newfoundland & Labrador Intermediate Challenge (virtual)
- Annual Skills Canada Newfoundland & Labrador Provincial Competitions (virtual and in-person).

## SKILLS CANADA NOVA SCOTIA

- Skills for Success workshops (virtual and in-person)
- Discovering Skills in-school presentations
- Skilled Futures virtual career exploration experiences
- Skilled Futures for Women interview panel series
- Skills Canada Nova Scotia provincial competitions (virtual and in-person)
- Try-A-Trade® Take-Out
- Accessibility services workshops
- Skills After School
- Indigenous Carpentry Camp
- Indigenous Youth Skilled Trades Fair.

## COMPÉTENCES QUÉBEC

- Recruits Challenge
- Find your trade
- First edition of the Skills Challenge
- Compétences Québec's Provincial Skills Competition
- Admission FP
- Inforoute FPT
- Women in Skills pioneers
- Diversity FPT.

## SKILLS CANADA NEW BRUNSWICK

- Virtual bilingual presentations to youth, parents/guardians, and unemployed/underemployed people in New Brunswick
- Virtual bilingual career exploration events in skilled trades and technologies
- Virtual bilingual presentations/activities for Indigenous groups and newcomers
- Virtual bilingual Skills Canada New Brunswick challenges/contests.

## SKILLS CANADA PRINCE-EDWARD-ISLAND

- In-school presentations
- Skills Canada PEI provincial competition
- Virtual career exploration events
- Trade and technology expos.

# Highlighting the Importance of Accessibility, Equity & Inclusion, and the Skills For Success

During the **National Skilled Trade and Technology Week 2021**, Skills/Compétences Canada (SCC) in partnership with the RBC Foundation, held a panel discussion on *Crushing Barriers to the Skilled Trades* with celebrity guests Sam Effah, Sebastian Clovis, and Siobhan Detkavich. They discussed unconscious and conscious biases when it comes to being a BIPOC individual within the industry.

At **Level Up! With Skills Canada 2021**, SCC held an Skills for Success Accessibility and Inclusion session featuring Marco Pasqua, a guest speaker who shared his experience as a person with a disability in the workforce. He discussed the importance of the nine Skills for Success and working towards inclusive workplaces across Canada.

## During the Skills Canada Virtual National Competition (SCVNC) 2021:

- Industry celebrity Mandy Rennehan spoke about *Women in the Trades: Stigma, Underrepresentation and Inclusion*.

- RBC and SCC shared an announcement that they will be expanding their reach to youth in underrepresented communities. This program will allow organizations to leverage activities to increase diversity and inclusion in the industry.
- Competitor Liam Crane and trainer Sean Kettley shared their experience in the Abilympics and explained why inclusion and accessibility is important in workplaces and learning environments.
- At the Skills for Success (SFS) Stage, SCC promoted the new framework, and shared how to videos featuring Chris Gallant from SFS Thursdays and teacher resource classroom activities.
- SCC also held an Skills showcase of traditional First Nations, Métis and Inuit skills to celebrate the traditional skills of Indigenous people combined with contemporary skills currently used in the trades, and an Inuit Traditional Skills Showcase where Amanda Latreille showed the importance of preserving traditional Inuit skills.

To see these videos, go to SCC's **YouTube channel** and select the corresponding playlist.





# Thank you to our Volunteers!

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Skills/Compétences Canada (SCC) worked with hundreds of volunteers this year including our National Technical Committee (NTC) members, judges, proctors and Skills Alumni for their events including the 2021 Skills Canada Virtual National Competition, the 2021 National Skilled Trade and Technology Week and the second edition of Level Up! With Skills Canada. These volunteers share their time and expertise for their trade or technology with Canadian youth while inspiring them to pursue a career in these sectors. Our volunteers are very valuable and help us deliver successful and impactful events throughout the year. SCC would like to extend a special thank you to our wonderful volunteers!



# Thank you to our Partners!

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Each year, SCC works with hundreds of industry, education and government partners who make it possible to host events of this magnitude. They contribute their time and materials for our events to ensure SCC continues to reach thousands of youth through their events and programs. SCC is grateful for their continued financial support and dedication. Through their contribution, we are able to engage our future skilled workforce and show them the incredible career opportunities that are available to them. SCC would like to extend a big thank you to all of our valued partners!

*“Thomas Skinner, the Gene Haas Foundation and Haas Automation are proud sponsors of Skills/Compétences Canada. Level Up! with Skills Canada gave sponsors like us a chance to provide insight to youth on what our industry is all about. Pandemic notwithstanding, our customers continue to manufacture precision components that keep our economy running. The polytechnic institutions continue to train machinists and manufacturing technologists. The market for machined parts is recovering and the market in Western Canada is growing. In British Columbia, there is a shortage of machinists. There are good jobs and rewarding careers available in our industry. Thank you letting us showcase that.”*

**PAUL KRAINER, PRESIDENT, THOMAS SKINNER**

# Isabelle Bélanger, SCC Alumna, Shares her Skills Journey

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## THE BEGINNING

I became involved with Skills/Compétences Canada (SCC) when I participated in the 2012 Skills Canada National Competition, in Edmonton, Alberta, in Graphic design technology. I also participated in the 42nd WorldSkills Competition, in Leipzig, Germany, in 2013. I remained involved with SCC over the years to make a contribution, in one way or another, to future generations. It's extremely rewarding! I wore different hats over the years, including interpreter, judge and volunteer.



*Isabelle Bélanger wins gold at SCNC 2012.*

## THE IMPACT OF COMPETITIONS

My participation in skills competitions has allowed me to grow enormously, both professionally and personally. I learned to better manage my stress in the workplace, and to be more proactive and productive. On the personal side, I learned to fight my fear of public speaking and of approaching people I don't know. Not to forget the dramatic improvement in my English!

## FAVOURITE MOMENT

My favourite moment with SCC was when I was declared winner of the gold medal at the 2012 Skills Canada National Competition, in Edmonton. It was a milestone for me. I remember feeling a lot of relief, but also a lot of pride and excitement. Running to the podium with my Quebec flag in my hands and seeing the crowd applauding was an incredible moment. In addition, I received the medal from David Boivin, who had won the gold at the 2009 WorldSkills Competition, in Calgary, and who is now a good friend and colleague.

## ADVICE FOR FUTURE GENERATIONS

Undoubtedly: listen to yourself! Instead of listening to their instincts, several people I know listened to the people around them, and ended up a few years later going back to school to follow their true passion. Also, take your time, do not rush things. Sometimes, after leaving school, being in a work environment that is not your ideal career can be very beneficial and give you important experience.

## AND TODAY

I am currently working at the Québec offices of LG2, in the production team. My tasks mainly consist in working with different mock-ups created by the art directors, and in making sure that all elements are well integrated, including alignment, colours and formats. I have had the chance to work on a wide variety of projects, and in multiple languages as well.



# Jayden Leister, SCC Alumnus, Shares his Skills Journey

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## THE SKILLS JOURNEY

I got involved with Skills/Compétences Canada (SCC) in 2009, when I was in grade nine in high school. Every student went through a technical exposure class including computer aided design (CAD) drafting and electronics. Through this class, I met an instructor who wanted to start a robotics club to compete in the Skills Canada Saskatchewan provincial competition. My team mate, Bo Chiasson, and I competed in this provincial competition for three years. When we won, we progressed to the 2012 Skills Canada National Competition, in Edmonton. There we won gold and qualified to compete at WorldSkills Leipzig 2013. During the year leading up to this WorldSkills Competition, we also got the opportunity to compete at WorldSkills Americas 2012, in São Paulo, Brazil, where we took home gold! At WorldSkills Leipzig 2013, we placed ninth in the world for Mobile Robotics.



*Jayden Leister competes at WorldSkills Leipzig 2013.*

## A TURNING POINT

My involvement with Skills/Compétences Canada came at an important time in my life where I really needed to be challenged in order to grow. Giving me the opportunity to work with my hands and create

a robot to perform an intricate task is still one of the coolest things I've done. My experience with designing robots for the skills competitions gave me a foundation of technical experience that I have built on in my life. Now, I am a Weapons Engineering Technician in the Royal Canadian Navy and have had success in my career which I attribute to my past involvement with SCC.

## IMPACTFUL MEMORY

My favourite skills memory is that a few years after I competed at WorldSkills Leipzig 2013, there was another robotics team that came from my high school who got to compete at this international competition. They were able to experience the same opportunities that I did. It means a lot knowing that I encouraged others to achieve greatness for themselves.

## ADVICE TO YOUTH

I would encourage youth to continually try new things to find what you like to do. There are so many great career options out there.

## AND NOW

I am currently a Weapons Engineering Technician serving in the Royal Canadian Navy, based in Halifax, Nova Scotia. Maintaining training for sailing, equipment, and physical fitness in preparations to deploy overseas. There are a lot of benefits to being involved with the Canadian Armed Forces (CAF). In addition, I have remained involved with SCC over the years by volunteering for the National Secretariat at several Skills Canada National Competitions.



# SCC Engaged Youth Through Social Media

## FOLLOWER GROWTH



**Facebook:**

6,379 -> 7,239: +860



**Twitter:**

11,188 -> 10,734: + 454



**Instagram:**

2,442 -> 2,603: +161



**YouTube:**

547 -> 631: +84



**LinkedIn:**

990 -> 1,305: +315

**Overall Reach: 1,743,537**

## WORLDSKILLS CAMPAIGNS

**April 2021 – #SkillsSustain**

A campaign highlighting the role skills play in sustainability.



**May 2021 #SkilledFounders**

A campaign exploring the skills and personal qualities young people use to build their own businesses.



## July 2021 – #WhatsYourSkill / World Youth Skills Day

A campaign highlighting skilled young people from around the world.

## March 2022 – #BreakTheBias / International Women's Day

A campaign celebrating women's achievements in skills to challenge gender stereotypes, smash stereotypes, and reject discrimination.



## SOCIAL MEDIA HANDLES



**FACEBOOK @SKILLSCANADA**



**TWITTER @SKILLS\_CANADA**



**INSTAGRAM @SKILLSCOMPETENCESCANADA**



**FLICKR @SKILLSCOMPETENCESCANADA**



**SKILLSCANADAOFFICIAL**



**LINKEDIN SKILLS/COMPÉTENCES CANADA**

## FOLLOW SCC'S HASHTAGS:

**#CelebrateSkills / #CélébronsLesCompétences**

**#CreatingPossibilities / #CréerDesPossibilités**

**#SCCAumni / #AnciensDeSCC**

**#SkillsForSuccess / #CompétencesPourRéussir**

# SCC Media Highlights

Skills/Compétences Canada was mentioned in **1,415 news articles** and reached **643,285,942 people** from April 1, 2021 to March 31, 2022.

Here are the top monthly media clips:

**April 2021 –Yahoo! Finance – Reach: 51,848,854**

Engaging Tomorrow's Skilled Workforce: Skills/Compétences Canada Partners with Let's Talk Science for the Let's Talk Careers Competition, on the Chatterhigh Platform: <https://finance.yahoo.com/news/engaging-tomorrow-skilled-workforce-skills-143600196.html>

**May 2021 – Yahoo! Finance – Reach: 49,282,261**

Students Across Canada Engage in Career Exploration in Round Two of the Let's Talk Careers Competition: <https://finance.yahoo.com/news/students-across-canada-engage-career-150200306.html>

**June 2021 – Yahoo! Finance – Reach: 50,844,673**

Skills/Compétences Canada Celebrates the Champions of the Skills Canada Virtual National Competition: <https://finance.yahoo.com/news/skills-comp-tences-canada-celebrates-152100091.html>

**July 2021 – InSauga – Reach: 1,184,822**

Whitby and Ajax high schoolers Skill-it at Skills Canada technology competition: <https://www.insauga.com/whitby-and-ajax-high-schoolers-skill-it-at-skills-canada-technology-competition>

**August 2021 – Education News Canada – Reach: 13,052**

Sask Polytech students win big at Skills Canada provincial and national competitions:

<https://educationnewscanada.com/article/education/category/achievements/131/911516/saskatchewan-polytechnicaugust-4-2021-sask-polytech-students-win-big-at-skills-canada-provincial-and-national-competitions.html>





September 2021 – National Post –

**Reach: 4,063,786**

Creative thinking critical to success in skilled trades: <https://nationalpost.com/life/homes/creative-thinking-critical-to-success-in-skilled-trades-2>

October 2021 – Benzinga –

**Reach: 4,731,825**

Skills/Compétences Canada to host a virtual career exploration event through vfairs:

<https://www.benzinga.com/pressreleases/21/10/p23645054/skillscomp-tences-canada-to-host-a-virtual-career-exploration-event-through-vfairs>

November 2021 – National Post –

**Reach: 5,205,307**

A Virtual Career Exploration Event Launches the 17th

National Skilled Trade and Technology Week: <https://nationalpost.com/globe-newswire/a-virtual-career-exploration-event-launches-the-17th-national-skilled-trade-and-technology-week>

December 2021 – National Post – **Reach: 4,368,424**

Let's Talk Careers Competition Connects Students to Career Opportunities: <https://nationalpost.com/globe-newswire/lets-talk-careers-competition-connects-students-to-career-opportunities>

January 2022 – National Post – **Reach: 4,620,289**

Exposing the myths of the skilled trades: <https://nationalpost.com/life/homes/exposing-the-myths-of-the-skilled-trades>

February 2022 – National Post – **Reach: 6,239,611**

Level Up With Skills/Compétences Canada for An Exciting Day of Virtual Career Exploration:

<https://nationalpost.com/globe-newswire/level-up-with-skills-competences-canada-for-an-exciting-day-of-virtual-career-exploration>

March 2022 – National Post – **Reach: 6,529,623**

Canadian Armed Forces Partners with Skills/Compétences Canada to Encourage Youth to Explore Skilled Trade and Technology Careers: <https://nationalpost.com/globe-newswire/canadian-armed-forces-partners-with-skills-competences-canada-to-encourage-youth-to-explore-skilled-trade-and-technology-careers>



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