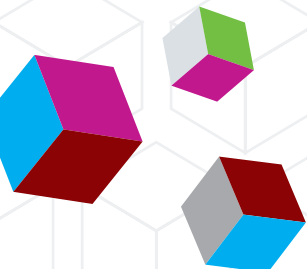


THE 2023 SKILLS CANADA NATIONAL COMPETITION, IN WINNIPEG

May 24-27, 2023 – RBC Convention Centre



SKILLS
COMPETENCES
CANADA.COM
#SCNC2023



Funded in part by the Government of
Canada's Skilled Trades Awareness
and Readiness Program





"This was our first year as a Presenting Sponsor of SCNC, and we were impressed by the depth of skill and creativity on display at SCNC. SCC recognizes how critical trade and technology workers are to many of our industries, specifically the oil and gas industry where Cenovus operates, and we were excited to bring together future tradespeople to showcase their skills and discover prospective careers."

**Julia Turner, Director,
Strategic HR Partnerships,
Cenovus Energy**

"Manitoba was thrilled to host SCNC 2023. We are grateful to all of the competitors who travelled to compete in our province this year and it was very encouraging to watch as businesses and organizations pulled together to make this event happen. Skilled trade and technology careers are currently in high-demand, and by continuing to work together to promote these highly valuable careers, we will strengthen Canada's skilled labour force."

**Vanessa May, Manager,
Policy, Legislation and Board Operations,
Apprenticeship Manitoba Testimonial**

"We are incredibly proud to partner with SCC to help young people explore their potential and find meaningful careers. Witnessing the passion and determination of the participants has been remarkable. Through these initiatives, young Canadians get a chance to showcase their talents, learn from experts, and connect with industry leaders. Together, we can shape a future where people in the skilled trades are celebrated, respected, and recognized for the contributions they make to our communities!"

**Jillian Luna, Brand Marketing Coordinator,
Princess Auto**

THE NUMBERS TELL THE STORY

50+

TRY-A-TRADE®
AND TECHNOLOGY
ACTIVITIES

THE ECONOMIC IMPACT
OF SCNC 2023
IN THE PROVINCE OF
MANITOBA WAS OVER

\$3.5 M

\$4 M+

WORTH OF IN-KIND
CONTRIBUTIONS
FOR MATERIAL AND EQUIPMENT
USED FOR THE 45 SKILLED TRADE
AND TECHNOLOGY COMPETITIONS

OVER

100

PARTNER AND
EXHIBITOR BOOTHS

OVER

160

SPONSORS AND IN-KIND SUPPLIERS
CONTRIBUTED TOWARDS AND
PROVIDED SUPPORT TO
SCNC WINNIPEG 2023

APPROXIMATELY

13,000

VISITORS AT SCNC
WINNIPEG 2023

OVER

500 COMPETITORS IN 45

SKILLED TRADE &
TECHNOLOGY
COMPETITIONS

THE EVENT WAS
HELD ON

280,000

SQUARE FEET OF
SPACE AT THE
RBC CONVENTION
CENTRE

SKILLS/COMPÉTENCES CANADA ENGAGES CANADA'S FUTURE SKILLED WORKFORCE

Mission

To advance the engagement of youth and their communities in skilled trade and technology careers using a pan-Canadian approach.

Vision

Canada leads the world in skill development.

Values

Safety – We integrate safety into everything we do.

Accountability – We apply the highest standards of integrity, transparency and fairness.

Inclusivity – We embrace diversity and equitable opportunities for all.

Excellence – We do our best with passion and commitment.

Collaboration – We work together to achieve shared goals.

Environmental Sustainability – We demonstrate through our actions our commitment to a greener planet.

Who we are

Skills/Compétences Canada (SCC) is a national, not for profit organization with Member Organizations in each province/territory. We work with employers, educators, labour groups and governments to promote skilled trade and technology careers to youth.

What we do

Each year, Skills/Compétences Canada (SCC) and its Member Organizations offer a variety of programs and activities across Canada that engages over 350,000 youth. The main events are skills competitions, beginning at the regional level, followed by provincial/territorial, national, and lastly the international level. All of these programs highlight the importance of the nine plus one Skills for Success, which are crucial in today's careers.

Why we are needed

SCC wants youth to be aware of the many opportunities, benefits and rewards of skilled trade and technology careers. We also want our country to have a strong skilled workforce so that Canada will continue to prosper and remain at the forefront of the global economy.



Patrick LeClair
Director, Business Development
T. 902-314-2180
E. patrickl@skillscanada.com

#CREATINGPOSSIBILITIES THROUGH THE SKILLS CANADA NATIONAL COMPETITION

- 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 the national champion in their respective discipline.
- This year, SCNC was held at the RBC Convention Centre, in Winnipeg, Manitoba, on May 25 and 26. This included more than 500 competitors from all regions of Canada who participated in 45 skilled trade and technology competitions. The complete list of medalists is available at: <https://www.skillscompetencescanada.com/en/event/skills-canada-national-competition-2023/>, under the results tab.
- The 2023 Skills Canada National Competition, in Winnipeg, was attended by over 13,000 visiting students from the province of Manitoba along with stakeholders representing industry, labour, government, education and not-for-profit organizations. Visitors had the opportunity to participate in over 50 Try-A-Trade® and Technology activities, which provided hands-on experience, and showed them what skilled trade and technology careers are all about.
- Through these competitions and Try-A-Trade® and Technology activities, Skills/Compétences Canada (SCC) engages Canadian youth, including equity denied groups such as 2SLGTBQIA+, women, newcomers, First Nations, Inuit and Métis, persons with disabilities, and visible minorities, and promotes skilled trade and technology careers as a rewarding option.
- At SCNC 2023, Adaptability, one of the nine plus one Skills for Success, was highlighted throughout the event.
- Through the Skills Canada National Competition, we are #CreatingPossibilities for youth and their future.



INDUSTRY CELEBRITIES SHARE THEIR EXPERIENCE AT SCNC

Seeing SCNC for the first time was an **epic experience**. It made my heart flutter to see all the young people interested in the skilled trades and seeing them explore these great options. I think it's important to get students involved early so they are aware that these amazing career pathways exist and that they offer great salaries. There is also more diversity now in the trades, with more women who are pursuing these careers, which I think is great!

Jamie McMillan, Founder of KickAss Careers

I was at the Empowering Women in Trades booth at SCNC, which was a new initiative this year. I feel that it was important to incorporate this as it was a great way for visitors to speak to female tradespeople about their careers, and experience what these are like through interactive activities. My favourite quote is: **"You can't be what you can't see"**, and this was a great way for tomorrow's workforce to discover skilled careers.

Kate Campbell, HGTV personality and Owner of Kate Builds Inc.



It was a great experience to participate at the Skills Symposium as a keynote speaker as I was able to interact and engage with attendees through stories and personal experiences. One of the quotes I use often is: **"If you could change someone's life, would you?"** And this is what this event is all about. I saw the entire competition floor at SCNC and it's so special to see everyone so engaged and excited about skilled trades.

Mark Brand, Social Entrepreneur

THE OPENING CEREMONY LAUNCHES SCNC 2023!

The Opening Ceremony for the 2023 Skills Canada National Competition (SCNC) was held at the RBC Convention Center, in Winnipeg, and was attended by competitors, experts, trainers, industry partners, educators, parents and other stakeholders, and included:

- A lively parade of the nation's competitors by each province and territory;
- A special shout out to the skills community including our hard-working competitors, dedicated volunteers, valued partners, special guests and Member Organizations;
- Kind greetings from Elder Barbara Nepinak from the Pine Creek Ojibway First Nation;
- The national anthem was performed by the talented StudioWorks Musical Theatre Academy;
- Inspiring speeches from Skills/Compétences Canada's (SCC), Dr. Patrick Rouble, President, and Shaun Thorson, Chief Executive Officer, the Honourable Carla Qualtrough, Minister of Employment, Workforce Development and Disability Inclusion, the Honourable Sarah Guillemard, Minister of Advanced Education and Training for Apprenticeship Manitoba, and a warm welcome from HGTV's Kate Campbell who also declared the official start of the competition;
- Welcome addresses from SCC alumni Kassandra Bilodeau, WorldSkills Team Canada 2015 competitor in Car Painting, and Jayden Leister, WorldSkills Team Canada 2011 competitor in Mobile Robotics, who shared their amazing skills journeys;



- Highlighting the 30th skills anniversary of Mr. Shaun Thorson and his significant contributions over the years;
- Engaging performance by pop-punk trio, Winnipeg's own 12/21, local Indigenous hip hop artists who have been recognized by the international Indigenous hip hop awards and the Indigenous screen awards, and are also SCC alumni;
- Awesome videos of past competitions including the WorldSkills Competition 2022 Special Edition, which took place across the world, and the 10th International Abilympics, in France.
- The Opening Ceremony was also live streamed on SCC's YouTube channel.

SCC HONOURS JOHN OATES, AN INSPIRING ADVOCATE OF THE SKILLS MOVEMENT

For the second year, Skills/Compétences Canada (SCC) gave a special award in honour of John Oates, the former President of SCC who sadly passed away in 2021. John served as President, both provincially and nationally, and made a lasting impact on Canadian youth. SCC is committed to ensuring his legacy lives on. The John Oates memorial award is given annually at SCNC. The award recipient must demonstrate the kind of volunteer contribution exemplified by John. They will have: a long history of volunteerism; given generously of their time and effort; been a strong advocate of the skills movement; have a firmly established record of selfless commitment; and be seen as a caring and giving individual that others look up to and admire.

This prestigious award was presented by Sue Lefort, Vice-President of SCC's National Board of Directors and previous recipient of this award and given to John Dalley from Newfoundland and Labrador. As a dear friend of John Oates himself, SCC is proud to award this valuable volunteer. John Dalley is the parent of two past competitors, served as a member of the Provincial and National Technical Committees, and eventually became Canadian Expert for WorldSkills. He has made a substantial impact on youth globally! Congratulations!



STUDENTS PARTICIPATE IN INTERACTIVE SKILLED TRADE AND TECHNOLOGY ACTIVITIES

Student visitors had the opportunity to experience over 50 Try-A-Trade® and Technology Activities at the 2023 Skills Canada National Competition, in Winnipeg.

Some popular ones included:

UA Canada: Students interacted with piping professionals and experienced hands-on trade related activities such as simulated welding opportunities and crane operations.

Vale: Students participated in a nut and bolt challenge, where they assembled different size bolts.

Skills Showcase featuring First Nations, Inuit and Métis Skills: where students tried various activities, including building mini tipis, beading, soapstone carvings, and assembling Inuit yo-yos.

RBC: Students visited the RBC Future Launch Zone for mock job interviews featuring seasoned professionals. Students also received valuable feedback on making a great first impression with potential employers.

Apprenticeship Manitoba: Students tested their knowledge on apprenticeship and the trades with a game wheel for a chance to win a prize! Students could also learn more about the apprenticeship system by connecting with an Apprenticeship Training Coordinator.

Canadian Armed Forces (CAF): Students had the opportunity to see a robot that the Air Force uses for bomb disposal, and also a drone.

DEWALT: Students participated in a fun ping pong ball bucket challenge.

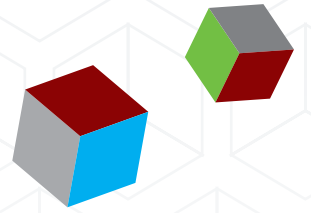
Princess Auto: Students had the chance to participate in virtual welding, abrasive blasting and an impact gun race.

Thomas Skinner: Students participated in a medallion demo where they selected a graphic, which was then engraved onto a medallion for their keychain using a Haas Desktop Mill.

Manitoba Hydro (MH): Students had the opportunity to test a mechanical relay, strip and terminate wires to create a LAN cable; use a hot stick to attach a ground chain onto a mock powerline; crimp together two pieces of cable; thread a metal pipe, and watch a gas explosion performed by MH employees.



SKILL AREAS AT SCNC 2023



2D Character Computer Animation

3D Character Computer Animation

3D Digital Game Art

Aerospace Technology

Aesthetics

Architectural Technology & Design

Autobody Repair

Automobile Technology

Baking

Bricklaying

Cabinetmaking

Car Painting

Carpentry

Cooking

Cloud Computing

CNC Machining

Electrical Installations

Electronics

Fashion Technology

Graphic Design Technology

Hairstyling

Heavy Vehicle Technology

Industrial Control

Industrial Mechanics

IT Network Systems Administration

IT Office Software Applications

Job Search

Job Skill Demonstration

Landscape Gardening

Mechanical Engineering CAD

Mechatronics

Mobile Robotics

Outdoor Power and Recreation Equipment

Photography

Plumbing

Precision Machining

Public Speaking

Refrigeration and Air Conditioning

Sheet Metal Work

Sprinkler Fitter

Steamfitter/Pipefitter

Video Production

Web Technologies

Welding

Workplace Safety



NEW ELEMENTS AND HIGHLIGHTS

The **DeWalt Tool Enhancement Program** was offered for the 11th consecutive year. Post competition, several high schools and the local Habitat for Humanity in Winnipeg each received Stanley DeWalt tools which were used during the competition. This included a variety of Stanley hand tools and DeWalt power tools such as cordless power tools, miter saws, scroll saws, and accessories. The DeWalt Tool Enhancement Program has proven to be a legacy for the provinces in which the Skills Canada National Competition (SCNC) is hosted.

The **RBC Best of Region Award** was presented to the individual from each province or territory with the overall highest score using a Z-score calculation formula. They also received a \$1,500 cash award and participated in several media interviews focused on their skills journey.

A **WorldSkills Team Canada Selection Category** took place where the participants competed for a spot on WorldSkills Team Canada 2024. The 28 official members of WorldSkills Team Canada 2024 were announced on July 1st and will compete at the 2024 WorldSkills Competition, in Lyon.

This year the **Soaring Skills program**, held by UA Canada along with RBC Foundation, First Peoples Development Inc. and SCC, hosted Indigenous students from Northern Manitoba and Nunavut to come experience SCNC. Students explored the various Try-A-Trade® and Technology activities and learned about careers in the skilled trades and technologies. They also had the opportunity to see the competitors compete in their trade or technology. In addition, they stayed at Camp Manitou with support from the True North Youth Foundation, where they participated in several programs and activities such as nature hikes, sports, games, fire building, zipline, archery and fishing.



For the first time, Skills/Compétences Canada hosted the **Skills Showcase featuring First Nations, Inuit and Métis Skills**. SCC partnered with First Nations, Inuit, and Métis organizations from Manitoba to host the Skills Showcase at SCNC. This showcase allowed thousands of visitors to explore these skills by taking part in interactive activities such as flat stitch beading, soapstone carving, building mini tipis, and constructing Inuit yo-yos! This allowed them the opportunity to see how these skills align with several SCNC Skill Areas such as fashion technology and carpentry and demonstrated the links between these skills and potential careers in the skilled trades and technologies. For example, carving skills can foster interest in skilled careers such as carpentry, bricklaying, or cabinetmaking, and Indigenous art can spark interest in fashion technology, graphic design and many others.

The **Skills Showcase featuring First Nations, Inuit and Métis Skills** featured six artists including:

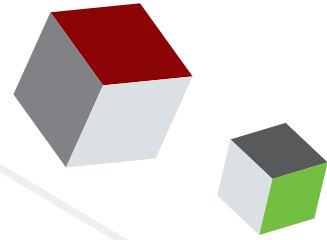
- Brooklyn Rudolph, a Swampy Cree mixed media artist, a member of the Pimicikamak Cree Nation, and an advocate for Indigenous rights who presented a Tipi activity where visitors learned how to create and decorate a custom miniature tipi.
- Claire Johnston, a Michif beadwork artist based in Treaty 1 Territory, in Winnipeg, is an artist and a proud member of the MMF Two Spirit Michif Local and

Métis collective Red River Echoes. She showcased her beadwork practice.

- Gayle Gruben, an Inuvialuk from the Inuvialuit Settlement Region of the Western Arctic who has been creating traditional garments using furs and hides for over 30 years. She showed visitors how to make an Inuit yo-yo, which is a popular tourist art made in a variety of shapes.
- Sean Raylond-Bubar, the Founder of Red Rebel Armour, an Indigenous-led social enterprise, demonstrated how to do live heat pressing onto tees, hoodies, and joggers using an eco-friendly transfer called Supacolor while sharing his story.
- Frederick Lyle Spence, an Ojibwe soapstone carver from Peguis First Nation, conducted workshops where participants learned the techniques and processes of soapstone carving. Afterwards they got to take their own work of art home.

In addition, SCC held a contest for Manitoba students to determine the logo of the **Skills Showcase featuring First Nations, Inuit and Métis Skills**, prior to the Skills Canada National Competition (SCNC). The winning logo was on display at the Skills Showcase at SCNC Winnipeg 2023. Congratulations to Kaitlyn Dudar for her artistic logo design!

Skills SYMPOSIUM des Compétences



Skills/Compétences Canada hosted its first ever **Skills Symposium** at the 2023 Skills Canada National Competition, in Winnipeg, on May 25 and 26! The Skills Symposium brought together industry, policymakers and educators to discuss and learn more about current issues in the skilled trade and technology sectors. This year's theme was: *Embracing Adaptability: Navigating Change in the Skilled Trades and Technologies*. The Skills Symposium included many engaging panel discussions and sessions on several topics such as: skills development including education and training, diversity and inclusion, sustainability, retainment and recruitment, the importance of literacy, and inspiring stories from the skills community. The Skills Symposium also offered a variety of networking events for participants and a Skills for Success (SFS) Forum focused on Adaptability, this year's SFS theme, and the importance of the Skills for Success for a rewarding career.

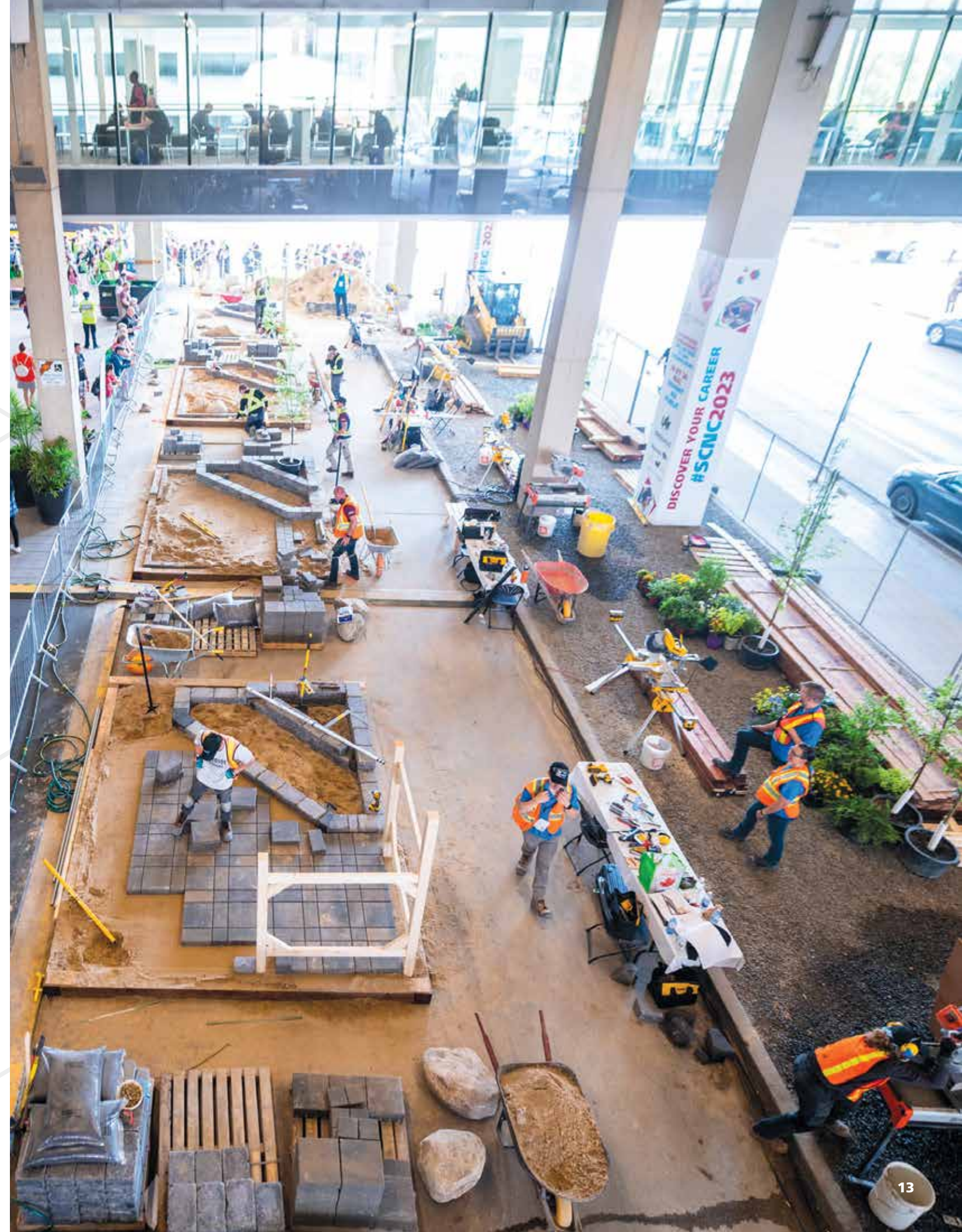
The **Skills Symposium** was moderated by Monique Lacoste from Phonique Media. This also included a keynote address from Mark Brand, pioneering chef and entrepreneur in the field of social impact and community development. He discussed the benefits, challenges and best practices of recruiting and

employing workers from diverse backgrounds or with different life experiences to unleash the untapped potential of groups not traditionally participating in the skilled labour force and address the skills shortage our country is currently facing. The Canadian Council of Directors of Apprenticeship (CCDA) was also a keynote speaker. They discussed successes and innovative approaches in the Canadian Apprenticeship System, current challenges and how training providers and businesses can help meet those challenges.

Several of Skills/Compétences Canada's partners participated in the **Skills Symposium** sessions as speakers including: Workplace Education Manitoba, Computers for Success Canada, Viega, Manitoba Association of School Superintendents, Manitoba Hydro, Innovation for the Neil Squire Society, UA Canada, PCL Construction, ABC Life Literacy, First Peoples Development Inc., Sandvik Coromant, Cenovus Energy, Irving Ship Building, Government of Yukon, Medicine Hat College, Government of Manitoba, Habitat for Humanity Manitoba, Winnipeg School Division, Futureworx, Red River College Polytech, RBC, Assiniboine Community College, Canadian Council on Rehabilitation and Work, and SCC alumni, Board members and staff.

"The CWB Foundation is proud to sponsor SCC to support SCNC and engage students in learning about welding careers in the trades. SCNC provides an excellent opportunity to connect, meet and network with education and industry partners. The SCC team is a fantastic group to work with, and their professionalism in organizing and running an event of this magnitude is exceptional. Year after year, they consistently deliver extraordinary experiences."

Susan Crowley, Executive Director,
CWB Foundation



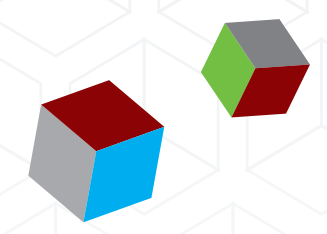
EMPOWERING WOMEN IN TRADES

For the first time, SCC held an **Empowering Women in Trades booth** at SCNC. This space was dedicated to showing young women the incredible careers that are available in the skilled trades! Visitors had the opportunity to participate in interactive activities and speak with tradeswomen who love their job to discover what inspired them to pursue their career. In addition, they could try out the virtual welder and chainsaw, gear up and smile at the photo booth, and take home some fun activities. The booth was hosted by CWB Welding Foundation, the Manitoba Construction Sector Council, Manitoba Métis Federation, Manitoba Women in Construction, and Manitoba Status of Women Secretariat.

At the **Empowering Women in Trades booth**, many inspiring tradeswomen were onsite to share their exciting career journeys. This included: Kate Campbell, TV Personality and Founder of Kate Builds Inc., Jamie MacMillan, Founder of KickAss Careers, Ethel Anderson, Employment and Training Coordinator at Pinaymootang First Nation, CWB Welding Foundation's Women of Steel™, Sietta Marsden, Valedictorian, Women's Framing Course, Leah Peters, Site Superintendent for Bockstael, Kristina Peterson, Red Seal Carpenter, Bird Construction, and Ella Morris, an alumna of the Engineering Access Program.



RELIVE YOUR SCNC MEMORIES BY CHECKING OUT THE LIVE STREAM!



This year, Skills/Compétences Canada (SCC) live streamed the Skills Canada National Competition (SCNC), and the Opening and Closing Ceremonies for the second time. This live stream **was sponsored by CBC Radio Canada who also provided two out of the three broadcast hosts.**

The live stream included over 12 hours of competition footage, and the Opening and Closing Ceremonies. This year, a total of 21 Skill Areas were featured. Viewers could see the competitors' progress in their project throughout the competition and learn about new careers. Members of the National Technical Committee explained the competition projects, the careers available in their field and what it takes to be successful in their trade or technology. Check out the live stream to learn more about careers in the skilled trades and technologies and hear inspiring stories on the impact these careers have had on people's lives.

The live stream included competition footage and over 50 onsite interviews with SCC staff, partners, alumni, industry celebrities, government representatives, members of the National Technical Committee and the National Board of Directors. These interviews included industry celebrities Mark Brand, Kate Campbell and Jamie McMillan; artists from the Skills Showcase; members of the National Technical Committee; partners; and many more! In addition, participating schools were invited to sign up. Check out the live stream to learn more about the different Skill Areas on [SCC's YouTube channel](#). The live stream had over **17,500 views**.





Highlighting
Adaptability

THE SKILLS FOR SUCCESS ARE IN THE SPOTLIGHT

The nine plus one Skills for Success (SFS) were highlighted throughout the 2023 Skills Canada National Competition (SCNC), in Winnipeg, with a focus on *Adaptability*, this year's SFS theme. Several alumni groups were onsite at SCNC Winnipeg 2023 to promote skilled trade and technology careers to youth, our future skilled workforce. They also shared their skills success stories with visitors and media, and participated in several programs and activities including the Skills Symposium.

The Skills for Success Youth Assembly Discussed Skills Programs

Held in conjunction with SCNC Winnipeg 2023, the Skills for Success Youth Assembly (SFSYA) provided an opportunity for young adults to discuss Skills/Compétences Canada's (SCC) activities and initiatives. SFSYA gathered recommendations from young Canadians on how to improve SCC's messaging, while discussing important industry issues that directly affect them as they enter the workforce. This year's theme of *Adaptability* was integrated into their onsite activities. In addition, SFSYA spent time with the Soaring Skills student group to discuss the Skills Canada National Competition, and also participated in a Seeking Skills Game with them which focused on the Skills for Success. The SFSYA also toured the competition floor at SCNC and met with visitors to share their journeys. In the fall of 2023, two SFSYA representatives will present a full report to SCC's Board of Directors.



The National Alumni Committee Reunited at SCNC 2023

The National Alumni Committee (NAC), which includes Skills/Compétences Canada alumni from each province and territory, was formed to create, support, and provide guidance to the Skills Canada Alumni Associations across Canada. NAC ensures that the best interests of their alumni member associations are met and that each of their voices are heard. The NAC gathered at SCNC for the fourth time and worked together to establish a consistent message and continue to be a conduit of information for all alumni in their jurisdictions. They also discussed how to engage youth in skilled trade and technology competitions. They were onsite at SCNC to cheer on all the talent and share their success stories.

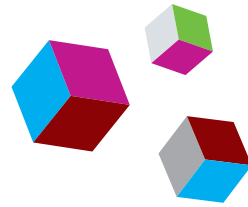


Check out the alumni association in your province or territory by following your local Skills Canada Member Organization on Twitter, Instagram, and/or Facebook.

Students Learned about the Skills for Success

At SCNC, student visitors had the opportunity to participate in over 50 Try-a-Trade® and Technology activities, to put their skills to the test and get a feel for the trades. They had the chance to complete a variety of trade and technology related projects and bring home products that they created with their own hands. Students were given a Skills for Success passport and encouraged to complete it by identifying the Skills for Success used at various Try-a-Trade® and Technology activities. Submitted passports were eligible to win a prize.

NATIONAL CHAMPIONS WERE ANNOUNCED AT THE CLOSING CEREMONY!



- The 2023 Skills Canada National Competition (SCNC) Closing Ceremony was held at the RBC Convention Centre, in Winnipeg, and was attended by competitors, alumni, experts, trainers, partners, educators, parents, government officials and other stakeholders.
- The highlight video capturing memories from SCNC Winnipeg 2023 was shared.
- Addresses from the Honourable Sarah Guillemard, Minister of Advanced Education and Training; Avi Bahl, Manager of the Minnedosa Ethanol Plant at Cenovus Energy; Kyle Kalcics, Business Manager from UA Canada, and Brigadier-General Justin Thibert from the Canadian Armed Forces.
- Award of Recognition was given to National Technical Committee member Craig Brazil, for going the extra mile to ensure SCNC's success.
- Contest Safety Award was given to Plumbing and Heating, for their recognition of the importance of safety in the workplace.
- CCDA's Award for Excellence in Apprenticeship Education was awarded to Eric Ellefsen, a Refrigeration and Air Conditioning Instructor at New Brunswick

Community College, in St. Andrews. This award honours apprenticeship educators and training instructors who deliver innovative and top-quality instructional programming to apprentices in Red Seal Trades.

- Gold, silver and bronze medals were awarded to competitors in over 40 Skill Areas at SCNC Winnipeg 2023.
- The RBC Best of Region Awards were presented to the individual from each province or territory with the highest score.
- For the third time, Skills/Compétences Canada (SCC) held a Winner's Circle where the medal winners posed for an official photo, which was shared on SCC's social media platforms to capture their excitement. In addition, the gold medalists had their reactions captured on video.
- Flag exchange ceremony between Skills Canada Manitoba and Compétences Québec, the next host of SCNC in 2024.
- The entire Closing Ceremony was live streamed and posted on SCC's YouTube channel.



PROMOTION

Skills/Compétences Canada (SCC) promoted the 2023 Skills Canada National Competition (SCNC) by securing promotions with media companies in print, digital and television.

Campaign

- Six-week campaign starting on April 20, in Manitoba only, with Winnipeg as the focus. The target group was youth, from 15 to 35 years old, as well as parents and teachers, from 35 to 55 years old.

Digital

- Digital promotion included: digital billboards, on roads, in malls, colleges, restaurants, and movie theaters;
- Social media promotion included Facebook, Instagram and YouTube (30 second SCNC ad);
- Acuity (Web display);
- Radio commercials were produced for Virgin Radio and Bounce Radio;
- Virgin Radio and CTV Morning Live were broadcasting live on location on May 25th;
- CTV and Global interviews were done and shared on social media on May 25th and 26th

Magazine Advertising

- SCC produced an ad for the Manitoba Association School Superintendents (MASS) Journal. This included three issues for Spring and Fall 2022 and Spring 2023.
- SCC was also featured in the Manitoba School Counsellor Magazine, for the Spring 2023 issue. This included an editorial and a half page ad.

SCC e-newsletter

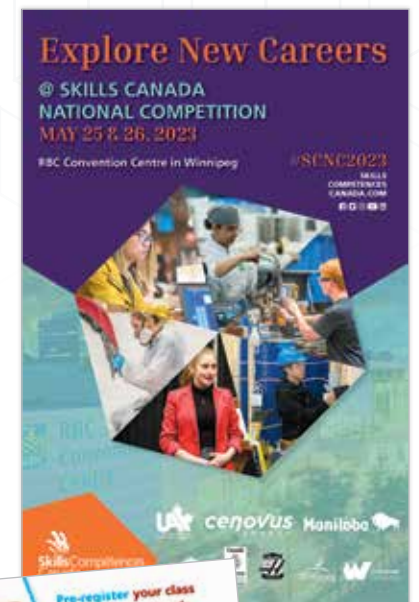
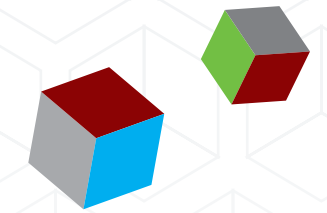
- SCC promoted SCNC 2023 in their May e-newsletter edition.

Live Stream direct e-mail campaign

- SCC produced a direct email campaign schedule that was shared with Member Organizations and produced three one-pagers including the live stream schedule to promote attending SCNC 2023 via the livestream to all Canadian schools.
- The outreach for this campaign was done by SCC's Member Organizations by distributing to their school and teacher contacts to engage a country-wide viewership during the competition days.

Promotional Posters

- SCC distributed several posters including: SCNC 2023 save the date; SCNC general poster; About SCNC 2023; and Manitoba school invitations.



SKILLS ARE IN THE SPOTLIGHT

Check out the TOP FIVE media hits from SCNC Winnipeg 2023:

May 31, 2023, in Bilibili : Silver Medal in IT – 2023 Skills Canada National Competition

<https://www.bilibili.com/read/cv24052014/>

May 29, 2023, in Yahoo! Finance: The NEW! Skills Symposium was Launched at SCNC 2023, in Winnipeg

<https://finance.yahoo.com/news/skills-symposium-launched-scnc-2023-134500384.html>

May 27, 2023, in Yahoo! Finance: National Champions in 45 Skill Areas are Awarded at the 2023 Skills Canada National Competition, in Winnipeg

<https://finance.yahoo.com/news/national-champions-45-skill-areas-001900384.html>

May 26, 2023, Yahoo! Finance: Watch the Video Highlights from Day Two of the 2023 Skills Canada National Competition

<https://finance.yahoo.com/news/watch-video-highlights-day-two-224700265.html>

May 25, 2023, Yahoo! Finance: Watch the Video Highlights from Day One of the 2023 Skills Canada National Competition

<https://finance.yahoo.com/news/watch-video-highlights-day-one-000100240.html>

ONSITE MEDIA COVERAGE AT SCNC WINNIPEG 2023

CBC's Now or Never

June 8, 2023 – Hundreds of young people compete for the top spot in their trade or technology at the Skills Canada National Competition. Featuring the skills journeys of several competitors at the 2023 Skills Canada National Competition, in Winnipeg. <https://www.cbc.ca/radio/nowornever/welcome-to-the-trades-1.6869595>

CTV Morning Live

May 25 and 26, 2023 – Check out these interviews featuring competitors, National Technical Committee members and an SCC Board Member at SCNC Winnipeg 2023, in several Skill Areas.

1. Overview of the 2023 Skills Canada National Competition, in Winnipeg: CTV's Ainsley McPhail learns about the Skills Canada National Competition, and what's new in 2023. <https://www.ctvnews.ca/video?clipId=2694127>
2. Cabinetmaking at the Skills Canada Competition: National Technical Committee member in Cabinetmaking from New Brunswick, Hardy Cameron, explains this profession. <https://www.ctvnews.ca/video?clipId=2694147>
3. Graphic Design at the Skills Canada National Competition: CTV's Ainsley McPhail learns about graphic design and is shown a demonstration. <https://www.ctvnews.ca/video?clipId=2694381>
4. Mobile Robotics explained at SCNC: CTV's Ainsley McPhail speaks with gold medalists in mobile robotics at the Skills Canada National Competition. <https://www.ctvnews.ca/video?clipId=2694163>
5. Learn about the trades: Sue Lefort, Vice-President of SCC's National Board of Directors, talks about the 2023 Skills Canada National Competition, and how people can learn about the skilled trades and technologies, at the UA Canada booth. <https://winnipeg.ctvnews.ca/video?clipId=2695058>

Global News

May 25, 2023 – The Skills Canada National Competition highlights excellence among Canadian apprentices. Featuring Dr. Patrick Rouble, President of SCC's National Board of Directors.

<https://globalnews.ca/video/9722545/skills-canada-competition-highlights-excellence-among-canadian-apprentices/>

Radio-Canada Manitoba

May 25, 2023 – Winnipeg accueille les Olympiades canadiennes des métiers et des technologies. (Winnipeg welcomes the Skills Canada National Competition). Featuring Marie-Eve Poulin, Director of Marketing and Communications for SCC.

<https://ici.radio-canada.ca/ohdio/premiere/emissions/le-6-a-9/segments/entrevue/444677/penurie-main-oeuvre-competences-entrepreneurs>

CBC News

May 26, 2023 – Students and apprentices go head-to-head in Winnipeg for the Skills Canada National Competition.

Featuring Shaun Thorson, Chief Executive Officer of Skills/Compétences Canada.

<https://www.cbc.ca/player/play/2215650371841>

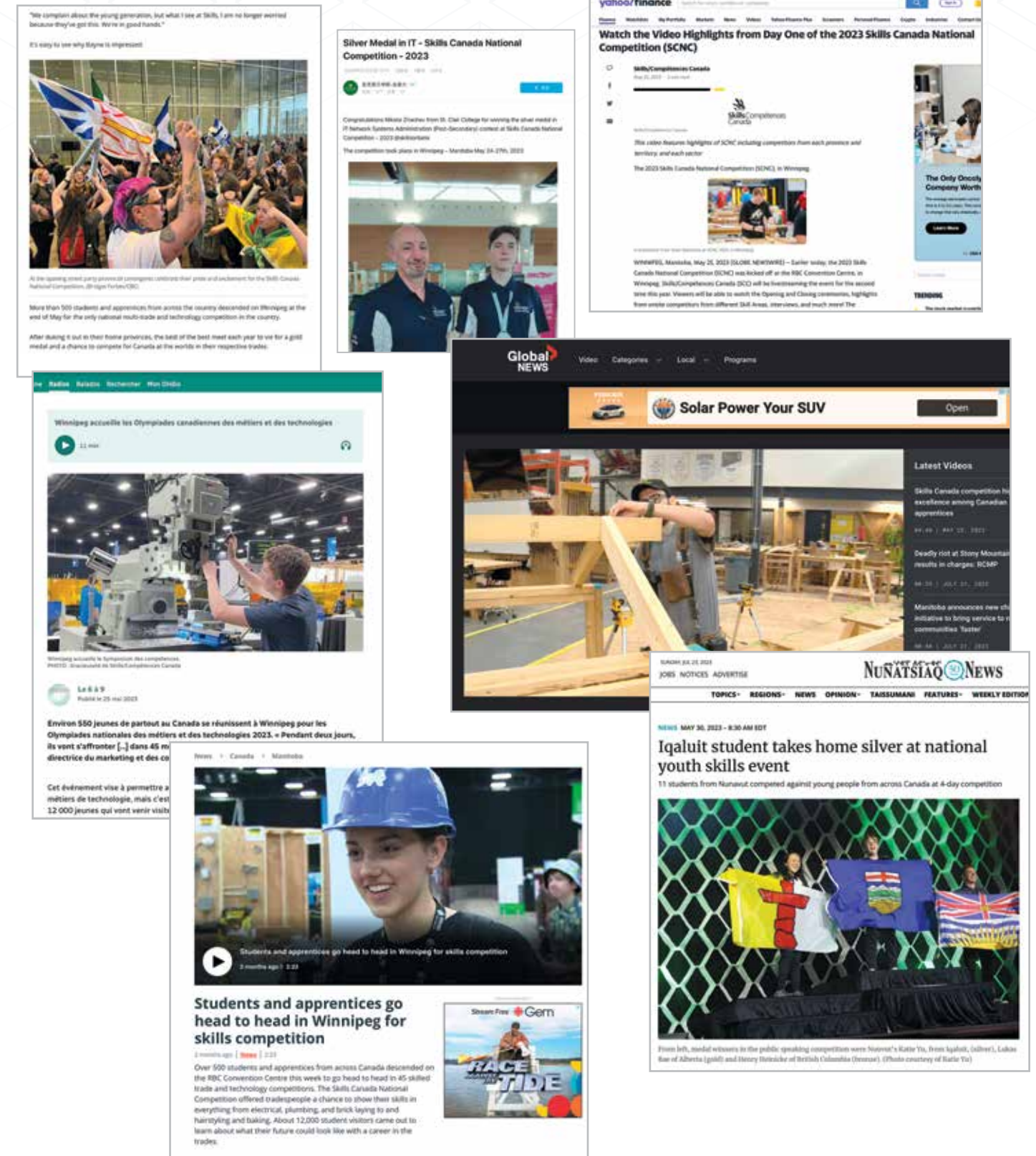
Nunatsiaq News

May 30, 2023 – Iqaluit student takes home silver at national youth skills event.

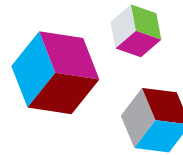
<https://nunatsiaq.com/stories/article/iqaluit-student-takes-home-silver-at-national-youth-skills-event/>

Hue Productions

Hue at Home with Tracy Koga: Skills Canada National Competition 2023 <https://ilikehue.com/video/hh114/>



SCC ENGAGES WITH THE SKILLS COMMUNITY THROUGH SOCIAL MEDIA



Our official event hashtag **#SCNC2023** was used on Skills/Compétences Canada's (SCC) social media channels including Facebook, Twitter, Instagram and LinkedIn. There was a total of 667,826 impressions across SCC's social media platforms from May 24 to 27, during the 2023 Skills Canada National Competition (SCNC), in Winnipeg.

Here are some of our top posts for SCNC Winnipeg 2023:

Facebook:



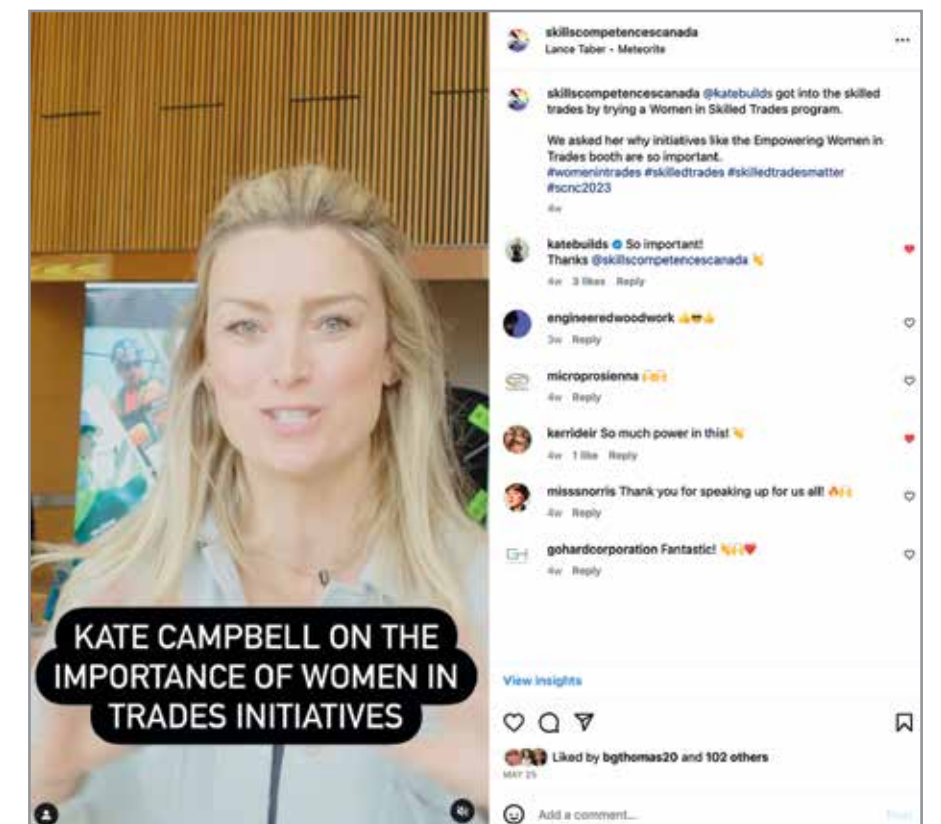
Twitter:



LinkedIn:



Instagram:



THE SKILLS COMMUNITY UNITES

On May 25, Skills/Compétences (SCC) held a partner reception for educators, industry leaders, government representatives, SCC alumnus and associations where guests had the opportunity to mix and mingle, and to talk shop.

The Welcome Reception was hosted by DEWALT and Stanley Tools for the seventh consecutive year. HGTV celebrity Kate Campbell along with Kassandra Bilodeau, WorldSkills Team Canada 2015 competitor in Car Painting and Jayden Leister, WorldSkills Team Canada 2011 competitor in Mobile Robotics, kicked off the event with a spirited welcome to the attendees including the competitors, volunteers, and partners.

The partner reception was hosted by Presenting Sponsor UA Canada at the RBC Convention Center.

Emceeding the event was Monique Lacoste. This was an opportunity to thank all the delegates for coming to the 2023 Skills Canada National Competition (SCNC), in Winnipeg, and to celebrate the opening of the event. In addition, SCC alumnus Hadia Bedoui, bronze medal winner in Electrical Installations at the 10th International Abilympics Competition, in Metz, France, and Emma Kilgannon, bronze medal winner in Pâtisserie and Confectionery at the WorldSkills Competition 2022 Special Edition, in Lucerne, Switzerland, gave inspiring speeches to kick off the reception.

Skills/Compétences Canada would like to thank all its SCNC partners. Their support helps us to promote the rewarding careers that exist in the skilled trades and technologies to youth across Canada. **THANK YOU!**

"We were proud to partner with SCC to organize the first-ever Skills Showcase featuring First Nations, Inuit and Métis skills. This was a great opportunity for youth to see how traditional skills are transferable into a future career in trades. As an organization whose mandate is to build capacity within the First Nations and through our many partnerships, we aim to engage, attract, and inspire Indigenous youth and their communities into skilled trade careers."

Jasmen Passard, Executive Assistant,
First Peoples Development Inc.



THE IMPACT OF SCNC

97% of spectators and competitors would recommend the Skills Canada National Competition (SCNC) to others.



8 in 10 Competitors agree that SCNC has had a positive impact on their skills and opportunities to get a job. Over 8 in 10 also believe the competition has increased their self-confidence and sense of initiative, while over 9 in 10 believe the competition has motivated them. **9 in 10**

77% of spectators say they learned new sources of information on how to pursue a career in skilled trades and technologies at SCNC, while **72%** say they learned about new career options.

95% of competitors and **94%** of spectators agree that SCNC was a positive experience.

79% of competitors agree that the competition has improved their technical skills.

83% of competitors believe the competition has increased their chances of getting a job (83%).

83% of competitors believe SCNC has increased their self-confidence and sense of initiative. In addition, **92%** of competitors felt that the competition has motivated them.

89% of competitors agree the competition improved their adaptability and problem-solving skills and **76%** of competitors cited improved creativity and innovation skills and **73%** improved communication skills.

80% of competitors agree their parents know more about careers in skilled trades and technologies and **78%** agree their friends know more these careers because of their participation in SCNC.

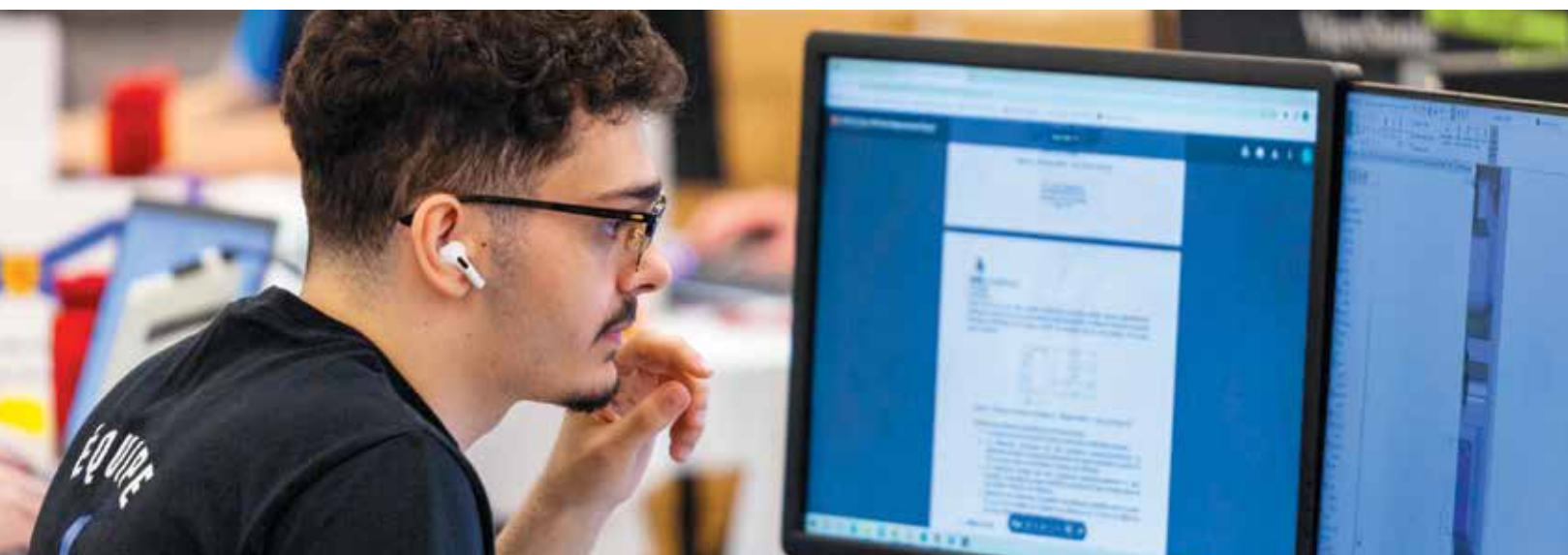
90% of spectators had a positive perception of skilled trade and technology careers after SCNC.

89% of competitors indicated the prospective career they are considering is in skilled trades and technologies.

95% of spectators that participated in a Try-A-Trade® and Technology activity rated their experience as good.

MARK YOUR CALENDAR FOR THE 2024 SKILLS CANADA NATIONAL COMPETITION IN QUÉBEC, QC!

May 30 and 31, 2024, at ExpoCité.



Join us for the 2024 Skills Canada National Competition (SCNC), in Québec city. Through SCNC, Skills/Compétences Canada promotes skilled trade and technology careers to Canadian youth. The Skills Canada National Competition is our flagship event and is an ideal way to connect with tomorrow's workforce.

SCNC is the only national, multi-trade and technology competition for students and apprentices in the country. Each year, more than 500 of Canada's best in skilled trades and technologies come to SCNC to compete in over 40 skilled trade and technology competitions. At SCNC, thousands of students visit the competition floor and discover the exciting and rewarding careers that are available in the skilled trades and technologies through over 50 interactive Try-A-Trade® and Technology activities, by visiting exhibitor booths, and engaging with industry professionals.

Join us in **#CreatingPossibilities** for our future skilled workforce! Stay tuned on Skills/Compétences Canada's website and social media channels for more

information and updates on SCNC Québec 2024!
#SCNC2024

To partner with Skills/Compétences Canada for this impactful event, and to see the list of partners who support this event, click [here](#).

A Few Facts about the Host City:

- Designated a UNESCO World Heritage Site in 1985, Old Québec is the most intact fortified town north of Mexico, retaining its colonial architecture for over 400 years.
- It is the historic and cultural heart of Québec City, and the birthplace of French North America.
- Wander through Petit-Champlain, one of the oldest shopping streets in North America, and discover the historic gems found inside the walls, including the fortified walls and ramparts.
- Explore the shops and marina of Old Port, and soak in the atmosphere of the Plains of Abraham and Parliament Hill.



WORLDSKILLS LYON 2024: Watch the *Crème de la Crème* Compete

The 47th WorldSkills Competition will take place September 10 to 15, 2024, in Lyon, France.

The WorldSkills Competition, held every two years, inspires youth to discover the many interesting careers that are available in the skilled trade and technology sectors. With an increasing demand for skilled workers, the skilled trades and technologies offer a rewarding and lucrative career path for youth around the world. Throughout the Competition, stakeholders from industry, government, and education are provided with the opportunity to exchange information and best practices regarding industry and professional education at networking events and thought-provoking conferences.

At WorldSkills Lyon 2024, approximately 1,500 competitors from over 60 Member countries and regions will compete in over 60 Skill Areas for the prestigious title of world champion in their respective trade or technology, including 28 members of WorldSkills Team Canada 2024. These Skill Areas represent six sectors: Manufacturing and Engineering Technology, Information and Communication Technology, Construction Technology, Transportation and Logistics, Creative Art and Fashion, and Social and

Personal Services. The 47th WorldSkills Competition will take place at Eurexpo Lyon, in front of approximately 250,000 spectators.

The event slogan for WorldSkills Lyon 2024 is: **Where there is a skill there is a way.**

A Few Facts about the Host City:

- Lyon is one of France's oldest cities and is reputed as the gourmet capital of France.
- Its large historic centre, Le Vieux Lyon, is a UNESCO World Heritage site, and is the largest ensemble of Renaissance buildings in Europe.
- It is the hub of an urban area with over two million inhabitants.
- Lyon is also famed as the capital of the French silk weaving industry and a major textiles centre.
- This city is considered a major industrial and business hub with excellent rail and road links and one of France's busiest airports.

For more information about WorldSkills Lyon 2024, visit: worldskills2024.com.



THANK YOU TO ALL OUR FANTASTIC VOLUNTEERS!

Thank you to everyone that volunteered at the 2023 Skills Canada National Competition (SCNC), in Winnipeg! We could not host such an impactful event without the help of our hundreds of volunteers who dedicate their time and expertise to ensure its success. This year we had 400 National Secretariat volunteers, including our National Technical Committee who contribute year-round to oversee the 45 skilled trade and technology projects for the competitors. Onsite we also had our judges who adhere to strict guidelines to determine the competition winners, and over 100 general and key volunteers who support Skills/Compétences Canada's staff onsite in many areas. This includes registration,

Skill Area support, social media and media, assisting our videographers, managing school groups and transportation, directing people, and setting-up and taking-down the event.

Thank you for your hard work and positive attitude year after year! At SCNC Winnipeg 2023, Skills/Compétences Canada gifted a special pin to all the volunteers to thank them for all they do to make this event such a great one.

To be part of this group and inspire our country's future skilled workforce, register to volunteer for SCNC Québec 2024 on [SCC's website!](#) Registration will open at the beginning of 2024.



OFFICIAL SUPPLIERS GOLD



OFFICIAL SUPPLIERS SILVER



OFFICIAL SUPPLIERS BRONZE



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