



NATIONAL SKILLED TRADE AND TECHNOLOGY WEEK

2023 Recap

SKILLS FOR SUCCESS



SPOTLIGHT ON
READING


SkillsCompétences
Canada

**SKILLS
COMPETENCES
CANADA.COM**

#NSTTW2023



Funded in part by the
Government of Canada's
Skills for Success Program

Canada 



"This was a great event as we got to see all the students trying out the variety of interactive Try-A-Trade® and Technology activities and discover potential careers."

JEAN-MARTIN SAVARD-DEMERS
Sales and Business Development Representative, Consulab

"As a proud sponsor of NSTTW, Lincoln Electric is thrilled to support the vital role of skilled trades, especially in welding. We take pride in inspiring the next generation of skilled trade professionals, and we look forward to continuing our support for events that contribute to the growth and success of the welding industry."

FARID SHIGAPOV
CWI, Technical Sales Representative, The Lincoln Electric Company



**Skills/Compétences Canada would like to thank
partnering with us for the 19th National Skilled**

**the English Montreal School Board for
Trade and Technology Week event.**

About Us

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



19th National Skilled Trade and Technology Week (NSTTW)

November 5 to 11, 2023



What is NSTTW?

NSTTW is a key date in the annual Skills/Compétences Canada (SCC) calendar. The goal of National Skilled Trade and Technology Week (NSTTW) is to promote and host awareness raising events around the many career opportunities in skilled trades and technologies in Canada.

SCC works with its Member Organizations and partners to facilitate and host skilled trade and technology activities in regions across Canada, to engage business and political leaders in discussions about the importance of these careers for our country, to focus media attention on these careers, and to highlight those individuals that pursued these paths themselves.

Why does it happen?

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 these careers look like or what they entail. This week of events is dedicated to raising awareness of the career options that are available to our future workforce.

Goals

- Get Canada's youth thinking about skilled trade and technology careers as a viable, interesting option.
- Get Canada's youth to engage in activities involving the skilled trades and technologies, fostering conversations between industry, teachers, students, and parents.
- Engage with industry thought 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 the Skills for Success for a rewarding career: 2024 focus is READING.

Check out the NSTTW Event Highlights

- Skills/Compétences Canada (SCC), hosted an event for the 19th National Skilled Trade and Technology Week (NSTTW) on November 7 at John F. Kennedy High School and John F. Kennedy Adult Education Centre, in Montréal, Québec.
- Special guests included: Dr. Patrick Rouble, President, Skills/Compétences Canada, Nick Katalifos, Director General, English Montreal School Board, Cynthia Gauthier, Monster Jam Rider, Tommaso Maffei, bronze medalist in secondary Cabinetmaking at the 2023 Skills Canada National Competition, in Winnipeg, and Elder Niiieren, from Kanien'kehá:ka nation.
- The event included welcome messages from elder Elder Niiieren, from Kanien'kehá:ka nation, who welcomed everyone to her land, Dr. Patrick Rouble from SCC and Nick Katalifos from the English Montreal School Board. In addition, Ms. Cynthia Gauthier, Monster Jam Rider, and Tommaso Maffei, SCC alumni, gave inspiring speeches about their career journey into the skilled trades.
- Highlighted at the event was the importance of *Reading*, one of the Skills for Success identified as fundamental to working in the skilled trade and technology industries.
- The networking breakfast, held in conjunction with the event, had about 75 guests with representatives from education and industry, and SCC alumni.
- Skills/Compétences Canada announced that the 2024 Skills Canada National Competition will be hosted in Québec, QC on May 30 to 31 at Centre de foires d'Exposité.
- Following the official program, more than 300 registered students from local and middle high schools participated in 15 Try-A-Trade® and Technology activities held by educators and industry experts. These activities ranged from baking, to welding, to car painting, just to name a few. Throughout the day, students learned about the interesting and important educational pathways and career opportunities in several trade and technology sectors. In addition, the students had a skills passport which they could get stamped after completing the various Try-A-Trade® and Technology activities, for the chance to win a prize.



The NSTTW Event in Numbers

15

Try-A-Trade®
and Technology
activities

Over

300

students

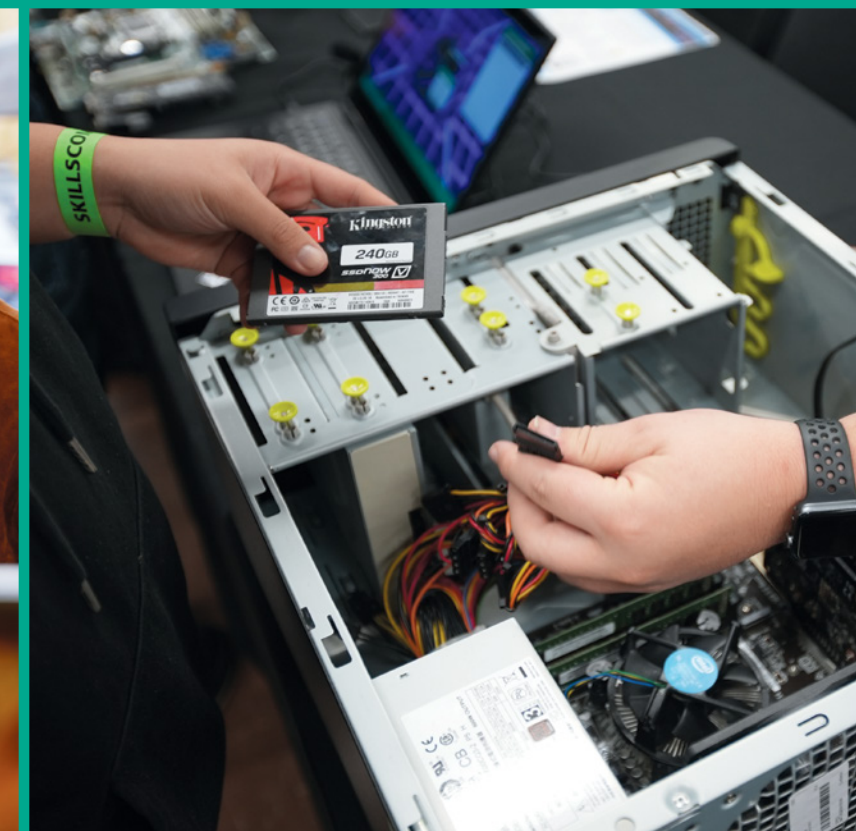
Approximately

75

industry
representatives

Try-A-Trade® and Technology activities

Several of Skills/Compétences Canada's partners hosted Try-A-Trade® and Technology activities aimed at engaging students from middle and high schools and providing them with a hands-on experience. Over 300 students attended and participated in a variety of interactive activities in the skilled trades and technologies. These activities included: aesthetics, baking, automobile mechanics, car painting, hairdressing, welding, healthcare, and much more! To see the list of activities, [click here](#).



SKILLS/COMPÉTENCES CANADA'S MEMBER ORGANIZATIONS HIGHLIGHT NSTTW THROUGH ENGAGING ACTIVITIES

More than 6,000 youth across Canada took part in NSTTW 2023!

SCC and its Member Organizations had over 10,000 impressions on their social media channels and reached over 5,000 people.

SKILLS CANADA YUKON

- Distributed Try-A-Trade® Kits to youth in Yukon, to deliver skilled programming to the smaller communities outside of Whitehorse.



SKILLS CANADA ALBERTA

- Shared information on their social media channels about the history and the careers that are available in skilled trades and technologies.



SKILLS CANADA BRITISH COLUMBIA

- Promoted National Skilled Trade and Technology Week on their social media channels through a fun week of giveaways, features on WorldSkills Team Canada competitors and alumni, podcasts, and more!

SKILLS CANADA SASKATCHEWAN

- Held a Skills Fair at Campus Regina Public High School, which included a networking breakfast where partners from industry, education, labour and government discussed the importance of introducing youth to careers in skilled trades and technologies. This was followed by interactive Try-A-Trade® and Technology activities for middle and high school students. Skills Canada Saskatchewan alumni were also onsite to speak to visiting students and to participate in a workshop.



SKILLS CANADA NORTHWEST TERRITORIES

- Held a rollout of online school presentations and a workshop request form.
- Offered classroom presentations which provided information on skilled trade and technology careers and skills competitions, and they also distributed Try-A-Trade® kits and fun games.
- Shared information on their social media channels about NSTTW.



SKILLS CANADA MANITOBA

- Hosted a Model Wind Turbine Competition where grade nine and 10 students from Red River College Polytechnic participated in a competition.
- Attended the Young Women's Conference at Assiniboine Community College. Grade eight students had the opportunity to participate in various hands-on activities and were introduced to skilled trade and technology careers.
- Held a Young Women's Trade and Technology Olympics at the Northern Manitoba Mining Academy for grade six students where they completed a variety of activities associated with trade and technology careers to learn more about them.
- Kicked off NSTTW with an RBC Reaction by Collision, for post-secondary students at Red River College Polytech.
- Hosted a Jill of All Trades Day, for grade nine to twelve students, at Red River College Polytech.



SKILLS/COMPÉTENCES CANADA'S MEMBER ORGANIZATIONS HIGHLIGHT NSTTW THROUGH ENGAGING ACTIVITIES (continued)

SKILLS CANADA ONTARIO

- Held a social media campaign for NSTTW to highlight the skilled trades and technologies by sharing educational videos. These animated videos, created in partnership with EdgeFactor, provided information about the different sectors and career opportunities available within them. These videos are available on Skills Canada Ontario's YouTube channel.
- Hosted Junk Drawer Races for students from across the province. This program promoted sustainability of re-using common items found at home or in a classroom, along with recyclables or low cost items. The challenges endorsed teamwork along with safety, and teams had the chance to win medals and the opportunity to continue to the championship level!



SKILLS CANADA PRINCE EDWARD ISLAND

- Held a Try-A-Trade® event for girls aged 11 to 15 where they learned about various skilled trade careers in a fun, engaging and interactive way. Small, hands-on workshops were led by female industry professionals at the Charlottetown Learning Centre.
- Participated in the annual PEI Teachers Federation Convention where they shared info on NSTTW, as well as their programming and services, at the Delta Hotel.

SKILLS CANADA NOVA SCOTIA

- Participated in an Indigenous Skilled Trades Fair and facilitated activities, at the Nova Scotia Construction Sector Council's Trades Exhibition Hall.
- Launched Skilled Futures in Trades, an online virtual experience which included a video focused on careers in HVAC and Refrigeration.
- Held in-school presentations about the Skills for Success, which were delivered to high schools and junior high schools.



SKILLS CANADA NUNAVUT

- Participated in the Pilimmaksaivik Career Fair.
- Held an Introduction to Culinary Arts Workshop.
- Hosted the Spotlight on Northern Fashion Parka Making Workshop.
- Distributed copies of their trade and technology career booklet.



SKILLS CANADA NEWFOUNDLAND & LABRADOR

- Held an Enter:Preneur Dragons' Lair simulations for secondary students at several high schools where students worked in groups to create a business plan for a skilled related business.
- Hosted career awareness presentations for local intermediate and secondary students.
- Held Skilled Futures in Trades and Apprenticeship events which featured career exploration events for students, where they participated in interactive activities related to the skilled trades and technologies.
- Provided Skills for Success Try-a-Trade® kits containing the materials to complete one or several of the following projects: building a birdhouse, making a speech, creating a flashlight etc.
- Hosted a mentoring session with the Rangers and Pathfinders, which included a mentoring session with local female tradespeople.
- Launched the Youth Apprenticeship Summer Employment Program, which helps youth start their apprenticeship journeys.
- Held an Enter:Preneur Apprenticeship Conference at the College of the North Atlantic which provided youth in the skilled trades and technologies with the knowledge to become successfully self-employed by learning the fundamentals and participating in mentoring sessions.

SKILLS CANADA NEW BRUNSWICK

- Held in-school presentations where they spoke to students in various schools about skills competitions and provided interactive skilled trade and technology activities.



Spotlight on Reading, one of the Skills for Success

During National Skilled Trade and Technology Week and for the next year, Skills/Compétences Canada will be highlighting *Reading*, one of the Skills for Success, and its importance to succeed in the workforce. The Skills for Success provide the foundation for learning all other skills and enable people to evolve with their jobs and adapt to workplace change. This Skill for Success was emphasized throughout the week, and during the event, in all Skills/Compétences Canada's partner activities. Reading refers to the ability to find, understand, and use information presented through words, symbols, and images. Strong reading skills allow you to do your job and to work safely, and efficiently, and you use reading skills to learn other skills!



NSTTW Makes the News!

Several media outlets covered **National Skilled Trade and Technology Week (NSTTW) 2023**. Check out some of the top news stories.

November 8, 2023 – National Post

Members of the Skills Community Gather at John F. Kennedy High School and John F. Kennedy Adult Education Centre, in Montréal, QC, for the 19th National Skilled Trade and Technology Week.

Reach: 3,867,843

<https://nationalpost.com/globe-newswire/members-of-the-skills-community-gather-at-john-f-kennedy-high-school-and-john-f-kennedy-adult-education-centre-in-montreal-qc-for-the-19th-national-skilled-trade-and-technology-week>

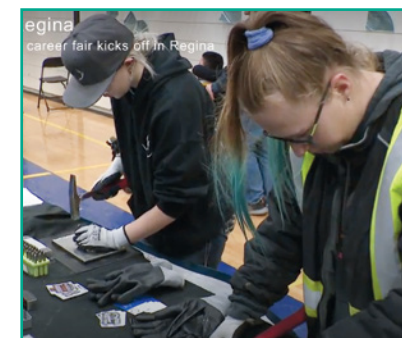


November 7, 2023 – Global News

Try-A-Trade® and Technology career fair kicks off in Regina.

Reach: 8,567,036

<https://globalnews.ca/news/10076736/try-a-trade-technology-career-fair-regina/>



November 7, 2023 – Government of Saskatchewan

Skilled Trade and Technology Week Proclaimed in Saskatchewan.

Reach: 499,608

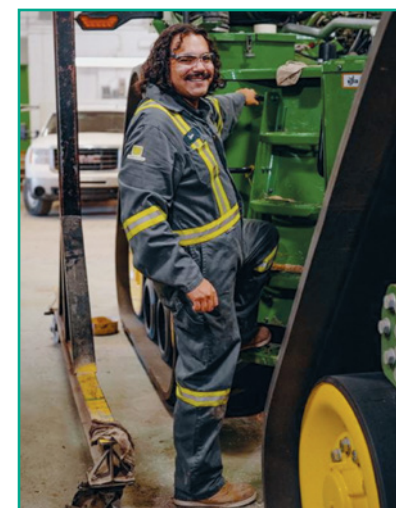
<https://www.saskatchewan.ca/government/news-and-media/2023/november/06/skilled-trade-and-technology-week-proclaimed-in-saskatchewan>

November 7, 2023 – Canadian Contractor

Skilled Trades Ontario Recognizes National Skilled Trade and Technology Week with Strategic Plan Release.

Reach: 14,018

<https://www.canadiancontractor.ca/canadian-contractor/skilled-trades-ontario-recognizes-national-skilled-trade-and-technology-week-with-strategic-plan-release/1003293269/>



November 6, 2023 – Sask Today

Skilled trade week in Saskatchewan unveils opportunities.

Reach: 193,572

<https://www.sasktoday.ca/highlights/skilled-trade-week-in-saskatchewan-unveils-opportunities-7790889>

National Skilled Trade and Technology Week Social Media at a Glance

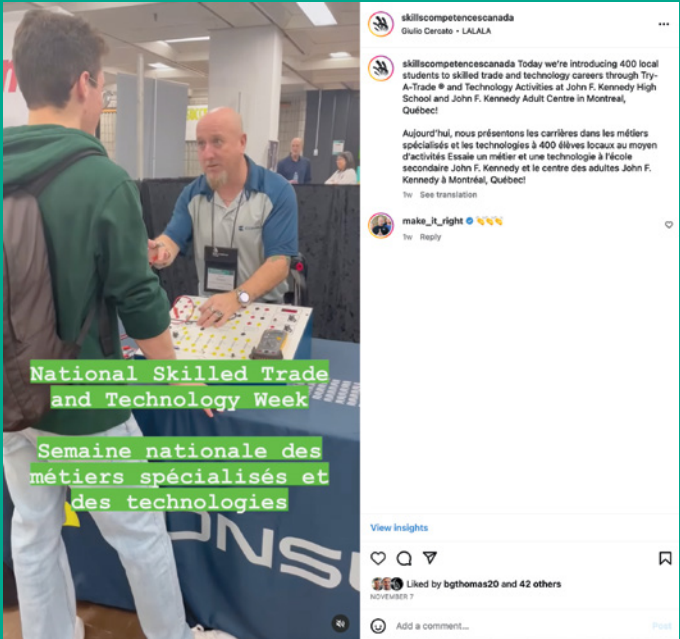
f Facebook
12 Posts
9,957 Organic Impressions
246,950 Total Impressions

Instagram
7 Posts
4,960 Organic Impressions
495,520 Total Impressions

Twitter
23 Tweets
8,066 Organic Impressions

LinkedIn
12 Posts
16,602 Organic Impressions

In addition, Skills/Compétences Canada (SCC) held a pan-canadian digital campaign on social media, which reached 768,449 people and had 27,877 clicks.



Skills on Parliament Hill

Dr. Patrick Rouble, President of Skills/Compétences Canada (SCC), Mr. Shaun Thorson, Chief Executive Officer of SCC, along with three skills champions met with The Honorable Randy Boissonnault, Minister of Employment, Workforce Development and Official Languages, and Irek Kusmierczyk, Parliamentary Secretary to the Minister of Employment, Workforce Development and Official Languages. They celebrated the 19th National Skilled Trade and Technology Week. The three skills champions included WorldSkills Team Canada 2024 competitors Tyler Cherkowski, in Refrigeration and Air Conditioning and Olivia Sewell, in Cooking, along with Laurie Breton, WorldSkills Team Canada 2022 competitor in Aerospace Technology. In addition, the competitors were congratulated for their incredible accomplishments.

"It was a really great experience to be able to meet Minister Boissonnault and Parliamentary Secretary Kusmierczyk to talk about skilled trades. It was an honour to represent WorldSkills Team Canada 2024."

Olivia Sewell

"I am very passionate about the skilled trades. Having the opportunity to meet with Minister Boissonnault and Parliamentary Secretary Kusmierczyk to discuss how to get young people into these careers was an important step in creating a skilled workforce. It certainly is an experience I will never forget."

Tyler Cherkowski



2024 SKILLS CANADA NATIONAL COMPETITION

MAY 29 – JUNE 1, AT THE CENTRE DE FOIRES D'EXPOCITÉ, IN QUÉBEC, QUÉBEC



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?

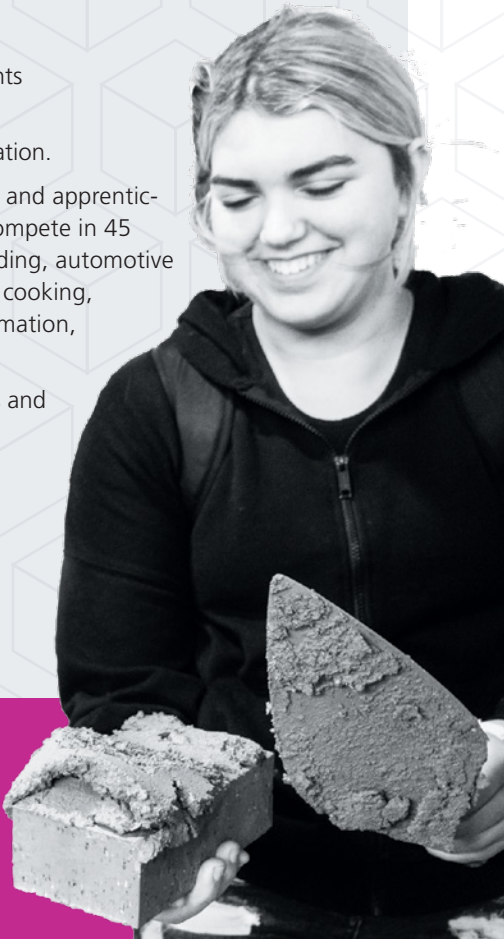
- Provide competitors and student visitors with hands-on experience.
- Get Canada's youth to consider skilled trade and technology careers as a viable, rewarding option.
- Engage with industry leaders, educators and political decision makers.
- Ensure that Canada remains at the forefront of competitive advantage in the global economy.
- Promote awareness of the nine 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 equity-denied groups and diverse populations to get involved in the skilled trade and technology sectors.

HIGHLIGHTS

- Free event: open to the public on Competition days. (May 30 and 31).
- 45 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.
- Thousands of student visitors from across Canada.
- Professionally produced Opening and Closing Ceremonies.
- Skills for Success activities highlighting this year's theme, **Reading**.
- 50+ Industry and education exhibitors providing information and answers to visiting students and the public.
- Skills Showcase featuring First Nations, Inuit and Métis Skills.
- Empowering Women in Trades initiative bringing together industry partners to show young women the incredible careers that are available in the skilled trades.
- Exclusive networking events and conferences.
- Industry celebrity participation.
- Watch over 550 students and apprentices from across Canada compete in 45 disciplines, including welding, automotive technology, hairdressing, cooking, 3D and 2D computer animation, and much more!
- Ask industry professionals and educators questions.
- Discover the Skills for Success!

#SCNC2024

A UNIQUE OPPORTUNITY TO
**EXPLORE CAREERS IN SKILLED
TRADES AND TECHNOLOGIES**



THANK YOU

TO OUR TRY-A-TRADE®
AND TECHNOLOGY PARTNERS



Commission scolaire English-Montréal
English Montreal School Board