

ANNUAL REPORT ON ACTIVITIES 2023-2024





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Skills/Compétences Canada National Board of Directors

Skills/Compétences Canada's (SCC) National Board of Directors work together to advocate for SCC's mission of advancing the engagement of youth and their communities in skilled trade and technology careers.

- | | | |
|--|---------------------------------------|---|
| Dr. Patrick Rouble
President | Paul Armstrong
Director | Dennis Innes
Director |
| Sue LeFort
Vice-President | Dominique Bousquet
Director | Christina Taylor Overing
Director |
| Ray Massey
Secretary | Michael Watson
Director | Ashley DeLong
Director |
| Phil Polsom
Treasurer | Christine Greene
Director | |
| Kyle Wilson
Director | Barb Heming
Director | |



Front row (left to right): Ray Massey, Sue LeFort, Luke Young and Dr. Patrick Rouble.
 Back row (left to right) Ashley DeLong (replaced Luke in February 2023), Paul Armstrong, Dennis Innes, Barb Heming, Dan Zvanovec, Christine Greene, Kyle Wilson and Dominique Bousquet.
 Absent: Christina Taylor Overing and Phil Polsom.

"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!"



About Skills/Compétences Canada

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.



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.



SCC Member Organizations



Skills Canada Alberta
www.skillsalberta.com



Skills Canada Newfoundland and Labrador
www.skillscanada-nfld.com



Skills Canada Prince Edward Island
www.skillscanada.pe.ca



Skills Canada British Columbia
www.skillscanada.bc.ca



Skills Canada Northwest Territories
skillscanadanwt.org



Compétences Québec
www.compencesquebec.com/en-savoir-plus



Skills Canada Manitoba
www.skillsmanitoba.ca



Skills Canada Nova Scotia
www.skillsns.ca



Skills Canada Saskatchewan
www.skillscanadasask.com



Skills Canada New Brunswick
www.skillscanadanb.com



Skills Canada Nunavut
www.skillsnunavut.ca



Skills Canada Yukon
www.skillsyukon.com



Skills Canada Ontario
www.skillsontario.com



Message from Dr. Patrick Rouble, President of SCC

This year has been an impactful one for Skills/Compétences Canada (SCC) as we continued to engage Canadian youth and their communities through our many events, programs and activities, to inform them about the rewarding careers that exist in the skilled trades and technologies.



SCC held several events over the past year including its flagship event the Skills Canada National Competition 2023, in Winnipeg, and National Skilled Trade and Technology Week in November 2023, across Canada. In addition, this year SCC announced the 28 official members of WorldSkills Team Canada 2024 who will participate in the 47th WorldSkills

Competition, in Lyon, France, in September 2024, for the prestigious title of international champion. Congratulations to our skilled superstars! We wish you luck as you train for this important event. Through all of these events, SCC is able to promote the great careers that are available in the skilled trade and technology sectors.

Furthermore, SCC renewed their partnership with Let's Talk Science and Engineers Canada to engage students in career discovery and exploration in the Let's Talk Careers Competition, on the Chatterhigh platform. During this 40-day online competition, students learned about careers in the skilled trades, technologies, sciences, engineering, and mathematics.

SCC has continued to work closely with industry, government, and education partners to inform Canadian youth of the variety of exciting and lucrative careers that

exist in these sectors. SCC provides a platform where youth can explore the variety of career pathways through our many events and programs. SCC's 13 provincial and territorial Member Organizations continue to connect with thousands of students across Canada each year through their programming and events.

SCC is grateful to have great volunteers and partners who support our events and engage our future skilled workforce. SCC's alumni also continue to connect with youth by sharing their inspiring skills journeys. We look forward to reaching more young Canadians and **#CreatingPossibilities** for their future. SCC continues to demonstrate how **#SkillsChangeLives** to our country's youth; tomorrow's skilled workforce.



SCC Highlights the Skills Community through its' Blog and Newsletter

SCC REVAMPED ITS BLOG

Skills/Compétences Canada (SCC) re-vamped its monthly blog. The new format includes interviews with partners on their professional journey into their trade and technology and what career opportunities are available in their industry. We featured partners in each of the six sectors including: Construction, Employment, Information Technology, Manufacturing & Engineering, Services and Transportation. The blog had over 1,100 views for the last fiscal year.



January 29, 2024
UA Skilled Tradeswoman Shares her Inspiring Journey

BLOG

SCC'S NEWSLETTER HIGHLIGHTS THE SKILLS COMMUNITY

Skills/Compétences Canada continued to publish its' successful monthly newsletter in the new and improved format. The newsletter is sent to 2,771 subscribers and has an open rate of 85.5%. The industry average open rate is 36.5%. The newsletter includes the following three sections.

- An inspiring skills story from a member of the skills community such as an alumnus, a competitor, a Board or staff member, or a volunteer;
- An update on SCC's events, programs and initiatives and
- A contribution from an SCC partner highlighting their involvement with skills.



"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.

"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



#CreatingPossibilities for Canada's Future Skilled Workforce at SCNC 2023, in Winnipeg

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. By providing a forum where Canadians can compete at the national level, SCNC provides hands-on work experience related to skilled trade and technology careers. The Skills Canada National Competition 2023 was held in Winnipeg, Manitoba from May 24-27, at the RBC Convention Centre.

HERE ARE SOME OF THE HIGHLIGHTS:

- More than 500 competitors from all regions of Canada participated in 45 skilled trade and technology competitions.
- SCNC 2023 was attended by approximately 13,000 local students and was free and open to the public. SCNC was also attended by 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, giving them a glimpse into skilled trade and technology careers.
- More than 160 partners/sponsors and in-kind suppliers contributed towards this event.
- Over 100 exhibitors demonstrated their brand, trade or occupation through interactive activities.
- The event was held on 280,000 square feet of space.
- Over 4 million dollars' worth of in-kind contributions for material and equipment were used for SCNC.

- The economic impact of SCNC Winnipeg 2023 on the province of Manitoba was over 3.5 million dollars.
- The nine Skills for Success (SFS) were highlighted throughout SCNC and on the Skills for Success Stage, with a special emphasis on Adaptability. Students and guests engaged in interactive activities intended to increase their awareness of the SFS.
- Industry celebrities Kate Campbell, HGTV star and Founder of Kate Builds Inc., Jamie McMillan, Founder of KickAss Careers, and Mark Brand, Social Entrepreneur, were on-site to spread awareness of careers in skilled trades and technologies to youth.
- The official event hashtag **#SCNC2023** was used on SCC's social media channels including Facebook, Twitter and Instagram. There was a total of 667,826 impressions across SCC's social media platforms during the Skills Canada National Competition 2023, in Winnipeg.
- Over a dozen media covered the event including: CBC News, CTV Morning Live, Global News, Radio-Canada, Nunatsiq News, and Hue Productions, to name a few.
- Exclusive networking events were hosted, including the Networking Reception, Farewell Breakfast and competition floor tours.
- Opening and closing ceremonies were professionally produced.

NEW ELEMENTS AND HIGHLIGHTS

- Skills/Compétences Canada (SCC) live streamed 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 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. The live stream had over 17,500 views and included over 12 hours of competition footage. This year, a total of 21 Skill Areas were featured. The live stream is available on [SCC's YouTube channel](#).

- 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. 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 of SCC's National Board of Directors and first recipient of this award and given to John Dalley from Newfoundland and Labrador. 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.
- 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. The DeWalt Tool Enhancement Program has proven to be a legacy for the provinces in which SCNC is hosted.
- The Soaring Skills program, held by UA Canada along with the 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 third time, Skills/Compétences Canada hosted a Winner's Circle at the Closing Ceremony. The competition winners posed for an official photo after winning a medal. These were shared on SCC's various social media platforms.
- The RBC Best of Region Awards were 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 WorldSkills Competition 2024, in Lyon, France.



- For the first time, SCC 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. The Skills Showcase featured six local artists. 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

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#CreatingPossibilities for Canada's Future Skilled Workforce at SCNC 2023, in Winnipeg *continued*



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

to SCNC. The winning logo was on display at SCNC. Congratulations to Kaitlyn D. a 15-year old Manitoba student for her artistic logo design!

- SCC hosted its first ever Skills Symposium at SCNC 2023, in Winnipeg, on May 25 and 26. This event 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

"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

Success for a rewarding career. This keynote address on May 25 was 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

the keynote speaker on May 26. They discussed successes and innovative approaches in the Canadian Apprenticeship System, current challenges and how training providers and businesses can help meet those challenges. In addition, several of SCC's partners, alumni, board members and staff also participated as speakers.

- For the first time, SCC held the Empowering Women in Trades (EWIT) initiative at SCNC. This booth 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 several local partners. At the EWIT 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 during the Women's Framing Course, Leah Peters, Site Superintendent for Bockstael, Kristina Peterson, Red Seal Carpenter at Bird Construction, and Ella Morris, an alumna of the Engineering Access Program.

SCNC 2023 SURVEY RESULTS

- **97%** of spectators and competitors would recommend SCNC to others.
- **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.
- **83%** of competitors believe the competition has increased their chances of getting a job.

Skills/Compétences Canada renewed their partnership with Let's Talk Science and Engineers Canada 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, a 40-day online competition, on the **Chatterhigh** platform.

This competition was held in the Spring and Fall of 2023 and had approximately 10,000 participants from over 300 schools, in more than 150 districts across Canada, who visited over 1,300,000 web pages to explore post-secondary, career, and labour market information. In addition, more than 1,120 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 mathematics). 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 10 quiz questions daily, over the course of 40 consecutive days, which allowed them to explore thousands of career options that they may not have known about, and also gave them and their schools the opportunity to win prizes.

Let's Talk Careers!

Canada's Most Informed Schools and Students Competition

Oct. 30 - Dec. 8, 2023



Youth Explored Skilled Trade and Technology Careers during NSTTW

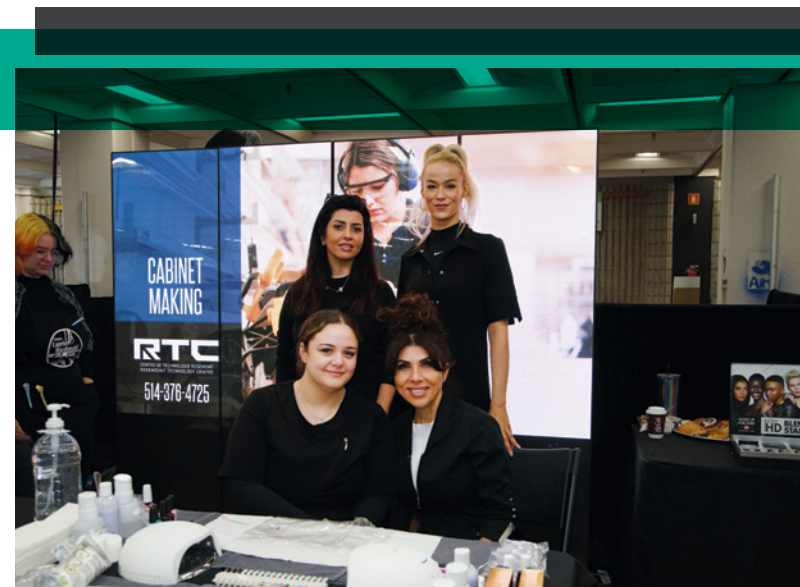
- National Skilled Trade and Technology Week (NSTTW) 2023 was held from November 5 to 11. This event is a key date in the annual Skills/Compétences Canada (SCC) calendar. The goal of NSTTW is to promote and host awareness raising events around the many career opportunities in the skilled trades and technologies in Canada. Also highlighted at the event, was the importance of *Reading*, one of the nine Skills for Success identified as fundamental to working in the skilled trades and technologies.

about their career journey into the skilled trades. In addition, Elder Nioieren from the Kanien'kehá:ka nation welcomed everyone to her land.

- The networking breakfast, held in conjunction with the event, had about 75 guests with representatives from education and industry, and SCC alumni.
- Following the official program, more than 300 registered students from local and middle schools participated in 15 Try-A-Trade® and Technology activities held by educators and industry experts. These activities included aesthetics, baking, automobile mechanics, car painting, hairdressing, welding, healthcare, and much more! 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.
- In addition, several media outlets covered NSTTW 2023 including the National Post, Global News and Canadian Contractor. SCC also had over 550,000



- SCC hosted an event for the 19th NSTTW on November 7th, 2023, at John F. Kennedy High School and John F. Kennedy Adult Education Centre, in Montréal, Québec. This event brought awareness to youth, educators, and career seekers about the many rewarding skilled trade and technology careers that are available across Canada.
- The event included welcome messages from Dr. Patrick Rouble, President of SCC and Nick Katalifos, Director General of the English Montreal School Board. In addition, Cynthia Gauthier, Monster Truck Racer and Tommaso Maffei, bronze medalist in secondary Cabinetmaking at the Skills Canada National Competition 2023, in Winnipeg gave inspiring speeches



impressions on its social media channels during NSTTW. 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.

- Furthermore, during NSTTW 2023, 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 on Parliament Hill, in Ottawa. The three Skills champions included



WorldSkills Team Canada 2024 competitors Tyler Cherkowski, in Refrigeration and Air Conditioning, Olivia Sewell, in Cooking, along with Laurie Breton, WorldSkills Team Canada 2022 competitor in Aerospace Technology. These competitors were congratulated for their incredible accomplishments.

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



“The CWB Foundation is proud to sponsor 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

Member Organization Highlights

SKILLS CANADA YUKON

- Presentations focused on apprenticeship pathway
- Territorial skills competition & tradeshow
- DIY Trade and Tech take home kits including culinary arts and fashion technology
- Experiential workshops (carpentry, culinary arts, electrical, hairstyling, etc.)
- Industry led presentations showcasing their career paths, including alumni and Red Seal locals
- Trade and Technology focused Summer Camp at Yukon University
- Local industry and shop tours with rural schools
- Winter break at-home activities and challenges
- Technology focused tradeshow for secondary students with local industry partners and experiential demos

SKILLS CANADA BRITISH COLUMBIA

- Regional skills competitions
- Provincial skills competition
- In-school presentations in the K-12 system
- Pro D Day Presentations and educator workshops
- Women in Trades conference at Peace Regionals facilitated by Skilled Trades BC
- Girl Guides Women in Trades Workshop
- Skilled Trades Podcast series with alumni host
- Alumni highlights
- Inspire Educator Portal
- Inspire Educator Guide for educators and students
- Social media engagement and contests
- Participated in several trade shows and conferences
- Education Career Fair Trades and Technologies Presentation

SKILLS CANADA ALBERTA

- Expanded Try-A-Trade® Takeout
- Skills Exploration Days
- Skills in the Classroom presentations
- Provincial skills competition
- Girls Exploring Trades & Technologies Gathering

SKILLS CANADA SASKATCHEWAN

- Skills for Success beading program
- Trade and Tech Summer Camps (STEM, Cosmetology, 3D Printing, Robotics, Game Design, Culinary, Photography, Graphic Design, Electronics and Electrical)
- Trade and Tech Day in Yorkton, North Battleford, St. Brieux, Prince Albert, Humboldt and Big River
- Skills Fair, in Regina
- North Regional Competition at Northwest College
- Vertical Lander Project
- Provincial skills competition

SKILLS CANADA NORTHWEST TERRITORIES

- Try-A-Trade® Program including at home kits for students
- Territorial skills competition
- Career Expo where students learn about skilled trade and technology career opportunities in the Northwest Territories
- Girls in Trades' workshops celebrating tradeswomen in our communities
- Skills at Home challenges
- Skills Clubs for students, throughout the Territory

SKILLS CANADA MANITOBA

- Booths at partner events and career fairs
- Gene Haas Manufacturing Boot Camps
- In-School program (virtual and in-person)
- Jill of All Trades
- Skills in the Classroom (virtual)
- Skilled Trades and Technologies Showcases
- Young Women's Conferences (grades six – eight and high school)
- Young Women's Trade and Technology Olympics
- Model Wind Turbine Competition
- Youth in Manufacturing
- Extreme Sledding Challenge
- Explore Trades and Technologies Workshops and Conferences
- Trades for All Diversity Workshops
- Northern Manitoba Skills Challenge
- Provincial skills competition
- Summer camps

SKILLS CANADA NUNAVUT

- Territorial skills competition
- Trade and Technology Camps
- Northern Lights and Nunavut Trade Shows
- In-class presentations
- The Amazing Skills Race
- Skilled Trade and Technology Clubs
- Try-A-Trade® Classroom kits
- Trade and Technology Activity book
- Discovering Skills Workbook
- Career Fairs
- Aesthetics and Hairstyling courses

SKILLS CANADA ONTARIO

- Elementary Career Awareness Workshops
- First Nations, Métis, and Inuit (FNMI) initiatives such as focused summer camps, Career Awareness workshops and presentations, Challenges, Community Builds and Student Conference
- Indigenous college recruiter days
- In-school presentations
- International Day of the Girl Activity Series
- Junk Drawer Races Qualifying Competitions
- Skills Canada Ontario App
- Provincial skills competition
- Trade & Tech Camps
- Urban Tech Workshop
- Skilled Trade and Technology Days, including for Young Women, Rise Series on inclusivity, and UMOJA Series
- Trade and Tech Talk Podcast
- Tools for Success Workshops
- Trade and Tech Truck Events
- Young Women's Conferences
- Skilled Trades Conference for Guidance Educators
- Provincial Entrepreneurship Showcase
- International Women's Day Celebration Event
- Skills Canada Ontario Publications
- Building a Skilled Workforce Initiative

SKILLS CANADA NEWFOUNDLAND AND LABRADOR

- Skilled Futures Conferences and information sessions to audiences across the province
- Try-a-Trade® Workshops, including Indigenous beading kits
- Financial Literacy workshops in partnership with RBC
- Technology Hackathon for local Indigenous, BIPOC, and at-risk youth
- Events and sessions focused on diverse groups
- ENTER: Preneur programming including Apprenticeship Conferences, Lunch and Learns, and Dragons' Lair Competitions
- Tech Pitching Event for technology career pathway students
- Try-a-Trade® Sessions with Skills Canada alumni and local youth
- Career exploration & presentations to students, businesses, and community groups across the province (in-person & virtual)
- Annual skills intermediate challenge
- Annual provincial skills competitions
- Annual Skilled Career Day: Try-a-Trade® in traditional trade and tech, as well as hands-on health sciences sessions with over 500 youth
- Youth Apprenticeship Summer Employment and Professional Development Program for 13 Secondary Youth

SKILLS CANADA NOVA SCOTIA

- Community workshops in libraries and family resource centers
- Skills Legacy Project – \$25,000 provided to schools and non-profits for promotion of trades and technologies to diverse youth
- Indigenous Youth Skilled Trades Fair
- Skilled Futures Career Showcases
- Skilled Futures Summer Camps
- Skilled Futures virtual experiences
- Try-a-Trade® Take-Out
- Skills For Success Workshops
- Skills 101 In-Class Presentations
- Abilympics workshops and competitions
- Provincial skills competition
- DIY carpentry and electric vehicle kits distributed by libraries

COMPÉTENCES QUÉBEC

- New season: multimedia portraits released for the Diversity FPT and Tradeswomen Trailblazers on Inforoute FPT series
- Web marketing campaigns on AdmissionFP / Inforoute FPT and online career advice
- One Défi des recrues organized in Québec
- Coordination and promotion of local and regional skills competitions
- 16th Edition of the Olympiades Québécoises des métiers et des technologies

SKILLS CANADA NEW BRUNSWICK

- In-class presentations covering competitions, apprenticeship pathways, trade and technology career opportunities and interactive activities
- Try-a-Trade® events
- Booths at partner events
- School visits and shop tours
- Little Tots Toolbox for Daycares
- Skills for Success Kits
- Provincial skills competition
- Fire Burn Demonstration
- Career Exploration Events for Girls, Indigenous Youth and Newcomers

SKILLS CANADA PRINCE-EDWARD-ISLAND

- Girls Got Skillz events in Charlottetown and Summerside
- Skilled Futures Workshops throughout the province
- High school class presentations
- Provincial skills competitions



The Official Members of WorldSkills Team Canada 2024 are Announced!

The 28 Members of WorldSkills Team Canada 2024 will compete at WorldSkills Lyon 2024

On July 1, 2023, Skills/Compétences Canada (SCC) officially announced the 28 members of WorldSkills Team Canada 2024. Following this, they began their training to prepare for the 47th WorldSkills Competition, in Lyon, France, which will be held from September 10-15, 2024.

Here are the official members of WorldSkills Team Canada 2024. You can also read their biographies here: <https://www.skillscompetencescanada.com/en/event/worldskills-lyon-2024/>

Félix Bergeron, Industrial Mechanics, Saint-Jean-sur-Richelieu, Québec

Paxton Coghlin, Mechatronics, Etobicoke, Ontario

Dillon Kong, Mechatronics, Toronto, Ontario

Sergio Khoueiry, Mechanical Engineering Design CAD, Laval, Québec

Ethan McCallum, CNC Milling, Orillia, Ontario

Ben Rainforth, Welding, Lacombe, Alberta

James Bartel, Autobody Repair, Kleefeld, Manitoba

Émile Robitaille, Aircraft Maintenance, Shawinigan, Québec

Noah Harding, Plumbing and Heating, Calgary, Alberta

Simar Ubhi, Web Technologies, Winnipeg, Manitoba

Gaspard Goupil, Electrical Installations, Roxboro, Québec

Zachary Van Boeyen, Industrial Control, Surrey, British Columbia

Miguel Massa, Bricklaying, St-Hubert, Québec

Benjamin Lavoie, Cabinetmaking, Baie-Comeau, Québec

Catherine Findlay, Hairdressing, Sorel-Tracy, Québec

Mia Grenier, Beauty Therapy, Terrebonne, Québec

Yi (Angie) Zhang, Fashion Technology, Vancouver, British Columbia

Yin Tzu (Judy) Lan, Pâtisserie and Confectionery, Edmonton, Alberta

Anthony Minotti, Automobile Technology, Sainte-Adèle, Québec

Olivia Sewell, Cooking, Stillwater Lake, Nova Scotia

Gabrielle Leclerc, Car Painting, Saint-Eustache, Québec

Thomas Dorais, Landscape Gardening, Rosemère, Québec

Éloi St-Arnaud, Landscape Gardening, Compton, Québec

Tyler Cherkowski, Refrigeration and Air Conditioning, Calgary, Alberta

Clyde Abanid, Graphic Design Technology, Regina, Saskatchewan

Walter Loedeman, Heavy Vehicle Technology, Diamond City, Alberta

Alex Edwards, Cloud Computing, Paradise, Newfoundland & Labrador

Brooke Potiuk, 3D Digital Game Art, Brooks, Alberta



Following the Skills Canada National Competition (SCNC) 2023, in Winnipeg, the highest ranking, age eligible participant in each identified Skill Area, was selected to participate in the next WorldSkills Competition. WorldSkills Team Canada (WSTC) 2024 met for the first time in the Fall, where they began preparations for the 47th WorldSkills Competition. These competitors participated in various training activities and a mental preparation program over the next year.

WSTC 2024 will participate at WorldSkills Lyon 2024 against competitors from around the globe. These competitors represent the best of their peers and have earned a spot on their country's team through their dedication and hard work. At WorldSkills Lyon 2024, approximately 1,400 competitors from 70 Member countries and regions will compete in 59 Skill Areas for the title of world champion in their respective trade or technology. The 47th WorldSkills Competition will take place at Eurexpo Lyon, in front of approximately 250,000 spectators. This four-day WorldSkills Competition is the biggest of its kind in the world and is considered the pinnacle of excellence in skilled trades and technologies. The theme of the 47th WorldSkills Competition is: **Where there is a skill there is a way.**

You can follow WorldSkills Team Canada's journey on Skills/Compétences Canada's [website](#) and social media channels including [X](#), [Facebook](#), [YouTube](#), [Instagram](#), [LinkedIn](#) and [TikTok](#). **#WSTC2024**



"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



Highlighting the Importance of Diversity, Equity & Inclusion, and the Skills for Success

SCC highlighted the importance of **Diversity, Equity and Inclusion (DEI)** to ensure all participants, student visitors and competitors of all backgrounds feel valued at SCNC. Our goal is to guarantee fair treatment, access, opportunity, and advancement for all while striving to identify and eliminate barriers that have prevented full participation of some groups. With this in mind, SCC has begun the journey to creating inclusive spaces by ensuring the following elements are available during SCNC such as: gender neutral washrooms which are identified, sensory information about the event, a quiet room, an Elder room, a prayer room, wheelchair accessible venues, pronoun stickers and accommodations requests. While SCC recognizes that there is more work to be done, it is our hope that we are well on our way to true diversity, equity and inclusion.

SKILLS FOR SUCCESS

Skills for Success Day took place on Thursday, September 23, 2023. SCC celebrated this day to bring attention to the Skills for Success (SFS) and their importance in skilled trade and technology careers. SFS also took center stage at our National Skilled Trade and Technology Week event, which took place in Montréal, QC. At this launch event, we introduced the SFS theme for the year, *Adaptability*, and highlighted how this skill is used in various trade and technology careers. SCC also launched a series of SFS Kahoot! Challenges to introduce students to the nine Skills for Success and help them learn about different careers paths while having fun!

The Skills for Success (SFS) were highlighted in several activities at the Skills Canada National Competition 2023, in Winnipeg, with a focus on *Adaptability*, this year's SFS theme. 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.

THE SKILLS FOR SUCCESS YOUTH ASSEMBLY DISCUSSED THE FUTURE OF SKILLS

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 several activities. The SFSYA also toured the competition floor at SCNC and met with visitors to share their journeys.

THE NATIONAL ALUMNI COMMITTEE RECONVENED 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 fifth 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. In addition, they supported the SFSYA and Soaring Skills Program, and acted as Team Leaders for their activity. They also provided guided tours of the competition alongside SCC's board members. In addition, NAC participated in a leadership training in Kemptville, Ontario giving back to the community by contributing to a Habitat for Humanity Greater Ottawa build. Thank you to Amazon Web Services for supporting this initiative.

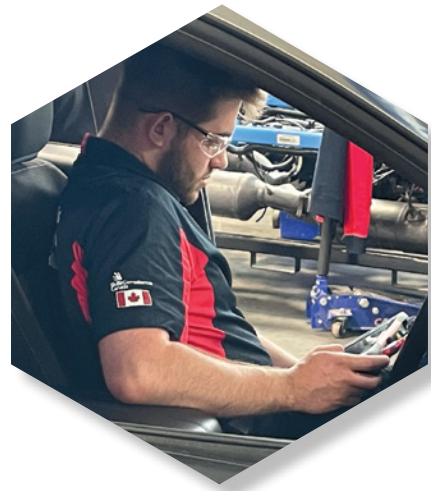




Anthony Minotti, Shares his Skills Story

HOW IT ALL BEGAN

When I was in high school, I had a lot of doubts about my career. I was often told that going to the College of General and Professional Training (CEGEP) would be worth it later. I followed the path mapped out for me by the people around me and my academic results. I ended up studying natural sciences in CEGEP, with the goal of going into medicine in university. Everything seemed to be in place for me to follow this path. However, during my second semester at CEGEP, I lost a lot of my motivation because I had a much greater affinity with the people I met in the automotive world.



Thanks to the encouragement of several friends, I took the plunge and embarked on vocational training. I already knew a lot about mechanics, but I was looking to deepen my knowledge, and with my Diploma of Vocational Studies (DVS) I was able to do just that. Not only did I learn, but I also met some incredible people, including teachers, mentors and friends — people who share my passion.

MY INVOLVEMENT WITH SKILLS

I was approached to take part in the Olympiades québécoises des métiers et des technologies. I felt up to the

challenge when I competed at the regional skills competition. I won by a landslide! Then my coach and I knew it was time to get ready for the provincial skills competition, which was just around the corner. At this competition, I met other candidates from all over my province, each one more brilliant than the last. Once again, it was a place where I felt welcomed. Even though we were competing against each other, we all respected each other and shared the same ambitions and passion for our trade. After this competition, the Skills Canada National Competition was about to begin in 10 days. We practiced and studied everything we could. We arrived at the Skills Canada National Competition (SCNC) 2023, in Winnipeg, feverish and still not having grasped the fact that we were already champions of our province. Mario, my coach, and I realized just how SCNC was a big event. I saw the quantity and quality of all the competitors, the colors of each province on display, and I felt the stress of everyone for different reasons. It was so big, and everyone deserved their place.

COMPETING AT WORLDSKILLS LYON 2024

I was ecstatic and very hyped up when I learned I'd be competing at WorldSkills Lyon 2024 in Automobile Technology. It hit me all at once. I hadn't wrapped my head around winning provincials yet, and now, I've won at the Skills Canada National Competition, and I'm going to WorldSkills Lyon 2024. I'm looking forward to staying focused during my training and giving 110 percent to prove to myself how far I can go. The competition experience has been extremely enriching and has helped me progress significantly in my trade.

WHY I LOVE MY TRADE

I started in Automobile Technology because it's my passion. My father spent a good part of his life surrounded by cars of all kinds, which made him discover the same passion as me. Around the age of 14, my interest in this profession grew bigger. I started with modest engines, like scooters and later moved on to cars and performance vehicles. My career goal is to open my own shop in the future.



Olivia Sewell, Shares her Skills Story

HOW IT ALL BEGAN

I got involved with Skills/Compétences Canada during my first year of culinary school. I started training for the provincial skills competition in 2022, in Nova Scotia, in the fall of 2021. Since then, I competed at the Skills Canada National Competition (SCNC) 2022, in Vancouver, and at another provincial skills competition and at SCNC the following year. My participation in skills competitions has made me more confident. Now I embrace my skills rather than question them. This has impacted me both personally and professionally.



What I'm most looking forward to about this competition is the once in a lifetime opportunity to compete alongside young chefs like myself who come from all over the world.

MY FAVOURITE SKILLS MEMORY

Winning the gold medal during the WorldSkills qualifying year at SCNC 2023, in Winnipeg! After almost two years of hard work and dedication, to see that pay off was a feeling I'll never forget.

MY INVOLVEMENT WITH SKILLS

After my first SCNC in 2022 I was questioning whether I should do it again the next year, I just wasn't sure. I quickly realized that I was hungry to do it again and do it even better than before. I also really love the Skills community, the collaboration and how much care there is for me to do this. That kept me involved.

WHY I LOVE COOKING

Cooking has always been an interest of mine, so I enrolled in culinary school. I'm so happy I did because

I fell in love with it. I love that I'm constantly learning and that I get to be creative. Cooking is an art and it's one of the many reasons why this trade is so fun and versatile. The community and the camaraderie are also factors in why this trade is right for me. An interesting fact about me is that my first job was in fast food and I hated it. I thought that I would never work with food ever again. If I had told my younger self that I would be a cook in five years, I would've laughed and not believed it.

WORDS OF WISDOM FOR YOUTH

If you think something isn't right for you, don't be afraid to take the leap and try something different. Once you find something that you truly enjoy doing and learning about, you'll be happy you made the move, and you'll feel fulfilled. I think it's important to realize that everyone is on a different timeline. There's no rush to finding a career. When you find something that sparks your interest and brings you joy, fully pursue it.



SCC Grows the Skills Movement through Social Media

FOLLOWER GROWTH

Facebook:
8,569 – 9,469

X:
11,681 – 11,732

LinkedIn:
2,101 – 3,006

Instagram:
3,232 – 3,922

YouTube:
1,001 – 1,560

Overall Reach: 12,177,370

WORLDSKILLS CAMPAIGNS

May 2023 – April 2024:

#WeAreWorldSkills: Recognizing the people who are working hard to create new opportunities through skills and how they are doing it.



March 2024:

#InspireInclusion: International Women's Day 2024 campaign.



SOCIAL MEDIA HANDLES

Facebook @SKILLSCANADA

YouTube SKILLSCANADAOFFICIAL

X @SKILLS_CANADA

LinkedIn SKILLS/COMPÉTENCES CANADA

Instagram @SKILLSCOMPETENCESCANADA

TikTok SKILLSCOMPETENCESCANADA

Flickr @SKILLSCOMPETENCESCANADA

FOLLOW SCC'S HASHTAGS

#SCNC2023

#SkillsForSuccess

#WSTC2024

#CreatingPossibilities

#CelebrateSkills



SCC is in the News!

Skills/Compétences Canada was mentioned in **1,877 news articles** and reached **533,106,401 people** from April 1, 2023, to March 31, 2024.

Here are the top monthly media clips:

April 2023 – Global News – **Reach: 9,098,649**
Skills Canada Saskatchewan brings students out to get involved with tech industry careers: <https://globalnews.ca/news/9660298/skills-canada-sask-students-tech-industry/>

May 2023 – Global News – **Reach: 8,685,749**
Skills Canada National Competition in Winnipeg: <https://globalnews.ca/video/9721805/skills-canada-national-competition-in-winnipeg/>

June 2023 – ICI Radio-Canada – **Reach: 4,193,382**
Deux médailles d'argent aux Olympiades canadiennes des métiers et technologies (Two silver medals at the Skills Canada National Competition): <https://ici.radio-canada.ca/ohdio/premiere/emissions/info-reveil/segments/entrevue/445797/benjamin-lavoie-henri-santerre-ebenisterie-carrosserie-olympiades-canadiennes-metiers-technologies>

July 2023 – Canada Gazette – **Reach: 23,338,918**
Government of Canada invests in youth to build a stronger Canada: <https://www.canada.ca/en/employment-social-development/news/2023/07/government-of-canada-invests-in-youth-to-build-a-stronger-canada.html>

August 2023 – MooseJawToday.com – **Reach: 82,251**
Nanan Academy summer camp leapfrogs students to front of tech pack: <https://www.moosejawtoday.com/local-news/nanan-academy-summer-camp-leapfrogs-students-to-front-of-tech-pack-7357805>

September 2023 – The Calgary Herald – **Reach: 919,568**
Machining, oil and gas among industries experiencing a technology revolution: <https://calgaryherald.com/sponsored/news-sponsored/machining-oil-and-gas-among-industries-experiencing-a-technology-revolution>



October 2023 – Trading View – **Reach: 20,601,322**
WorldSkills Team Canada 2024 Assemble to Begin Preparations for WorldSkills Lyon 2024: https://www.tradingview.com/news/reuters.com,2023-10-23:newsml_GNX9pnLq5:0-worldskills-team-canada-2024-assemble-to-begin-preparations-for-worldskills-lyon-2024/

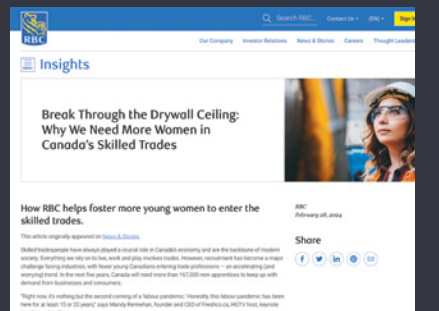
November 2023 – CTV News – **Reach: 11,326,321**
'Imperative that we promote those opportunities': Trade and Tech Day held at Yorkton Regional High School: <https://regina.ctvnews.ca/imperative-that-we-promote-those-opportunities-trade-and-tech-day-held-at-yorkton-regional-high-school-1.6656871>

December 2023 – The Winnipeg Free Press – **Reach: 529,039**
Ace Burpee's Top 100 Most Fascinating Manitobans for 2023 By: Ace Burpee Posted: <https://www.winnipegfreepress.com/arts-and-life/2023/12/23/ace-burpees-top-100-most-fascinating-manitobans-for-2023>

January 2024 – ICI Radio-Canada – **Reach: 4,571,933**
Un étudiant en ébénisterie de Rimouski au Mondial des métiers (Rimouski Cabinetmaking student at the WorldSkills Competition): <http://ici.radio-canada.ca/nouvelle/2034728/mondial-metiers-ebenisterie-benjamin-lavoie>

February 2024 – Royal Bank of Canada – **Reach: 2,161,607**
Break Through the Drywall Ceiling: Why We Need More Women in Canada's Skilled Trades: <https://diversity.rbc.com/break-through-the-drywall-ceiling-why-we-need-more-women-in-canadas-skilled-trades/>

March 2024 – National Post – **Reach: 3,748,192**
Cenovus Energy Signs on with Skills/Compétences Canada as a Multi-Year Sponsor of the Skills Canada National Competition: <https://nationalpost.com/globe-newswire/cenovus-energy-signs-on-with-skills-competences-canada-as-a-multi-year-sponsor-of-the-skills-canada-national-competition>





Thank you to our Volunteers!



Skills/Compétences Canada (SCC) worked with hundreds of volunteers this year including our National Technical Committee (NTC) members, judges, skills alumni, and general volunteers, for their events including the Skills Canada National Competition 2023, in Winnipeg, and the National Skilled Trade and Technology Week 2023 event, in Montréal. These volunteers share their time and expertise for their skilled trade or technology with our country's youth while inspiring them to pursue a career in these sectors.

They help us onsite with everything from Skill Areas, registration, school groups, media and social media support, to the set-up to tear-down of the event. Our volunteers are very valuable and help us deliver successful events throughout the year. SCC would like to extend a special thank you to our wonderful volunteers!

Thank you to our Partners and Suppliers!



Each year, SCC works with hundreds of industry, education and government partners who make it possible to host such impactful events. They contribute their time and materials for our events to ensure SCC continues to reach thousands of youths through their events, programs and initiatives. SCC is grateful for their continued support. Through their contributions, we are able to engage our future skilled workforce and show them the rewarding and lucrative career opportunities that are available to them. These events help us inform Canadian youth about the great careers that are available in skilled trades and technologies while inspiring them to participate in skills competitions and pursue these career pathways. SCC would like to extend a big thank you to all of our valued partners and suppliers!



Thank you to our Partners!

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OFFICIAL SPONSORS			
TRY-A-TRADE® AND TECHNOLOGY PARTNERS			
ASSOCIATION PARTNERS			



Thank you to our Partners!

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OFFICIAL SUPPLIERS SILVER



OFFICIAL SUPPLIERS BRONZE



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Bakemark C to C Productions Capitol Steel Floror Green Circle Salons Russell Hendrix

LIVESTREAM PARTNER

CBC Radio-Canada

PROMOTIONAL PARTNERS

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