



IMPACT REPORT

2022 – 2023

2022 – 2023

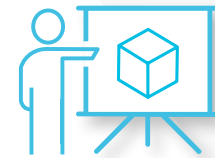
IMPACT REPORT

For Skills Canada – Nova Scotia, 2022–23 was a year of continuous growth and expansion. We welcomed many new faces to the team, travelled great distances, and developed and implemented many new ideas all to expand the delivery of our mission of helping to ignite curiosity and passion by promoting skilled trades and technologies. In 2022–2023 we delivered more content and reached more than students than ever before thanks to our partners, supporters, and volunteers.

IN-SCHOOL PRESENTATIONS

With more planned programming than ever before, in September of 2022 our team hit the 100 series highways to visit classrooms and workshops all across the province. The ever-popular *Discovering Skills* in-school presentation was delivered to **128 classrooms reaching over 5000 students, nearly double the previous year.**

Skills for Success continued its focus on movement-based, team-focused activities, this time with a new outer space theme. *The Skills for Success: Journey Across the Galaxy* workshop introduced students and community groups to the nine Skills for Success. This workshop was delivered to **842 students in 37 classes.**



25,000+
NOVA SCOTIAN STUDENTS
ACCESSED AN SCNS PROGRAM

COMMUNITY OUTREACH AND SPECIAL EVENTS

This year, SCNS facilitated **33 workshops for 426 youth at community organizations** including public libraries across the province, the Chebucto Family Centre, the Nova Scotia Youth Centre, Digital Discovery Camps, East Preston Family Centre, and the Lucasville Education Committee. These workshops introduced youth to Skilled Trades and Technologies and Skills for Success in familiar community settings, and included our *Fairy Door's for Families*, *The Arcade Escape!*, and *A Tricky Situation* workshops.

SCNS once again partnered with the Mi'kmaq Kina'matnewey School Board, the Nova Scotia Apprenticeship Agency, and the Nova Scotia Construction Sector Council to deliver the **third annual Indigenous Carpentry Camp**, and **helped facilitate the annual Indigenous Youth Skilled Trades Fair** at the Building Trades Advancement College.

SCNS also piloted a new community based self-guided carpentry kit program - working in partnership with public libraries across the province, **689 carpentry kits were delivered to families in Nova Scotia.**



Try-A-Trade® Take-Out and its unique approach to hands-on career exploration continues to be our most popular offering. Many menu items sell out within hours, as teachers register their classes minutes after the menu goes live. In 2023, Try-A-Trade® Take-Out expanded to include junior high students and was offered to 70+ schools. In total, the program reached approximately 16,500+ students across the province.



This past year we hosted five Career Showcases across the province: stand-alone events in Bridgewater and Sydney, and three in conjunction with the Nova Scotia Skills Competition. 2000+ students attended, exploring a wide range of skilled trade and technology careers, through interactive exhibits and demonstrations. 89.5% of the students indicated that they know more about careers in skilled trades and technologies having attended an event.



In person Skilled Futures events returned in 2023 reaching close to 200 students from 28 schools. 90% of students who attended indicated that they would consider a career in skilled trades and technologies after attending the Skilled Futures event. Additionally, this past year two new Skilled Futures Virtual Experiences in Oceans were released and have received thousands of views.



COMPETITIONS



The 2023 Nova Scotia Skills Competition had **263 students and apprentices registered to compete in 36 separate competitions**. The competitions were hosted in locations throughout the province including two new host locations: NSCC Pictou Campus and the Building Trades Advancement College. The Nova Scotia Skills Competition also welcomed back school tours to the three major events held at NSCC Pictou Campus, NSCC Akerley Campus, and NSCC Ivany Campus. **Approximately 1400 students and other visitors toured the competitions**, taking part in Career and Tech showcases, and experiencing hands-on career exploration via Try-A-Trade® activities facilitated by industry professionals.

Working with our competitions, **Accessibility Services was able to adapt nine different competitions** for students who identified as having a disability and required an accommodation. Our team was able to expand on sensory mapping with the addition of full campus maps, denoting sensory experiences at all of our competition areas, Try-A-Trade® activities, and noting quiet spaces for rest. The 2023 competition also began an expansion of sensory mapping to a full-on **visual guide available to aid future visitors of the competition**.

Team Nova Scotia continued its successful run from Vancouver in 2022 with another medal haul at the 2023 Skills Canada National Competition in Winnipeg. With 39 competitors (25 post-secondary or apprentice team members and 14 secondary competitors), **Team Nova Scotia earned 16 medals (three gold, eight silver, and five bronze) nationally. Olivia Sewell, who received the gold medal in Cooking and the RBC Best in Region Award®, qualified for the 2024 WorldSkills Competition**. She will be the lone Nova Scotian competitor representing Canada at the upcoming competition in Lyon, France.

ABILYMPICS



ABILYMPICS TEAM CANADA

Working in collaboration with Prescott Group and Women Unlimited, SCNS was excited to take a team of five talented Nova Scotians as the sole representatives for Canada to the 10th International Abilympics in Metz, France this past March. After months of practice and preparation training with local professionals, **Abilympics Team Canada were rewarded for the efforts: Alishia MacRae won a bronze medal in welding, Liam Crane and Andrew Thorne won bronze medals in Team Cooking, and Hadia Bedoui won a bronze medal in electrical installations**.

SOCIAL MEDIA

Throughout the year our content was displayed over **700,000 times** throughout our social media platforms. While delivering a similar amount of content as the previous year and adding in a new platform (Threads), **our content received double the amount of total engagement**, leading to an **overall increase of 17.9% in followers**.



Total Followers
3,593
Total Engagements:
45,469



Total Followers
2,180
Total Engagements:
3,824



Total Followers
194
Total Engagements:
205



704,728
TOTAL IMPRESSIONS



Total Followers
1,956
Total Engagements:
2,089



Total Followers
1,294
Total Engagements:
2,089



Total Followers
149
Total Engagements:
4,870



17.9%
INCREASE IN FOLLOWERS

THANK YOU!
SKILLS CANADA – NOVA SCOTIA PARTNERS

PRESENTING PARTNERS



PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS

CN Rail
 Canadian Coast Guard College
 Dalhousie Faculty of Engineering
 Egg Farmers of Nova Scotia

EMCO
 Graybar
 Nova Scotia Construction Sector Council
 Stone Depot

Trucking Human Resources Sector Council
 Workers Compensation Board of Nova Scotia

BRONZE PARTNERS

Bird Construction
 Cape Breton University
 Carpenter Millwright College (CMC) – Nova Scotia
 Coast Tire & Auto Service
 Construction Safety NS
 COVE - Centre for Ocean Ventures and Entrepreneurship
 Flocor
 IBEW Local 1852

LCN Eastern Esthetics
 L.E. Cruickshanks Sheet Metal
 Lincoln Electric
 LKQ Corporation
 Maritime Beauty
 Merit NS
 Michelin
 Northeast Equipment
 Nova Scotia Boat Builders Association

Nova Scotia Health
 NSCC Nautical Institute
 O'Regan's
 Russel Metals
 SOI Foundation
 Stellar Industrial
 The PIER
 Toromont CAT
 UA Local 56

SUPPORTERS IN KIND

Building Trades Advancement College
 Cape Breton Partnership

Cherubini Bridges & Structures
 Cosmetology Association of Nova Scotia

Halifax Port Authority
 Nova Scotia Building Officials Association