



**IMPACT  
REPORT**  
**2023-2024**



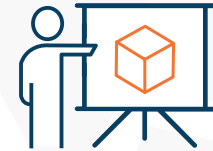
## IMPACT REPORT

At Skills Canada – Nova Scotia (SCNS), 2023–2024 was our busiest year to date. Our journey of growth continued to take exciting turns as we welcomed more new talent to our team, ventured all across the province, and introduced new and interesting methods for career exploration in skilled trades and technology. Thanks to all of our volunteers, partners, and supporters, we were able to reach more students and deliver more content and programming than ever before.

### IN-SCHOOL PRESENTATIONS

After a summer spent creating new activities, revamping presentations, and updating programming, our team of presenters rumbled out of the SCNS parking lot with a goal of visiting more classrooms across the province than ever before. The highly sought-after Discovering Skills in-school presentation did just that, reaching a massive 169 classrooms and impacting nearly 7,000 students.

Our Skills for Success presentation, which introduces students and community groups to the 9 Skills for Success through team-based activities, was also in high demand, reaching 128 schools or community groups to 2,609 youth.



**28,000+**  
**NOVA SCOTIAN STUDENTS  
ACCESSED AN SCNS PROGRAM**

### COMMUNITY OUTREACH AND SPECIAL EVENTS

This year, SCNS was able to provide activities for 1544 youth at community organizations and public libraries through our workshops and self-guided library kits. The workshops introduced youth to Skilled Trades and Technologies and the Skills for Success at public libraries and community spaces, and included our Fairy Door's workshop, a Toolbox Building workshop, and a Wafer Cookie Masonry workshop. Working with public libraries, we also distributed 1100 of our Skilled Futures Self-Guided Kits in carpentry and electric-vehicle assembly to families in Nova Scotia, doubling our numbers from last year.

SCNS once again partnered with the Mi'kmaw Kina'matnewey School Board, the Nova Scotia Apprenticeship Agency, and the Nova Scotia Construction Sector Council to help facilitate the annual Indigenous Youth Skilled Trades Fair at the Building Trades Advancement College. Our standalone Skilled Futures Events saw 144 students attend two days of bilingual events at the NSCC Burrigge Campus in Yarmouth and at the Canadian Coast Guard College in Sydney.

To celebrate our 25th anniversary in operation, we developed the Skills Legacy Competition, awarding \$5,000 each to support five project proposals submitted by schools and youth-serving non-profit organizations. Working in partnership with the RBC Foundation and the Nova Scotia Apprenticeship Agency, we distributed \$1,000 for each year SCNS has been advancing opportunities for youth to explore skilled trades and technologies. The winning proposals were from the Wagmatcookewey First Nation School, North Queens Community School, Sackville High School, Sydney Maker Space, and the Nova Scotia Youth Centre.



Try-A-Trade® Take-Out continues to be a massive hit in classrooms. Many of the menu items sell out within an hour, as teachers register their classes minutes after the menu goes live. Through two menu seasons (Fall 2023 and Spring 2024), our team received 443 takeout orders from 137 different schools. 14,296 students received an activity kit, and even more doubled down on their orders, helping us deliver a staggering 18,106 kits!



In the last year, we held four Career Showcase events: two standalone events in Bridgewater and Sydney, plus two more that were part of the Nova Scotia Skills Competition. Over 2,500 participants explored a wide variety of skilled trade and technology careers through hands-on exhibits, demonstrations, and activities. After the events, 85% of students felt they had gained a better understanding of career paths in skilled trades and technology.



This past summer, we facilitated a first for SCNS: Skilled Futures Summer Camps. Working through partnerships with the Nova Scotia Apprenticeship Agency, the Nova Scotia Government—Department of Labour, Skills and Immigration, and NSCC, we delivered four week-long summer camps dedicated to an immersive skilled trades experience. Themes for the camps included plumbing, carpentry, and welding that were hosted by NSCC instructors at campuses throughout the province.



## COMPETITIONS

The 2024 Nova Scotia Skills Competition saw 278 students and apprentices registered to compete in 39 separate contest areas. The competitions were hosted at NSCC Campus locations throughout the province, the UA Local 56 Training Centre, the Cosmetology Association of Nova Scotia, and the Building Trades Advancement College. School tours and special Skilled Futures Events were held at NSCC Akerley Campus, NSCC Ivany Campus, NSCC Kingstec Campus, and the Building Trades Advancement College and welcomed approximately 1400 students and other visitors to tour the competitions, take part in either an SCNS Career Showcase or the NSCC Tech Showcase, and experience hands-on career exploration via Try-A-Trade® activities facilitated by industry professionals.

Our bilingual competition guides highlighted sensory experiences in all of our competition areas, Try-A-Trade® activities, and note any quiet spaces for rest. The 2024 competition season also included the first use of our Competition Visual Guide. This guide was created to help prepare future visitors with what to expect at competitions and help navigate our competitions. Accessibility Services also developed and piloted our first-ever Abilympics Showcase, designed to offer persons with disabilities a chance to demonstrate their unique talents and skills in a relaxed and accessible competition setting. Abilympics Showcase areas included cooking, character design, and photography.

Team Nova Scotia continued to find success on the national stage with another large medal haul at the 2024 Skills Canada National Competition in Quebec City. With 42 competitors representing Nova Scotia, Team Nova Scotia earned 15 national medals: six gold, five silver, and four bronze nationally. Graphic Design Silver Medallist, Talita Caballero-Wang, also received the RBC Best in Region Award.

## WORLDSKILLS LYON

In 2024, the 47th WorldSkills Competition was hosted in Lyon, France. Representing Nova Scotia at the competition was Olivia Sewell, 2023 National Gold Medallist and two-time provincial Gold Medallist in Cooking. After two years of intense training to compete against the top talent in the world, staging in some of the best restaurants in the country, and countless hours of honing her craft in the NSCC Akerley Campus kitchens, Sewell set her sights on France. After four days of intense competition, Olivia returned to Canada having been awarded a WorldSkills Medallion of Excellence in Cooking, counting her among the best in the world. Other Nova Scotians representing Canada in Lyon, were Olivia's coach Johnathan Canning, and WorldSkills Experts: Sean Kettley in Cooking, and Brian Nichol in Refrigeration and Air Conditioning.



## SOCIAL MEDIA

Throughout the year, our content was displayed over 725,000 times across all of our social media platforms. We continued to deliver a similar amount of content as the previous year and turned some of our focus to special video projects highlighting competition action, Skilled Futures Summer Camps, and WorldSkills competitor Olivia Sewell. All of this extra content proved to be a hit and led to an overall increase of 11.2% in our followers.



Total Followers  
**4,013**  
Total Interactions:  
**4,442**



Total Followers  
**2,376**  
Total Interactions:  
**5,283**



Total Followers  
**353**  
Total Interactions:  
**228**



Total Followers  
**1,976**  
Total Interactions:  
**2,151**



Total Followers  
**1,529**  
Total Interactions:  
**5,134**



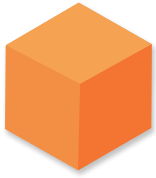
Total Followers  
**164**  
Total Interactions:  
**5,081**



**726,021**  
TOTAL IMPRESSIONS



**11.2%**  
INCREASE IN FOLLOWERS



# THANK YOU! SKILLS CANADA – NOVA SCOTIA PARTNERS

## PRESENTING PARTNERS



## PLATINUM PARTNERS



Foundation  
Fondation



## GOLD PARTNERS



## SILVER PARTNERS

CN Rail  
CWB - Canadian Welding Bureau  
Canadian Coast Guard College

Dalhousie Faculty of Engineering  
EMCO  
Graybar

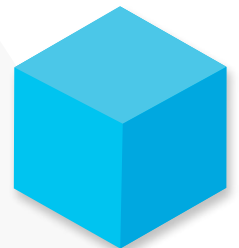
Nova Scotia Construction Sector Council  
Stone Depot  
Trucking Human Resources Sector Council

## BRONZE PARTNERS

Atlantic Masonry Institute  
Bird Construction  
Cape Breton University  
Carpenter Millwright College (CMC)  
– Nova Scotia  
Cherubini Bridges & Structures  
Coast Tire & Auto Service  
Construction Safety NS  
COVE - Centre for Ocean Ventures and  
Entrepreneurship  
Florcor

IBEW Local 1852  
LCN Eastern Esthetics  
L.E. Cruickshanks Sheet Metal  
Lincoln Electric  
LKQ Corporation  
Maritime Beauty  
Merit NS  
Northeast Equipment  
Nova Scotia Boat Builders Association  
Nova Scotia Department of Agriculture

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



## SUPPORTERS IN KIND

Building Trades Advancement College  
Cape Breton Partnership

Cosmetology Association of Nova Scotia  
Halifax Port Authority  
Nova Scotia Federation of Agriculture

Nova Scotia Building Officials Association  
The PIER