

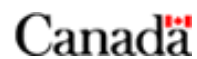


## **Regional Consultations**

### **Southern Ontario**

#### ***Summary of Key Findings***

***March 17, 2005***




## **Disclaimer**

This report reflects the discussions and opinions of participants “as was said” and recorded during the consultation process. These opinions are not endorsed by the Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage, Skills/Compétences Canada, nor the Government of Canada. Rather, they represent the personal comments of participants and the outcomes of group discussions.

## **Acknowledgements**

Canadian Apprenticeship Forum - Forum canadien sur l’apprentissage (CAF-FCA) and Skills/Compétences Canada (SCC) would like to recognize the cooperation of provincial and territorial Skills Canada and Apprenticeship offices and thank them for their support and participation during these consultations. We would also like to sincerely thank the participants for their time, contribution and suggestions to reach our common goal of positioning skilled trades as a first choice career option within Canada.

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## Background

A comprehensive regional consultation was undertaken by the Canadian Apprenticeship Forum – Forum canadien sur l'apprentissage (CAF-FCA) and Skills/Compétence Canada (SCC) as part of the joint Skilled Trades Promotion Project, “Skilled Trades – A Career You Can Build On”. The objectives of these consultations were as follows:

- To present the national campaign “Skilled Trades: A Career You Can Build On”;
- To find out more about existing and planned programs within each region;
- To determine if there are any unmet needs and /or gaps within a region to promote skilled trades and apprenticeship;
- To identify ways that the national initiative could work in partnership with local stakeholders to fill these needs/gaps and complement regional initiatives; and
- To identify some “best practices” that may exist in one region that may be of interest or need in another region.

## Approach & Methodology

A full-day consultation was held in Toronto on March 17, 2005. A matrix of potential participants was developed with a goal of engaging a broad base of stakeholders in the process. Potential participants were sent an invitation, and once confirmed, sent a package which consisted of the consultation’s agenda, map to the location, and a template to identify existing promotional programs (see Appendix A).

The room was set-up with round tables to provide the opportunity for participants to have in-depth discussions about key issues raised by the facilitator. There were approximately 56 participants who attended the consultation from a variety of organizations and backgrounds. The list of participants is attached to this report as Appendix B.

The consultation was facilitated by APCO Worldwide, with active participation of the Skilled Trade Promotion Project Manager, Beverlie Cook; Keith Lancaster of the Canadian Apprenticeship Forum - Forum canadien sur l'apprentissage; and Francois Belisle, Executive Director of Skills/Compétences Canada. The session began with a general presentation about the National Skilled Trade Promotion campaign and a viewing of three campaign commercials. An overview of the skilled trade promotion campaigns and activities was provided by Gail Smyth, Lora Novak and Art Mayer of Skills Canada Ontario. An overview of provincial campaigns and activities including

the Apprenticeship Training Tax Credit was provided by Geri Smith of the Ministry of Training, Colleges and Universities.

The remainder of the consultation was focused on engaging participants in group discussions. Once ideas were identified, a rating process was then undertaken to identify the key priority areas that participants identified as being the most important to address moving forward.

The key findings from these exercises are outlined below.

## Key Findings

Several questions were presented to participants to begin the discussion process. Following is a list of questions and a summary of the results of these exercises. It is important to note that the following information is taken directly from the discussions of the break-out groups during the consultation and are transcribed "as was said". The points in this section have not been reviewed nor are they endorsed by the Canadian Apprenticeship Forum - Forum canadien sur l'apprentissage or Skills/Compétences Canada.

### ***1. Are there any unmet needs or gaps in promoting skilled trades and apprenticeship?***

Several break-out groups consisting of approximately ten participants were formed to identify various **target audiences** in which a gap or need in promoting skilled trades and apprenticeship was evident. They were also tasked with providing details on **what the gap was** within each of these audiences.

Once the discussion session was completed, each group presented their discussions. Each gap that was identified was written down by the facilitator and posted around the room. Subsequently, every participant was asked to identify three needs or gaps out of all the gaps that were identified, that they felt were the **most important** to address in the short-term. Through an exercise that allowed participants to confidentially assign 10 points for their first priority, 5 points for their second priority and 2 points for their third priority, the top three priorities or most important needs were identified for the whole group.

The result of this exercise is outlined below.

<b>Target Audience</b>	<b>Need or Gap that Exists</b>	<b>Points</b>
Employers	<ul style="list-style-type: none"> <li>• Difficult to convince and engage employers to hire apprentices i.e. not enough jobs being offered to youth; only want third year apprentices</li> <li>• Employers know skill shortages are there, but not willing to hire apprentices</li> <li>• Need more incentives for employers to hire apprentices</li> <li>• Need accurate financial information to demonstrate the strong business case and benefits for employers to hire apprentices</li> <li>• Need more recognition for those who are training apprentices</li> <li>• Need more awareness of how apprenticeship works</li> <li>• Need more support to help employers to “grow apprentices within” and create opportunities for existing employees</li> <li>• Need to address the reality that other employers take trained apprentices away from the original employers who indentured the apprentice</li> </ul>	330
High School Educators	<ul style="list-style-type: none"> <li>• Need to combine high school curriculum with technology skills</li> <li>• Gaps exist between different school systems</li> <li>• Schools need more interaction with industry</li> <li>• School boards need to hire apprentices as well (need to lead by example)</li> <li>• Lack of technical programs in school; programs are inconsistent</li> <li>• Real-life curriculum is needed to expose youth to skilled trades in a realistic and interesting way</li> <li>• Communication gaps exist in reaching teachers in an effective way i.e. teachers have a lot of material but it isn't being read</li> </ul>	155
The System	<ul style="list-style-type: none"> <li>• Need quality control over all programs that are available to provide information on skilled trades and apprenticeship. Right now, there is too much information scattered throughout the region.</li> <li>• Need to have consistent messaging and information communicated</li> <li>• Need to recognize foreign credentials</li> <li>• Need more general pre-apprenticeship</li> <li>• Skilled trades need to be compulsory</li> </ul>	101

Target Audience	Need or Gap that Exists	Points
Parents	<ul style="list-style-type: none"> <li>• Need to change perceptions and attitudes of skilled trades</li> <li>• Need to change parents' aspirations for children away from being focused on university careers</li> <li>• Need to know all pathways to obtain post-secondary training</li> <li>• Need more specific marketing programs that target parents</li> <li>• Need to inform parents about the implications of "streaming" their child in their early years</li> </ul>	83
Elementary School Teachers	<ul style="list-style-type: none"> <li>• Need more awareness of skilled trades on an individual basis</li> <li>• Need more exposure to skilled trades</li> </ul>	55
Apprentices	<ul style="list-style-type: none"> <li>• Incentives are needed for apprentices to stay with their employer</li> <li>• Need to be able to measure the effectiveness and progress of apprenticeship within the province</li> <li>• Lack of apprenticeship profile</li> <li>• Information about apprenticeship is not current</li> <li>• Need more financial/tax incentives for tools in some of the trades</li> </ul>	43
Youth (18-25)	<ul style="list-style-type: none"> <li>• Need more awareness of skilled trades in schools</li> <li>• Need to know where labour demand is</li> </ul>	22
Youth (Gr. 7-12)	<ul style="list-style-type: none"> <li>• Need more information in the immediate future to let them know where the jobs exist i.e. labour market information</li> <li>• Need to raise awareness of the opportunities that exist when the baby-boomers retire</li> </ul>	18
Overall General Population	<ul style="list-style-type: none"> <li>• Need to shift our societal culture to value skilled trades i.e. Europe</li> <li>• Need to provide a more global perspective and awareness of trades</li> <li>• Need to demystify perceptions of trades</li> </ul>	18
Employers and Associations	<ul style="list-style-type: none"> <li>• Need to work together on retention strategies</li> <li>• Co-op link is needed</li> <li>• Need to hear about peer success stories</li> <li>• Require more accurate labour market information</li> </ul>	14
Industry Unions	<ul style="list-style-type: none"> <li>• Need to work together to build memberships through apprentices</li> <li>• Need to bring new people/new members into their unions</li> </ul>	7
Women	<ul style="list-style-type: none"> <li>• Need more networking and mentoring opportunities within skilled trades careers</li> </ul>	5

<b>Target Audience</b>	<b>Need or Gap that Exists</b>	<b>Points</b>
Ethnic minorities	<ul style="list-style-type: none"> <li>• Need information that addresses/overcomes barriers such as literacy, culture, essential skills</li> </ul>	5
Primary School Youth	<ul style="list-style-type: none"> <li>• Lack of understanding of skilled trade careers</li> <li>• Lack of in-class experience and hands-on opportunity to learn about skilled trades</li> <li>• Need to have gender appropriate information</li> <li>• Need to begin to increase the value placed on skilled trade careers when exposing youth to these occupations</li> </ul>	2
Colleges/training centres	<ul style="list-style-type: none"> <li>• Need to provide opportunities for high school students to try out various trades at a reduced cost</li> </ul>	0

**2. How can we address this unmet need or gap in promoting skilled trades and encouraging employers to hire and retain apprentices (i.e. Tactics, Promotional tools, Programs, Activities)?**

As indicated in the above exercise, the top three needs or gaps within the southern Ontario region as determined by participants were as follows:

1. **Employers** – need to become more engaged in hiring apprentices and understand the financial benefits to their business
2. **High School Educators** – need to be more exposed to skilled trades and integrate it into their curriculum to expose youth to trades and technology; need to reach educators more effectively
3. **System** – need to address the gaps within the system to ensure consistent messaging and integration of programs; need to address the systemic need to expose more youth to skilled trade training in secondary school.

Break-out groups were then led through an exercise to brainstorm various ideas to address the needs and gaps of the three priority areas outlined above. Participants were asked to focus primarily on promotional activities and tactics to address these gaps.

Following is a summary of their suggestions.

## 1. Employers

- Work with associations to deliver the message of apprenticeship to businesses i.e. CMA, STA
- Use employers who have successful apprenticeship systems within their business to engage and encourage other employers
- Unions should advocate apprenticeship more to their members
- Develop better incentives for employers across all trades
- Simplify the apprenticeship process
- Employers need to understand that apprenticeship is not unique to their industry, but rather, there are similar systems for doctors, engineers, nurses etc.
- Develop additional incentives for employers who have integrity in their training
- The value of apprenticeship has to become clearer for employers associations so they can advocate it to their members. For example, more effort should be directed to associations through meetings, newsletters, web sites, financial incentives, fact sheets, frequently asked questions and awards and recognition events
- Develop trade magazine ads and profiles
- Promote the programs and resources that employers can take advantage of to develop their business
- Introduce apprenticeship programs and training to new small businesses
- Develop education packages on retention strategies (HR Support)
- Train employers on the use of the training standards
- Define and promote the roles and responsibilities of apprenticeship training to both employers and apprentices
- Benchmark apprenticeship programs from one employer to another
- Educate employers about the 'bottom line' benefits of apprenticeship
- Develop a marketing strategy that develops fear in employers i.e. by 2013, the death rate will exceed the birth rate; ask them to examine their work force and see how old they are (retirement attrition), etc.
- Need to help employers realize that money is not always the reason you lose employees/apprentices
- Ministry of Training, Colleges, and Universities (MTCU) needs to hold meetings for prospective employers
- Need to develop a solid business case for apprenticeship
- Dispel the myth that apprenticeship is expensive
- Make MTCU apprenticeship system more user friendly
- Develop an advertisement to bring employers to the apprenticeship table that says "Free money!"
- Make apprenticeship/certification mandatory to ensure that employers have to comply
- Identify all trade shortage areas and develop an employer support system; facilitate access to programs for these employers; have more hands-on support for employers; and educate these employers on retention strategies

- Change the culture of employers/companies to be more supportive of apprenticeship
- Develop industry committees i.e. IC, PACs

## **2. High School Educators**

- Develop awareness campaigns about skilled trade careers to dismiss the prejudices that exist and to shift attitudes of skilled trades as being second rate careers; the culture within the educational system needs to change from focus on academic vs. technical
- Focus efforts on principals, guidance counsellors and technical education teachers (be persistent and bring information to them rather than expecting them to come and find information)
- Have a best practice conference for teachers and/or industry with on-site workplace visits
- Need to focus on the basics and core skills within the school system
- Better education and training to teachers who teach the Ontario Grade 10 Career Studies course
- Introduce a mandatory “integrated technologies” course for all grade 9 students
- Need more staff within the schools
- Develop better implementation strategies of curriculum
- Offer in-service training about apprenticeship as a post-secondary option
- Host industry tours of training facilities and worksites for teachers and guidance counsellors
- Identify ways to use fact sheets of various trades within the curriculum
- Develop a flow chart for educators to follow when teaching youth of various career paths
- Tie existing curriculum to skills that are needed within the trades; more emphasis is needed on technology within the curriculum
- Develop more Ontario Young Apprenticeship Program (OYAP) programs with officers having technical training background
- Increase in-school presentations
- Educate educators about skilled trades, the qualifications that are needed to enter into the trades and what the labour market demands are within the trades
- In general, educators need to have more exposure to skilled trades within the schools
- Target the success of trade-type TV shows (home improvement makeovers, cooking, etc) for advertising trades in a positive and successful way

### 3. The System

- Develop “one-stop” shopping for information about apprenticeship, training and incentives to make information easier to access and services less fragmented; need to centralize information to ensure that everyone knows who is doing what, where and when
- Need to change the systems’ approach to labour market information in order to identify the skills that are needed i.e. audit TDAs
- Invest more in training
- Plan government infrastructure projects around private industry needs to stabilize the current flux within the market demand for apprentices
- Support industry and government collaboration to ensure that what is being taught are the skills that are in demand
- Support apprentices to find employers
- Implement a skills training levy like in Europe
- The ratio of journeyman to apprentice needs to be lowered
- Labour market agreement is needed between the provinces and the federal government
- Increase articulation between agencies within the system to develop clear pathways for youth and employers
- Promote apprenticeship linkages in the upper management of all educational institutions i.e. board of directors; encourage apprentices to give back to the system they were involved in by being part of the promotional efforts to these groups
- Ensure that contact information is current and up-to-date
- Simplify and increase the efficiency of the apprenticeship process; try to make the process the same across all trades
- Improve the measurement of C of Q completions vs. numbers of apprentices signing on; need better monitoring of uncompleted apprenticeships/drop-outs
- Need a much better assessment system for employers and prospective apprentices
- Have compulsory certification in all trades
- Develop more pre-apprenticeship programs
- Have more flexibility from colleges/training organizations for the in-school portion of training
- More income support is needed for apprentices
- Have more of a local response to local needs
- Have more face-to-face promotion of all programs to all audiences
- Have stricter enforcement of existing programs
- Develop more peer mentorship within age groups
- More Industry Committees (IC) input to educational system
- Enhance the training that the MTCU training consultants receive
- Hire skilled trade consultants to support the MTCU training consultants

## Moving Forward

Out of the multitude of ideas that were identified to address the need or gap within each of the priority areas, participants were asked to identify three ideas that they saw as being the best and most effective ones to focus on moving forward. A “dot exercise” was used to identify the ideas that resonated with most participants and allowed for certain trends to be identified amongst all the ideas presented.

Target	Idea	Points
The System	<ul style="list-style-type: none"> <li>Implement a skills training levy like in Europe</li> </ul>	12
Employers	<ul style="list-style-type: none"> <li>Introduce apprenticeship programs to new small businesses</li> </ul>	10
The System	<ul style="list-style-type: none"> <li>Make apprenticeship/certification mandatory to ensure that employers have to comply</li> </ul>	9
The System	<ul style="list-style-type: none"> <li>Have less talk and more action in all the ideas and concerns being discussed</li> </ul>	9
High School Educators	<ul style="list-style-type: none"> <li>Better education and training to teachers who teach the Ontario Grade 10 Career Studies course</li> </ul>	8
The System	<ul style="list-style-type: none"> <li>Increase articulation between agencies within the system to develop clear pathways for youth and employers</li> </ul>	8
The System	<ul style="list-style-type: none"> <li>Develop “one-stop” shopping for information about apprenticeship, training and incentives to make information easier to access and services less fragmented</li> </ul>	7
High School Educators	<ul style="list-style-type: none"> <li>In general, educators need to have more exposure to skilled trades within the schools</li> </ul>	6
Employers	<ul style="list-style-type: none"> <li>Need to develop a solid business case for apprenticeship and need to educate employers about the bottom-line benefits of apprenticeship</li> </ul>	6
The System	<ul style="list-style-type: none"> <li>Enhance the training of MTCU training consultants by providing more information and hands-on exposure to skilled trades</li> </ul>	4
Employers	<ul style="list-style-type: none"> <li>Work with associations to deliver the message of apprenticeship to businesses i.e. CMA, STA</li> </ul>	3
High School Educators	<ul style="list-style-type: none"> <li>Introduce a mandatory “integrated technologies” course for all grade 9 students</li> </ul>	3
High School Educators	<ul style="list-style-type: none"> <li>Focus efforts on guidance counsellors and technical education teachers</li> </ul>	2
High School Educators	<ul style="list-style-type: none"> <li>Host industry tours of training facilities and worksites for teachers and guidance counselors</li> </ul>	2
High School Educators	<ul style="list-style-type: none"> <li>More emphasis is needed on technology training in curriculum</li> </ul>	2

<b>Target</b>	<b>Idea</b>	<b>Points</b>
The System	<ul style="list-style-type: none"> <li>Improve the measurement of C of Q completions vs. numbers of apprentices signing on</li> </ul>	2
Employers	<ul style="list-style-type: none"> <li>Use employers who have successful apprenticeship systems within their business to engage and encourage other employers</li> </ul>	1
Employers	<ul style="list-style-type: none"> <li>Define and promote the roles and responsibilities of apprenticeship training to both employers and apprentices</li> </ul>	1
Employers	<ul style="list-style-type: none"> <li>Identify all trade shortage areas and develop an employer support system; facilitate access to programs for these employers; have more hands-on support for employers; and educate these employers on retention strategies</li> </ul>	1
High School Educators	<ul style="list-style-type: none"> <li>Develop a flow chart for educators to follow when teaching youth of various career paths</li> </ul>	1
The System	<ul style="list-style-type: none"> <li>Labour market agreement is needed between the provinces and the federal government</li> </ul>	1

With various ideas identified to address the gaps and needs that exist, the national campaign team, led by Beverlie Cook, Project Manager, will collaborate with regional stakeholders to discuss potential strategies and required resources to promote skilled trades and apprenticeship within the region.

## **Appendix A – Consultation Agenda**



### **Skilled Trades: A Career You Can Build On Consultation Agenda**

**Date: March 17, 2005**

**Location: Double Tree International Plaza**

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<b>8:30 – 9:00</b>	<b>Registration &amp; Refreshments</b>
<b>9:00 – 9:30</b>	<b>Welcome &amp; Introductions</b>
<b>9:30 – 10:30</b>	<b>Presentation of “Skilled Trades: A Career You Can Build On” Campaign</b>
<b>10:30- 10:45</b>	<b>Break</b>
<b>10:45 –11:30</b>	<b>Roundtable Discussion: Identifying Regional Programs/Campaigns Promoting Skilled Trades &amp; Apprenticeship</b>
<b>11:30 - 12:15</b>	<b>Group Discussion: Identifying Regional Programs/Campaigns</b>
<b>12:15 – 12:45</b>	<b>Lunch</b>
<b>12:45 – 1:30</b>	<b>Roundtable Discussion: Identifying if there are Unmet Needs or Gaps in Promoting Skilled Trades and Apprenticeship</b>
<b>1:30 – 2:15</b>	<b>Group Discussion: Identifying the Priority Needs and Gaps</b>
<b>2:15 – 2:30</b>	<b>Break</b>
<b>2:30 – 3:15</b>	<b>Roundtable Discussion: Opportunities for Collaboration</b>
<b>3:15 – 3:45</b>	<b>Group Discussion: Identifying an Action Plan Moving Forward</b>
<b>3:45 – 4:00</b>	<b>Closing</b>

## Appendix B – Participant List

Following is a list of participants.

	<b>First Name</b>	<b>Last Name</b>	<b>Position</b>	<b>Organization</b>
1	Gary	Baldwin		APMA
2	Mark	Benoit	Chair, School of Business & Technology	St. Clair College of Applied Arts & Technology
3	Vic	Bodnar		Carpenter's District Council
4	Rod	Cameron		Fanshawe College
5	Len	Carter	Co-Chair, Labour	Waterloo Wellington Training & Adjustment Board
6	Paul	Clipsham		CME
7	Matthew	Creary		Carpenter Local 18
8	Don	Crichton	Business Manager	United Association Local 853 Sprinkler Fitters of Ontario
9	Shalini	de Cunha		Peel-Halton-Dufferin Training Board
10	Patti-Lynn	DeLaire		Colleges of Ontario
11	Vicky	Ducharme		Sarnia-Lambton Training Board
12	Cyndy	Dutkiewicz		Canadian Automotive & Trucking Institute
13	Rod	Eastman		Dofasco Inc.
14	Gord	Evans		Workforce Development Board
15	Fred	Fairs		Ford Motor Company
16	Sam	Gallo	Chair, Parts Technician	Parts Technicians of Ontario
17	Teenie	Gibson		Ministry of Training, Colleges and Universities
18	Jill	Halyk		Grand Erie Training and Adjustment Board
19	Mark	Irwin		Bison Transport
20	Wayne	Kerr		Centennial College
21	Jerry	Kucheran	Co-Chair, Truck/Coach Technician	PAC/Co-chairs
22	Peter	Lesser		Skilled Trades Alliance
23	Karen	Lior		Toronto Training Board
24	Ross	Lister		The Pool and Hot Tub Council of Canada
25	Tom	Logan		The Centre
26	Dale	Long	Chair, School of Early Childhood Education	Seneca College of Applied Arts & Technology
27	Robert	Low		Matcom Industrial
28	Duncan	MacDuff		Niagara College Canada
29	Scott	Macivor	CEO	Ontario Construction Secretariat

	<b>First Name</b>	<b>Last Name</b>	<b>Position</b>	<b>Organization</b>
30	Charlene	MacLennan	Executive Assistant	Eastern Ontario Training Board
31	Bill	Mandris	President	Northern Ontario Welding School
32	Art	Mayer		Skills Ontario
33	Gail	McCallum	Vice President	Northern Ontario Welding School
34	Jack	McLaren	Co-ordinator	Labourer's Int'l Union of N.America, Local 506 Trg Trust
35	Judy	Noel		Simcoe County Training Board
36	Lara	Novak		Skills ON
37	Gary	O'Neill		IUOE Local 1793
38	Trudy	Parsons		Niagara Training and Adjustment Board
39	Cynthia	Persaud		TDSB
40	John	Poirier		Universal Workers Union, Local 183, Life Long Learning Centre
41	Charmaine	Rodrick		Tradeability.ca
42	Lito	Romano	Outreach Co-ordinator	Universal Workers Union, Local 183, Life Long Learning Centre
43	Carol	Simpson		Waterloo-Wellington Training and Adjustment Board
44	Jack	Slothouber	Plant Manager	ATS Systems Division
45	Geri	Smith	Policy Advisor	Ministry of Training, Colleges, and University
46	Gail	Smyth	Executive Director	Skills Ontario
47	Debbie	Spence	Manager	Skilled Trades Alliance
48	Dan	Towey		Canadian Automotive & Trucking Institute
49	Judy	Travis		Hamilton Training Advisory Board
50	Joel	Van Bynen	Director	Elgin, Middlesex, Oxford, Local Training Board
51	Barry	Walker	Business Manager	United Brotherhood of Carpenters and Joiners of America-Local 18
52	David	Weatherhead	Apprenticeship Training Officer, School of Transportation	Centennial College
53	Donald	Wiles	Associate Dean, School of Applied Computing & Engineering Sciences	Sheridan Institute of Technology & Advanced Learning
54	Manon	Wishnousky		APMA
55	Peter	Wynnyczuk		Arborist Industry Committee
56	Hans	Zawada	Dean, Trades & Apprenticeship	Conestoga College

## Appendix C – Regional Programs and Promotional Activities

Information about regional programs and promotional activity was provided by participants during the consultation and transcribed into the following table as presented below.

Program/Activity/Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Elementary Technology Activity Days	<ul style="list-style-type: none"> <li>Skills Canada – Ontario</li> </ul>	<ul style="list-style-type: none"> <li>Elementary school children</li> </ul>	<ul style="list-style-type: none"> <li>Introduce skilled trades to children at an early age</li> </ul>	<ul style="list-style-type: none"> <li>Competition</li> <li>Hands-on activities</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>
Think Skills, Think Futures	<ul style="list-style-type: none"> <li>Skills Canada – Ontario</li> </ul>	<ul style="list-style-type: none"> <li>Women</li> </ul>	<ul style="list-style-type: none"> <li>Promote skilled trade careers to women</li> </ul>	<ul style="list-style-type: none"> <li>Young women conferences</li> <li>Hands-on activities</li> <li>Interaction with women role models</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>
Skills Work for Women – Networking Dinner	<ul style="list-style-type: none"> <li>Skills Canada- Ontario</li> </ul>	<ul style="list-style-type: none"> <li>High school aged women</li> </ul>	<ul style="list-style-type: none"> <li>Promote skilled trade careers to women</li> </ul>	<ul style="list-style-type: none"> <li>Mentoring activities by encouraging interaction of young women with successful women tradespeople</li> <li>Dinner with keynote speakers</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>
Teacher Advisor Conference	<ul style="list-style-type: none"> <li>Skills Canada - Ontario</li> </ul>	<ul style="list-style-type: none"> <li>Educators</li> </ul>	<ul style="list-style-type: none"> <li>Promote skilled trade careers to educators</li> </ul>	<ul style="list-style-type: none"> <li>Conference</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
In-school Presentations	<ul style="list-style-type: none"> <li>Skills Canada – Ontario</li> </ul>	<ul style="list-style-type: none"> <li>Youth</li> </ul>	<ul style="list-style-type: none"> <li>Inform youth about skilled trade career options</li> </ul>	<ul style="list-style-type: none"> <li>Videos</li> <li>Presentation</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>
Cardboard Boat Races	<ul style="list-style-type: none"> <li>Skills Canada – Ontario</li> </ul>	<ul style="list-style-type: none"> <li>Youth</li> </ul>	<ul style="list-style-type: none"> <li>Promote skilled trades through fun competition</li> </ul>	<ul style="list-style-type: none"> <li>Competition</li> <li>Hands-on activity</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>
Skills Work for Youth Employability Skills Camp	<ul style="list-style-type: none"> <li>Skills Canada – Ontario</li> </ul>	<ul style="list-style-type: none"> <li>Youth – Gr. 7 &amp; 8</li> </ul>	<ul style="list-style-type: none"> <li>Promote skilled trade activities and careers</li> </ul>	<ul style="list-style-type: none"> <li>Camp</li> <li>Hands-on activities\</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>
Building Futures, One Dream at a Time	<ul style="list-style-type: none"> <li>Skills Canada- Ontario</li> </ul>	<ul style="list-style-type: none"> <li>Employers</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising initiative to increase resources available to cover the travel costs of skills competitors</li> </ul>	<ul style="list-style-type: none"> <li>Fundraising dinner</li> <li>Silent auction</li> <li>Website: <a href="http://www.skillsontario.com">www.skillsontario.com</a></li> </ul>
General Skilled Trades Information	<ul style="list-style-type: none"> <li>National Canadian Association of Skilled Trades</li> </ul>	<ul style="list-style-type: none"> <li>Youth (13-17)</li> <li>Youth (18 +)</li> <li>Educators</li> <li>Parents</li> <li>Women</li> <li>Aboriginals</li> <li>Visible Minorities</li> </ul>	<ul style="list-style-type: none"> <li>Mentorship for students looking for a skilled trade</li> <li>Speaker list for high schools</li> </ul>	<ul style="list-style-type: none"> <li>On-line ads</li> <li>Brochures</li> <li>Web site: <a href="http://www.ncast.ca">www.ncast.ca</a></li> </ul>

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Automotive Student Service Educational Training	<ul style="list-style-type: none"> <li>• Ford Motor Company of Canada</li> </ul>	<ul style="list-style-type: none"> <li>• Youth (18 +)</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage youth to seek mechanical career</li> <li>• Support Canadian dealers personnel needs</li> <li>• Improve level of expertise of dealer employees</li> </ul>	<ul style="list-style-type: none"> <li>• CD Rom</li> <li>• Brochures</li> <li>• Information Pamphlet/Booklets</li> <li>• Web site: <a href="http://www.ford.com">www.ford.com</a></li> <li>• In-school presentations</li> </ul>
Career Connect: Focus on Apprenticeship	<ul style="list-style-type: none"> <li>• Colleges of Ontario Network for Education and Training</li> </ul>	<ul style="list-style-type: none"> <li>• Youth (13-17)</li> <li>• Educators</li> <li>• Parents</li> </ul>	<ul style="list-style-type: none"> <li>• Promote trades in high school</li> <li>• Recognition to colleges</li> </ul>	<ul style="list-style-type: none"> <li>• CD Rom</li> <li>• 54 Profiles of college graduates</li> <li>• 40 vignettes of apprentices</li> <li>• Partnership with TV Ontario</li> <li>• Website: <a href="http://www.collegeconnect.on.ca">www.collegeconnect.on.ca</a></li> </ul>
Tradeability.ca	<ul style="list-style-type: none"> <li>• Durham Region Local Training Board</li> <li>• Durham region partners</li> <li>• HRSDC</li> <li>• Ministry of Training, Colleges and Universities</li> </ul>	<ul style="list-style-type: none"> <li>• Youth</li> </ul>	<ul style="list-style-type: none"> <li>• Increase awareness of skilled trade occupations and apprenticeship</li> </ul>	<ul style="list-style-type: none"> <li>• Print and on-line Guide to 60 skilled trade careers</li> <li>• Special events and seminars</li> <li>• Local industry committees</li> <li>• Print</li> <li>• Radio</li> <li>• Cinema</li> <li>• Website: <a href="http://www.tradeability.ca">www.tradeability.ca</a></li> </ul>

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Welder Operator	<ul style="list-style-type: none"> <li>• Northern Ontario Welding School Inc.</li> </ul>	<ul style="list-style-type: none"> <li>• Youth</li> <li>• Educators</li> <li>• Parents</li> <li>• Employers</li> <li>• Women</li> <li>• Aboriginals</li> <li>• Visible Minorities</li> <li>• Disabled Groups</li> </ul>	<ul style="list-style-type: none"> <li>• Attract youth to a skilled trades</li> <li>• Upgrade skills</li> <li>• Upgrade skills to journeyperson qualifications</li> </ul>	<ul style="list-style-type: none"> <li>• TV advertisements</li> <li>• Radio</li> <li>• Print ads (newspapers, magazines, trade publications)</li> <li>• On-line ads</li> <li>• Brochures</li> <li>• Information pamphlets</li> <li>• Posters</li> <li>• Web site: <a href="http://www.northontweldschool.com">www.northontweldschool.com</a></li> <li>• Direct mail</li> <li>• In-school presentations</li> <li>• General presentation</li> <li>• Display</li> <li>• Participating in job/career shows</li> </ul>
Skilled Trade Alliance	<ul style="list-style-type: none"> <li>• Government of Canada</li> <li>• Employers</li> <li>• Associations</li> <li>• Unions</li> <li>• Educators</li> </ul> <p>(provide support through membership fees)</p>	<p><u>Primary</u></p> <ul style="list-style-type: none"> <li>• Educators</li> <li>• Employers</li> </ul> <p><u>Secondary</u></p> <ul style="list-style-type: none"> <li>• Youth (18+)</li> <li>• Parents</li> <li>• Other Government</li> </ul>	<ul style="list-style-type: none"> <li>• To provide tangible value to stakeholders and partners</li> <li>• To leverage existing networks and resources</li> <li>• To sustain good relations with all partners</li> </ul>	<ul style="list-style-type: none"> <li>• Print ads (newspapers)</li> <li>• Brochures</li> <li>• Information pamphlets</li> <li>• Posters</li> <li>• Web site: <a href="http://www.skilledtrades.ca">www.skilledtrades.ca</a></li> <li>• Direct mail</li> <li>• In-school presentation</li> <li>• General presentations</li> <li>• Displays</li> <li>• Cold-calls &amp; one-on-one meeting</li> </ul>

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Industrial Millwright/Electrician Co-op Technician/Apprentic eship Program	<ul style="list-style-type: none"> <li>• Mohawk College</li> <li>• Dofasco</li> <li>• Stelco Lake Erie</li> </ul>	<ul style="list-style-type: none"> <li>• Youth (13-17)</li> </ul>	<ul style="list-style-type: none"> <li>• Increase student participation in apprenticeship</li> <li>• Meet increasing demands of technology in steel industry</li> <li>• Elevate the prestige of skilled trades careers</li> </ul>	<ul style="list-style-type: none"> <li>• In-school presentations</li> <li>• Displays</li> <li>• Career Fairs</li> <li>• Website: <a href="http://www.dofasco.ca">www.dofasco.ca</a></li> </ul>
General Promotions	<ul style="list-style-type: none"> <li>• Carpenters' District Council of Ontario</li> </ul>	<ul style="list-style-type: none"> <li>• Youth (13-17)</li> <li>• Youth (18+)</li> <li>• Educators</li> <li>• Adults</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute information about carpentry to all schools</li> <li>• Educate youth and educators about carpentry</li> </ul>	<ul style="list-style-type: none"> <li>• Brochures</li> <li>• Posters</li> <li>• In-school presentations</li> <li>• Displays</li> <li>• Videos</li> <li>• Website: <a href="http://www.carpentersdc.com">www.carpentersdc.com</a></li> </ul>
Women in Skilled Trades (WIST)	<ul style="list-style-type: none"> <li>• The Centre for Skills Development and Training</li> </ul>	<p><u>Primary</u></p> <ul style="list-style-type: none"> <li>• Youth (18+)</li> <li>• Women</li> </ul> <p><u>Secondary</u></p> <ul style="list-style-type: none"> <li>• Employers</li> </ul>	<ul style="list-style-type: none"> <li>• Heighten awareness of women in skilled trades</li> <li>• Give students a theoretical and practical trades experience</li> <li>• Place students into entry-level positions in the residential construction field</li> </ul>	<ul style="list-style-type: none"> <li>• Print ads (newspapers, magazines, trade publications)</li> <li>• Posters</li> <li>• Web site: <a href="http://www.thecentre.on.ca">www.thecentre.on.ca</a></li> <li>• Banners at major intersections</li> <li>• Breakfast Television and other broadcast media</li> </ul>

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Opening Doors to a Skilled Workforce	<ul style="list-style-type: none"> <li>Ministry of Training Colleges and Universities</li> </ul>	<ul style="list-style-type: none"> <li>Employers, Internationally trained individuals</li> </ul>	<ul style="list-style-type: none"> <li>Promotes ministry-wide programs including programs and services for internationally trained individuals, last year, Opening Doors: Sharpening Your Competitive Edge distributed, a guide for employers</li> </ul>	<ul style="list-style-type: none"> <li>Job Grow Hotline: 1-800-387-5656 (416) 326-5656 <u>Website:</u> <a href="http://www.edu.gov.on.ca">www.edu.gov.on.ca</a></li> <li>All items includes a variety of the following: <ul style="list-style-type: none"> <li>-brochures/booklets</li> <li>-information guides</li> <li>-posters</li> <li>-booths/displays</li> <li>-trade fact sheets</li> <li>-website</li> <li>-award events</li> </ul> </li> </ul>
Report on Apprenticeship	<ul style="list-style-type: none"> <li>Employers, apprentices</li> </ul>		<ul style="list-style-type: none"> <li>Provides information on programs and services for apprentices and employers</li> </ul>	
Employer Recognition		<ul style="list-style-type: none"> <li>Employers</li> </ul>	<ul style="list-style-type: none"> <li>A regional and provincial awards program recognizing the leadership of employers who train apprentices. The Minister's Employer Apprenticeship Appreciation and Awards event held annually. 3<sup>rd</sup> annual event held in April 2005</li> </ul>	

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Career Fairs		<ul style="list-style-type: none"> <li>Youth and older Job Seekers</li> </ul>	<ul style="list-style-type: none"> <li>Ministry sponsors National Job Fair and Training Expo and participates in local career fairs to raise awareness of careers in skilled trades</li> </ul>	
Ontario Youth Apprenticeship Program (OYAP)		<ul style="list-style-type: none"> <li>Teachers, parents, students, employers</li> </ul>	<ul style="list-style-type: none"> <li>Ministry provides funds for OYAP coordinators in each school board to promote OYAP and careers in the skilled trades to teachers, parents and students and recruit employers to train students</li> </ul>	
Pre-Apprenticeship Training Program		<ul style="list-style-type: none"> <li>Potential apprentices, employers</li> </ul>	<ul style="list-style-type: none"> <li>Ministry provides funding to approved pre-apprenticeship program deliverers to recruit potential apprentices and employers to participate in the program</li> </ul>	
Passport to Prosperity		<ul style="list-style-type: none"> <li>Employers, high school students</li> </ul>	<ul style="list-style-type: none"> <li>Ministry works with provincial partnership council to recruit more employers to career experience programs for high school students, including OYAP</li> </ul>	

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Skills Connect		<ul style="list-style-type: none"> <li>• Youth, students, job seekers</li> </ul>	<ul style="list-style-type: none"> <li>• A section on the ministry's web page that provides information and links about skilled trades; includes a database of jobs accessed through apprenticeship training and for many trades, the high school courses required to be eligible for an apprenticeship</li> </ul>	
You and the Job Market		<ul style="list-style-type: none"> <li>• Teachers, high school guidance councilors, Job Connect career councilors</li> </ul>	<ul style="list-style-type: none"> <li>• Publication describing trends in the job market and promoting apprenticeship as a postsecondary option</li> </ul>	
On-going promotion		<ul style="list-style-type: none"> <li>• Students, older job seekers, employers, general public</li> </ul>	<ul style="list-style-type: none"> <li>• Promotional materials on apprenticeship, specific trades, and programs such as Loans for Tools</li> </ul>	

Program/Activity/ Campaign	Sponsoring Organization/s	Primary Target Audience/s	Key Messages	Promotion Tactics Used
Construction Apprenticeship Programs	<ul style="list-style-type: none"> <li>• Universal Workers Union, Local 183, Lifelong Learning Centre</li> </ul>	<u>Primary</u> <ul style="list-style-type: none"> <li>• Young adults (18+)</li> <li>• Educators</li> <li>• Parents</li> <li>• Employers</li> </ul> <u>Secondary</u> <ul style="list-style-type: none"> <li>• Youth (13-17)</li> </ul>	<ul style="list-style-type: none"> <li>• Promote apprenticeship programs to students</li> <li>• educate “educators” on opportunities</li> <li>• Create a pool of skilled workers</li> </ul>	<ul style="list-style-type: none"> <li>• TV</li> <li>• Print ads (newspapers, magazines, trade publications)</li> <li>• Brochures</li> <li>• Information Brochures</li> <li>• In-school presentation</li> <li>• General presentations</li> <li>• Displays</li> <li>• Tours</li> <li>• Web site <a href="http://www.183training.com">www.183training.com</a></li> </ul>