



# **Sponsorship Success Report 2018**

***Celebrate – Experience - Achieve***

**Working together we can achieve our common goals.**

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## A. Sponsorship Success Synopsis (2018)

### Audience Reach

In 2018 Skills Canada BC increased community engagement and reached more than 35,000 individuals comprised of students, parents, apprentices, educators, labour, Indigenous organizations, government and industry leaders.

Skills Canada BC hosted 19 Olympic-style trade and technology competitions and engaged 3,000 competitors from secondary and post-secondary education, training and apprenticeship programs.

Skills Canada BC's annual Provincial competition (held April 18, 2018) hosted 10,000 competitors, students, parents, educators, government, labour and industry leaders and the general public.

Skills Canada BC Regional competitions, in 2018, were expanded and brought in 2,100 competitors – an increase from 1,800 competitors in 2017.

Skills Canada BC, as an early influencer offered youth in the important K–12 market opportunities to explore trade and technology careers through the *Inspire* program. In 2018 the *Inspire* program was delivered to 15,000 students, in 23 communities around the province.

Skills Canada BC hosted the popular Women in Trade and Technology Conference during the Provincial competition (April 18, 2018). This exciting event is growing each year and is an important program that introduces young women to skilled trades and technology apprenticeships and careers.

## B. The Road Ahead

### i. Skills Canada BC (2019) Provincials

Skills Canada BC will continue to focus on expanding its regional and provincial competitions and in-school programming throughout British Columbia in 2019.

Skills Canada BC's Regional competitions will be held throughout February and March 2019. Gold medalists from the Regional competitions will compete in the Provincial competition on April 17, 2019 at the Tradex in Abbotsford. The Gold medalists of the 2019 Provincial competition will compete at the Skills Canada National competition in Halifax, June 2019.

## ii. Russia (2019)

The World Skills (2019) competition will be held in Kazan, Russia, August 23 – 27, 2019. Skills Canada BC is poised to send seven (7) competitors from British Columbia to represent Team Canada at this international event. The 2019 World Skills competition will provide endless opportunities to showcase homegrown BC talent on the local, national and international stage.

Skills Canada BC will provide additional mentoring and training opportunities to prepare BC competitors to help them perform their best at World Skills 2019.

The 2019 World Skills competition will provide unparalleled opportunities to connect with a global audience to promote your organization's programs, technical training and apprenticeships.

## iii. Nationals 2020 (Vancouver)

Skills Canada BC will host the 2020 Skills Canada National competition in Vancouver (June 2020). This exciting 2-day competition will see increased marketing efforts to promote training, career opportunities and apprenticeships for youth throughout British Columbia.

Marketing efforts to promote Vancouver 2020 will begin early in 2019. This focused marketing campaign will be augmented by funding from Skills Competence Canada and its host of national sponsors.

## iv. Global Marketing Opportunities (2019 + 2021)

World Skills (Russia) in 2019 and World Skills (Shanghai) in 2021 will provide your organization and its partners with numerous opportunities to market training, employment and apprenticeships to a high-value, global audience.

### C. Skills Canada BC Reginal Competition Host Sites (2018)

- College of New Caledonia, Prince George
- Westview Secondary, Maple Ridge
- Northwest Community College, Terrace
- Northern Lights College, Dawson Creek
- Charles Tupper Secondary, Vancouver
- Eric Hamber Secondary, Vancouver
- Vancouver Community College
- KPU, Richmond
- University of the Fraser Valley, Chilliwack
- Thompson Rivers University, Kamloops
- College of the Rockies, Cranbrook
- Kwantlen Polytechnic, Cloverdale
- Vancouver Island University, Nanaimo
- Camosun College, Victoria
- Okanagan College, Kelowna
- BCIT (Burnaby Campus)