



**Skills Canada BC  
Working with  
Global TV (Corus Entertainment)  
To  
Enhance Skills Canada BC's  
Provincial 2021 Competition  
through a  
Reality TV Series**

**Concept Paper**

**August 2020**

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## **Purpose**

The purpose of this concept paper is to explore how Skills Canada BC could enhance its Provincial 2021 competition as a Reality TV Show working with Global TV (Corus Entertainment).

## **Skills Canada BC – Mission, Vision & History**

### **Vision**

Today's youth become tomorrow's skilled trades and technology leaders.

### **Mission**

Be the catalyst that creates and fosters connections within communities facilitating exposure to trades, technology, and career opportunities for youth.

### **Success**

Skills Canada BC leads and coordinates youth engagement in trades and technology careers in BC.

### **History**

Skills Canada BC began hosting trade and technology competitions in 1994.

## Skills Canada BC - At a Glance

- Skills Canada BC hosts more than 4,000 student competitors in its trade and technology Olympic-style competitions each year, in 65 different competition areas.
- Competition areas include robotics, fashion design, baking, cooking, hairdressing, carpentry, 2D & 3D animation, graphic design and many more.
- Skills Canada BC's Olympic-style competitions promote trades/technology careers and apprenticeships to British Columbia's youth.
- Skills Canada BC's Olympic-style competitions draw in tens of thousands of spectators each year comprised of youth, parents, apprentices, educators as well as industry, labour and government partners.
- Skills Canada BC Regional and Provincial competitions are coordinated by teams of committed volunteers and hosted by Secondary and Post-Secondary (colleges) partner schools.
- Skills Canada BC's newly created data collection tools (2019) help measure effectiveness in reaching targets and partnership goals.
- Skills Canada BC's Provincial 2020 competition, to be held at the Tradex, in Abbotsford, was cancelled due to the covid-19 crisis.
- Skills Canada BC has been hosting "At Home Challenges" since the covid-19 lockdown.

## Skills Canada BC, Member Organizations and Skills Competence Canada

Skills Canada BC is a "Member Organization" of the Skills Competence Canada federated model. In total there are thirteen Skills Canada "Member Organizations" one for each province and territory and one national office, Skills Competence Canada based in Ottawa, responsible for hosting the national competitions. Each Member Organization is an independent entity, complete with its own board of directors and staff with independent governance, financials and oversight.

## **Challenges & Opportunities**

Each year Skills Canada BC hosts its Provincial competition, mid-April, at the Tradex in Abbotsford. Student competitors, from around the province, compete in this provincial competition, amid a backdrop of thousands of spectators and industry partners.

Challenges in 2020 included Skills Canada BC needing to cancel its Provincial 2020 competition, scheduled for April 15, due to the Covid-19 crisis.

Given that the Province has instituted social distancing (small group policies) for students, Skills Canada BC's ability to host its Provincial 2021 competition, with large spectator audiences, has been greatly compromised.

Skills Canada BC believes that re-imagining its Provincial 2021 competition content into a Reality TV Program could allow it to transcend the social distancing restrictions and produce content with Global TV (Corus Entertainment) that could be, segmented into episodes, and broadcast to an expanded viewer audience.

Skills Canada BC's marketing team could assist with the ongoing marketing of a Skills Canada BC/Global TV (Corus Entertainment) Reality TV Show.

## **Skills Canada BC & Global TV (Corus Entertainment)**

Skills Canada BC would like to discuss the possibility of working with Global TV (Corus Entertainment) to transform its Provincial competition into a Reality TV Program for its 2021 competition season.

Skills Canada BC engages a rich network of industry partners who may be interested in advertising and sponsorship opportunities for a reinvented "Provincial 2021" competition rolled out as a Reality TV Program.

Concepts/ideas for the Skills Canada BC Reality Competition Program include highlighting different trades/technology competitions per episode, culminating with a "big reveal" of the medal winners in the seasons' final episode.

Skills Canada BC envisions hosting its Provincial 2021 competitions in multiple locations, in different regions, across the province.

## **Educational Partners & Competition Hosts**

Skills Canada BC's post-secondary partners (colleges) could host the individual competitions. Individual competitions could then be edited into episodes that focus on a different trades or technology skills, per episode. For example, Vancouver Community College could host the "Baking" challenge at its training facility in Vancouver, Okanagan College could host the "Carpentry" competition in Kelowna and the Northern Lights College could host the "Robotics" competition in Dawson Creek, and so on and so forth.

## **Diversity & Inclusion**

Skills Canada BC's competitions host a diverse range of competitors including women in trades, youth-at-risk, Indigenous, and those from rural and remote communities.

## **Opportunities & Solutions**

Skills Canada BC could work with Global TV (Corus Entertainment) to engage its existing sponsors and partners. Each year Skills Canada BC raises approximately \$300,000 in revenue from industry partners although Skills Canada BC is confident that these sponsorship revenues could grow under a new model that incorporates the Skills Canada BC Provincial competition and a Global TV (Corus Entertainment) Reality TV Program.

## **Marketing Opportunities, Revenue Generation & Audience Reach**

Skills Canada BC audience data consists of students, educators, parents, general public, as well as industry, labour and government partners. This existing audience could be transitioned and expanded into viewers of a Reality TV Program through Skills Canada BC's existing marketing channels.

Skills Canada BC's audience reach includes K-12 and Post-Secondary (college) students, parents, educators as well as labour, industry and government partners who may be interested in paid sponsorship/advertising opportunities to market their programs and services vis-a-vie Skills Canada BC's, Provincial 2021 competition that has been reimaged into a Reality TV Program.

## **Timeline**

Skills Canada BC typically hosts its Provincial competitions mid-April each year but could stagger next year's Provincial competitions to be held at different times, in different locations around the Province, in 2021.

## **Next Steps**

Next steps would include scheduling a meeting between Skills Canada BC and Global TV (Corus Entertainment) to discuss opportunities, logistics and timelines.