

**Meeting with Ian Howcroft  
CEO Skills Ontario  
Royal Military Institute (Toronto)  
November 16, 2022**

**1. Skills Ontario “Family Cookbook”**

Skills Ontario prints a cookbook each year with recipes from staff “Family Cookbook”. Skills Ontario gives these cookbooks to its sponsors and partners throughout the year.

**Idea for SCBC**

Skills BC could compile a “Gold Medal Cookbook” comprised of the recipes used by the Member Organizations in their provincial/territorial competitions.

**2. Old Medals**

Skills Ontario has framed old medals and gives them away to its partners.

**Idea for SCBC**

Skills BC could frame some of its old medals and give the framed medals away to its partners too.

**3. PR Firm**

Skills Ontario has engaged Enterprise Canada for \$2,500 per month which is a big national PR firm that provides strategic advice to its communications team (social media posts, etc). Enterprise Canada also set ups monthly interviews for Ian to promote Skills Ontario. For example, Ian did a radio interview with a radio station in Waterloo last week but he also gets some tv interviews. Ian figures the \$2,500 Skills Ontario pays to Enterprise Canada is a really good value for the price.

**Idea for SCBC**

SCBC could consider engaging a PR firm like Enterprise Canada if funding is provided by the Ministry of AEST.

**Career Fairs & Skills Ontario’s Mobile Truck**

4. The Ontario Government hired Enterprise Canada to put on and run 5 Career Fairs around Ontario that were based on the career fair model that Skills Ontario hosts during its Provincial competition.

Enterprise Canada was given \$2.5 million by the Ontario government to put on these career fairs. Most lasted for two days but the one held in Mississauga went on for three days.

Projection was to get 1,500 students per day and 300 – 400 parents at these events.

Skills Ontario charged Enterprise Canada  $\$60,000 \times 5 = \$300,000$  (career fairs) to be in attendance at these career fairs with its new Skills Ontario Mobile Skills Unit.

#### **5. Skills Ontario's Mobile Truck Sponsorship**

Skills Ontario has sold 15 logo placements on its Skills Ontario Mobile Unit at a rate of  $\$10,000$  per year to sponsors (x 3 years) =  $\$150,000 \times 3 = \$450,000$  Revenue (3 years).

The Ministry of Ontario despite giving Skills Ontario  $\$1.4$  million to purchase and build the Skills Ontario Mobile Truck paid Skills Ontario an addition  $\$50,000$  to put their logo on the truck.

#### **6. Post-Secondaries and Summer Schools**

There are 25 post-secondaries in Ontario. 23 of the post-secondaries pay Skills Ontario to come onto their campus' in the summer and run summer programs. Programming is dependent on the needs and wants of the post secondary's enrollment needs. It could be video, culinary arts, etc. Many times the premier and cabinet ministers will show up for a photo op during these programs.

#### **7. Flip App**

Skills Ontario uses the Flip App when making in-person purchases. Most businesses around Ontario will honour a lower price advertised by its competitors when they are shown these ads at the point of sale.

#### **8. Haas Foundation**

Skills Ontario applies directly to the Haas Foundation in California for its annual grant. Skills Ontario has to use these funds to pay for the transport and set up of the CNC machines at its provincials. In 2020 the Haas Foundation allowed Skills Ontario to apply for its regular  $\$50,000$  in sponsorship and just keep the money as its provincial 2020 competition was cancelled.