

5th ANNUAL INDUSTRY MEETING | Oct. 16, 2019

SUMMARY



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INTRODUCTION

The Nova Scotia Apprenticeship Agency (NSAA) hosted the 5th Annual Industry Meeting on October 16, 2019 at the Best Western Plus Hotel in Dartmouth, Nova Scotia.

The NSAA Board facilitates an Industry Meeting each year in accordance with the Agency's Operating Charter, Section 5.1(1)(b). The purpose of this meeting is to support industry's participation in the apprenticeship and trades qualifications system.

Operating Charter

5.1 Powers and Duties of the Board

(1) The Board has the following powers and duties, in addition to any powers and duties set out in the Act or prescribed in the General Regulations: Communicating with, and Enhancing the Participation of Apprenticeship and Trades Qualifications System Stakeholders

(a) the duty to consult with industry members in each of the trade sectors concerning matters within the scope of the Agency's mandate and objects;

(b) the duty to conduct an annual meeting with industry stakeholders for purposes of soliciting information and input for Agency planning and accountability;

All interested industry partners are invited to participate in the meeting. The NSAA maintains a partner database and sends direct invitations to this list, including to active employers, employer and industry associations, union organizations, equity groups and education and training institutions.

This year's meeting objectives were to:

- recognize exceptional contributions;
- provide an update on the Agency's progress against its inaugural Strategic Plan for 2015-2020; and
- set Strategic Priorities for its next strategic plan to cover 2020-2025.

WELCOME

NSAA Board Chair

Brad Smith, Executive Director of the Mainland Building and Construction Trades Council, was recently appointed as the Board Chair of the Apprenticeship Board and is an employee representative. Brad was previously an inaugural member and Vice-Chair of the Board.

Brad provided greetings and acknowledged that the meeting was being held in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. Following his welcoming remarks, Brad provided an update on the accomplishments of the Board over the past year, citing the effective work of active Trade Advisory Committees, development of new trade regulations and progress in carrying out joint program reviews with the Nova Scotia Community College.



Brad Smith, Chair, NSAA



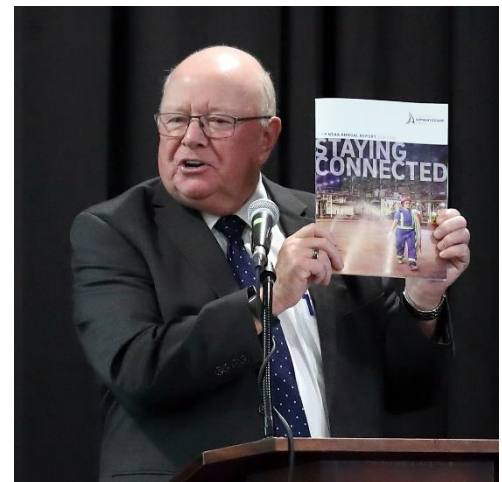
Elder Deborah Eisan

Traditional Welcome Ceremony

Elder Deborah Eisan, from the Mi'kmaq Native Friendship Centre opened the Annual Industry Meeting with a traditional welcome and prayer and shared insights into important Aboriginal teachings. She described how the Mi'kmaq do not view themselves as distinct from the natural world, but rather see themselves as one life being within a natural world of many life beings.

Deputy Minister, Labour and Advanced Education

The Deputy Minister Duff Montgomerie acknowledged the Apprenticeship Board for its leadership and direction and highlighted the Agency's 2018-19 accomplishments as detailed in the 2018-19 NSAA Annual Report, released at the event. Duff congratulated the staff and Board on their progress and celebrated the impact the Agency is having on increasing diversity within the Apprenticeship System.



Duff Montgomerie, Deputy Minister, LAE

APPRENTICESHIP AWARDS

PLATINUM MILESTONE AWARD



(L-R) Mike Connors, Heather Cruickshanks, Duff Montgomerie

The Platinum Milestone Award recognizes employers who have actively participated in the Apprenticeship System and successfully supported more than 20 apprentices to achieve trade certification. This year there were two recipients of the Award: L.E. Cruickshanks Sheet Metal Ltd. (Heather Cruickshanks, also a Board Member) and Municipal Group of Companies Ltd., Dexter Construction (Mike Connors).

APPRENTICESHIP AWARDS OF EXCELLENCE

The Apprenticeship Awards of Excellence recognize exceptional individuals who have demonstrated ingenuity, engagement and leadership in advancing the apprenticeship and trades qualifications system. This award is nomination-based and presented annually for outstanding achievement in supporting the strategic goals of the Agency:

- Changing the culture to be inclusive, connected and industry-led
- Increasing the success of apprentices and employers in the system
- Strengthening system delivery
- Making trade certification an economic driver

This year, there were five recipients of the Apprenticeship Award of Excellence:



(L-R) Sarah Robinson, Blair Mikkelsen, Shirley Mitchell, Scott Miller



*Carol MacCulloch
Past Chair, NSAA*

CAROL MACCULLOCH is the recent Past Chair of the Nova Scotia Apprenticeship Board and Past President of the Construction Association of Nova Scotia. Carol co-lead the apprenticeship system review in 2001-02 and was a member of the Minister's Reference Group in 2012 that led to the creation of the new Nova Scotia Apprenticeship Agency. She was appointed Chair of the inaugural Apprenticeship Board, positioning the new Board for success. Carol supported the harmonization of trades across apprenticeship authorities in Canada through her participation in the Atlantic Apprenticeship Council and as Chair of the Interprovincial Alliance of Board Chairs. She created the Building Futures for Youth summer program which has become a model for other youth programs. Carol was nominated by Heather Cruickshanks, owner of L.E. Cruickshanks Sheet Metal Ltd., Halifax, NS.



BLAIR MIKKELSEN is the Training Director of the Joint Apprenticeship Training Committee (JATC) of IBEW, Local 625. As Training Director, Blair oversees the IBEW 625 apprentices and promotes the value of apprenticeship through the JATC's training courses. He was the catalyst for the new IBEW 625 training facility and several new programs, such as the Work Ready Program. Blair has worked diligently to secure funding through the Federal Government Union Training and Innovation Program, ensuring that apprentices and journeypersons in Nova Scotia are receiving the most current training available. Blair was nominated by Erik Hueglin, Director of Apprenticeship Training, JAC GTECA/IBEW Local 353, Richmond Hill, ON.

SHIRLEY MITCHELL is the Manager of Human Resources and Quality Systems Ltd. with Coast Tire and Auto Service Ltd., operating out of Saint John, New Brunswick. Shirley is a member of the Nova Scotia Automotive Sector Council Board and actively sits on the New Brunswick Apprenticeship and Occupational Certification Board. She has promoted the Automotive Sector Council in Nova Scotia and worked with the Nova Scotia Native Council connecting Indigenous workers and automotive employers. Shirley has been involved with promoting the TestDrive Summer Youth Program and Workplace Initiatives in Nova Scotia, helping numerous individuals advance and be supported through their training. She has helped immigrants and newcomers become employed at Coast Tire and supports hiring youth and apprentices through Trade Practical Assessments. Shirley was nominated by Shannon Trites, Executive Director of the Nova Scotia Automotive Sector Council.



SCOTT MILLER is the owner/operator of Miller Masonry and the Chair of the Bricklayer's Trade Advisory Committee (TAC). This Trade Advisory Committee has made tremendous strides toward creating a better industry and increasing awareness of the bricklaying trade. Scott has been instrumental in working with the Trade Advisory Committee, along with the Atlantic Masonry Institute to develop a pilot program introducing high school students to the bricklayer trade and giving students opportunities to gain hands-on experience. He has also reached out to the Women Unlimited Association in Nova Scotia in order to introduce more women to this trade. Scott was nominated by Andrew Smith, Masonry Coordinator of the Canada Masonry Design Centre in Dartmouth, NS.



SARAH ROBINSON holds two Red Seal certifications and works for the Nova Scotia Department of Transportation and Infrastructure Renewal (TIR). Sarah overcame many difficult obstacles and discouraging career advice to achieve a career in the skilled trades. Sarah participated in a program at Women Unlimited and through this program decided to become an Automotive Service Technician. She enrolled in the Nova Scotia Community College (NSCC) Automotive Service and Repair program and earned the Gold Medal Award of Academic Excellence. Although Sarah says her apprenticeship was challenging in terms of the attitudes she faced, she persisted and received Red Seal certification. Sarah then accepted a position at TIR and began a second apprenticeship as a Truck and Transport Mechanic and obtained Red Seal in this trade as well. Sarah was nominated by Doreen Parsons, CEO of Women Unlimited, NS.



CHAMPION EMPLOYERS

Each year, the Industry Training Consultants who work directly with workplace partners across the province nominate employers for the CEO Champion Employer recognition. The CEO and Agency staff visit the Champion Employers and present certificates to recognize their notable participation in the Apprenticeship System and their demonstration of leadership in strategic areas such as commitment to diversity and inclusion, provision of apprentice supports and making certification an economic driver. In 2019, the CEO visited 22 Champion Employers.



(L-R Standing) Champion Employers recognized during the Annual Meeting: Bonnie DeCoste (DeCoste Electrical & Ventilation Ltd.), Gord Gamble (Iron Dog), David Thornhill (DND, Cape Scott), Jeff MacPhee (Breton Diesel), Yvette MacKinnon (Rhyno Refrigeration Co. Ltd.), and Captain Ned Feltham (DND Cape Scott).

- Belfor, Dartmouth, NS
- Beloved Construction, Stellarton, NS
- Bicycle Thief , Halifax, NS
- Breton Diesel, Sydney, NS,
- Bridgewater Honda, Bridgewater, NS
- Canning Auto, Canning, NS
- Custom Machine & Tool, Mount Uniacke, NS
- DeCoste Electrical & Ventilation Ltd., Antigonish, NS
- Department of National Defense, Halifax, NS
- DJ MacLean & Sons Carpentry Ltd., East Lake Ainslie, NS
- Harry Rhyno Refrigeration Co. Ltd., Bridgewater, NS
- Henry's Service Centre (NAPA), Antigonish, NS
- Iron Dog, Dartmouth, NS
- Landry Brothers Ltd., Louisdale, NS
- Marrimac Fire Protection Ltd., Halifax, NS
- Midway Motors, Middle River, NS
- Newman Electric, Dartmouth, NS
- Ross Refrigeration, Springhill, NS
- Seacrest Electric Ltd., Tatamagouche, NS
- Tilia Builders Inc., Bridgewater, NS
- Upham's Carstar Quality Collision Service, Truro, NS
- Whycobah First Nation, Whycomomagh, NS

KEYNOTE SPEAKER

THE INTELLIGENCE REVOLUTION AND THE FUTURE OF WORK

Stephen Harrington is Deloitte Canada's National Lead for Workforce Strategy and has been a writer and speaker on the future of work and the workplace of the future since 2011. Mr. Harrington provided a fascinating look into the future of work, its current disruptors and their impact on the skilled trades. He discussed how, over the next decade, the workplace will be shaped by a completely new force: the "Intelligence Revolution". This Revolution will be driven not by incremental automation in manufacturing processes but by exponential change based on machine learning, virtually free data storage and communication and ever-increasing computational power that rivals some human capabilities.

Mr. Harrington also described how these developments will change what a job means, affecting the tasks we do and how we do them. The implications for apprenticeship in Nova Scotia are far-reaching. As the workforce becomes ever more automated, there will be a greater need to continuously update skills in order to future-proof capabilities.



Stephen Harrington, Deloitte Canada

NSAA STRATEGIC PLAN RESULTS 2015-2020



NSAA Presentation by Marjorie Davison, CEO, NSAA

Marjorie Davison, the Chief Executive Officer of the Agency, presented the results of the Agency's Strategic Plan since 2015 to present 2019 against the 5 key strategic directions from the 2015 NSAA 5-year Strategic Plan:

- Changing the Culture
- Supporting Apprentice Success
- Supporting Employer Success
- Modernizing Delivery
- Making Certification an Economic Driver

Marjorie framed the story of the Agency since 2014 as her scrapbook and shared photos across the timeframe demonstrating the Agency's efforts of changing the culture through strategic investment, building relationships, focusing on youth, valuing diversity and becoming inclusive, celebrating employers and modernizing delivery.



KEY RESULTS

	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019	% change over 5 years
Active Apprentices	5923	6259	6167	6611	6888	↑ 16%
Active Employers	1784	1868	1886	2242	2342	↑ 31%

Overall Diversity Breakdown

	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019
Aboriginal People	175	208	223	314	342
African Nova Scotians	5	8	28	71	105
Newcomers	39	42	55	79	112
Other Diverse Persons	207	237	242	264	305
Persons with Disabilities	138	126	122	180	234
Women	322	357	350	414	463

SETTING STRATEGIC PRIORITIES 2020-2025



Mandy Grace, Change Manager, NSAA

The Annual Industry Meeting provided an opportunity with many workplace and equity partners present to present the NSAA proposed strategic directions for 2020 - 2025. Mandy Grace, Change Manager with NSAA, presented an overview of the strategic planning consultations that occurred through the preceding months and then introduced four proposed strategic directions based on the input received during these consultations:

- Attract and Retain Skilled Trades Talent
- Support the Journey to Certification
- Foster a Culture of Workplace Learning
- Advance the Value of Certification

Following this presentation, Agency staff led each table in a discussion to determine if the proposed new strategic directions were meaningful for participants. The feedback received was overwhelmingly positive, indicating the Agency is on the right track with its approach in the new Strategic Plan.

The second discussion session involved grouping the participants by sector and having a more in-depth discussion of the four proposed strategic directions. When organized by sector, participants were then asked to recommend key actions for each new strategic direction, as related to their sector. The proposed key actions were captured by notetakers and are being used to finalize the development of the 2020-2025 Strategic Plan.

Some of the key actions recommended were:

- Expand promotion of the trades to include things like potential salary levels and benefits (e.g. ability to become an entrepreneur).
- Continue to find ways to expose youth to the skilled trades at a younger age (e.g. grade 5-6).
- Provide journeypersons with training as mentors (e.g. a train-the-trainer program).
- Continue to work closely with equity seeking groups to address workplace culture issues and attract

more women, immigrants, Indigenous Peoples and African Nova Scotians into apprenticeship.

- Provide or promote learning opportunities for apprentices and journeypersons (e.g. partnerships like SkillsOnlineNS, workshops, lunch and learn).
- Ensure timely responsiveness to industry.
- Ensure major government projects use certified people and apprentices.



Table discussions

EVALUATION RESULTS

The 5th Annual Industry Meeting held on October 16, 2019 at The Best Western Plus Hotel in Dartmouth, Nova Scotia had approximately 160 individuals in attendance.

Attendance by Sector	
Construction Sector	39
Industrial/Manufacturing Sector	13
Motive Power Sector	18
Service Sector	8
Partners and Other Organizations	30
Staff & Board members	52
TOTAL	160

Based on the evaluation forms returned, attendees reported that the event ran smoothly, was well-planned and valuable information was shared. Participants enjoyed the sharing of success stories and the highlighting of award winners and employer champions. Industry and other participants said that they felt engaged throughout the day and participants commented that the Agency is listening to them and is on the right track to promote and further advance the apprenticeship system in Nova Scotia.



