

8th ANNUAL INDUSTRY MEETING
“Empowering an Inclusive Workplace Learning Culture”
October 27, 2022
SUMMARY REPORT



NOVA SCOTIA
APPRENTICESHIP
AGENCY

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INTRODUCTION

On October 27, 2022, the Nova Scotia Apprenticeship Agency (NSAA) hosted the 8th Annual Industry Meeting entitled, *'Empowering an Inclusive Workplace Learning Culture'*. The event was held at the DoubleTree by Hilton in Dartmouth, Nova Scotia with an option for participants to attend virtually.

The Apprenticeship Board facilitates an Industry Meeting each year in accordance with the Apprenticeship 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;

The Apprenticeship Agency invites all partners in the apprenticeship journey to participate in the meeting and sends invitations to active employers, employer and industry associations, union organizations, equity-deserving groups, and education and training partners. The event provides an opportunity for those in attendance to have meaningful discussions and hear diverse perspectives on ways to improve the apprenticeship and trades training system in Nova Scotia.

Meeting objectives this year were to:

- recognize individuals who make exceptional contributions to the apprenticeship system;
- celebrate the great work that is already underway and provoke further thought and conversation on what we can do collectively to strengthen Nova Scotia's apprenticeship system;
- provide highlights of the Apprenticeship Agency's annual achievements; and
- raise awareness on the importance of mentorship in attracting and retaining people in the skilled trades and in fostering a culture of workplace learning.

WELCOME

Land Acknowledgement

Trent Soholt, Vice-Chair of the Apprenticeship Board, opened the annual meeting by offering a land acknowledgement, documenting that the meeting was being held in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People, and that this territory is covered by the 'Treaties of Peace and Friendship', first signed in 1725.



Trent Soholt, Vice-Chair, Apprenticeship Board



Jude Gerrard, Chief Diversity Officer, NSAA

Opening Smudging Ceremony was conducted by **Jude Gerrard**, Chief Diversity Officer, NSAA. Smudging, a traditional ceremony of purification, is a means to cleanse ourselves and connect us with our spirit and with the Creator, *purifying or cleansing the soul of negative thoughts of a person or place.*



Brad Smith, Chair, Apprenticeship Board

Brad Smith, Chair, Apprenticeship Board welcomed everyone to the 8th Annual Industry Meeting and acknowledged the work of the Board and Agency staff, and the apprenticeship training providers and industry partners. The Chair presented highlights of the many accomplishments of the Nova Scotia Apprenticeship System and the Apprenticeship Board over the past year.

Apprenticeship System Highlights:

- 677 Subject Matter Experts from industry donated approximately 3000 hours to support the ongoing review, development and advice regarding trade programs
- 53 programs were recently updated
- 40 Red Seal trades are in various stages of harmonization
- 23 trades are in various stages of Atlantic Harmonization

Apprenticeship Board Highlights:

- approved members to three Atlantic Trade Advisory Committees
- completed the work of four Trade Advisory Committees
- established three Trade Advisory Committees to review trade designation applications
- established three trade regulations
- completed five program reviews with the Nova Scotia Community College
- held industry consultations on amendments to the general regulations and on designating four new trades

Ava Czaplay, Deputy Minister and Chief Executive Officer, NS Labour, Skills and Immigration (LSI)

brought greetings from the Province on behalf of the Honourable Jill Balser, Minister of Labour, Skills and Immigration. The Deputy Minister acknowledged that the government marketing campaign to increase the population in Nova Scotia was very successful last year with 30 million hits on social media. The Deputy Minister noted that according to Statistics Canada, the population in Nova Scotia grew by 28,600 people and “we can expect our population to keep increasing. The people that are coming to Nova Scotia are coming ‘job-ready’ – ready to work! It is essential that we continue to grow the skilled trades sector”.



Ava Czapalay, Deputy Minister, LSI

The Deputy Minister thanked Brad Smith, the out-going Chair of the Apprenticeship Board for his commitment to skilled trades in Nova Scotia.



Don Bureaux, President, NSCC

The Deputy Minister also thanked Marjorie Davison for her time at the Apprenticeship Agency and congratulated her on her new role as Senior Executive Director of the Skills and Learning Branch. The Deputy Minister announced that Peter Conlon will take on the role as the interim CEO and a nationwide search for a new CEO will begin in 2023.

Don Bureaux, President, Nova Scotia Community College

brought greetings from the College and acknowledged the hard work of Marjorie Davison, the Apprenticeship Board and the NSAA staff throughout the pandemic. Mr. Bureaux left us

with the question, “After the COVID-19 crisis, we must now ask, what is the future of work and how does the economy get what it needs? We must all work together to answer this question”.

APPRENTICESHIP AWARDS

APPRENTICESHIP ALLY AWARD OF EXCELLENCE

The Apprenticeship Ally Award of Excellence recognizes an outstanding employer or industry members for their commitment to equity, diversity, and inclusion (EDI) in the apprenticeship system through:

- ❖ Hiring from equity-deserving communities;
- ❖ Demonstrating they are an ally for EDI;
- ❖ Fostering an appreciation of EDI in the workplace;
- ❖ Supporting the journey to certification;
- ❖ Furthering employees’ awareness and understanding of EDI in the workplace;
- ❖ Being a champion of the value of EDI beyond the workplace (community, associations, etc.).

Congratulations to this year’s two recipients:

Chad Carrington, Operations Supervisor, Casey PreCast Ltd.
Mohja Alia, Manager, Employment and Bridging, Immigrant Services Association of Nova Scotia.



Chad Carrington and Mohja Alia

APPRENTICESHIP AWARD OF EXCELLENCE

The Apprenticeship Award of Excellence recognizes exceptional individuals who have demonstrated ingenuity, engagement, and leadership in advancing apprenticeship training and the trades qualifications system. This award is presented annually for outstanding achievement in advancing the apprenticeship training system and the strategic goals of the Agency: Attracting Skilled Trades Talent; Supporting the Journey to Certification; Fostering a Culture of Workplace Learning; Advancing the Value of Certification.

Congratulations to this year's five recipients:

- **Jamie Cameron**, Manager, Celtic Construction Inc.
- **John Harrington**, President and Owner, PMC Roofing Ltd.
- **Lorne MacKinnon**, Welding Inspector, Canadian Welding Bureau.
- **Bill Barrington**, HVAC Manager, Lynk Electric Ltd.
- **Eugene Pace**, Plumbing/Gas/Cross Connection Control Instructor, UA Local 56.



(L-R) Jamie Cameron, John Harrington, Lorne MacKinnon, Bill Barrington, Eugene Pace

CEO ANNUAL UPDATE

Marjorie Davison opened her remarks by thanking all those in attendance, in person and virtually, the Agency staff, the Board, the training delivery partners, equity partners, and youth delivery partners for helping to make 2021-2022 a successful year. This year's update focused on the work of the Agency in four key areas:



Marjorie Davison, CEO, NSAA

Relevant and Responsive to Industry: Despite COVID-19 interruptions, there was a general and steady trend of increased participation in the number of women, diverse apprentices and new employers. This growth put a strain on current resources. Field staff carried high caseloads (500+ apprentices and 200+ employers). Temporary staff were hired to help with workload.

Regional and National Harmonization: The Agency, by involving industry subject matter experts, undertook a commitment to review all trade programs with an environmental lens aiming to support climate change reduction in trade practice. The key success of this commitment is the relationship with training providers, and particularly with the Nova Scotia Community College. Trade harmonization work continues with Red Seal trades and apprentice mobility enabled individuals to continue their training without disruption when needed. Based on

data, fewer apprentices are leaving the province to work elsewhere and there has been an increase in journeypersons coming to Nova Scotia, primarily from Ontario.

Connecting with Youth: The Agency, in collaboration with its partners, provides experiential learning opportunities for youth to explore careers in the skilled trades. The Agency also works in partnership with equity-deserving groups to support an annual Indigenous youth trades fair, after school activities and summer camps in various trades. The Agency continues to extend its reach by working in partnership with youth-serving organizations to promote apprenticeship and careers in the skilled trades, such as Skills Canada Nova Scotia, Techsploration, and Nova Scotia Construction Sector Council.

Becoming Inclusive: The inaugural Diversity and Inclusion Framework was launched in 2016 and the renewed framework 'Building More Equitable Pathways II' was released in 2021. Under the framework, the Agency is working to identify internal changes, where to leverage change with partners, and how to attract and retain diverse skilled trades talent.

In conclusion, Marjorie Davison spoke of the continuing challenges for the Agency:

- Over 11,000 newly certified tradespersons are needed over the decade.
- Retaining apprentices and helping them complete will be essential.
- An outdated perception of the skilled trades continues to hinder recruitment.
- Continue to promote the skilled trades in collaboration with industry partners for a fully inclusive system and ensure the right supports are in place to support certification.

KEYNOTE SPEAKER

MENTORSHIP AND ATTRACTING AND RETAINING PEOPLE IN THE SKILLED TRADES

In keeping with this year's theme, **Keynote Speaker Mary Van Buren**, President of the Canadian Construction Association, addressed the nation-wide skilled trades shortage and gave a presentation about mentorship, the importance of promoting a workplace learning culture, and tips on attracting and retaining skilled trades professionals.

The Canadian Construction Association was founded 100 years ago, at the end of WWI, and has 20,000 members across Canada. Mary Van Buren stated that COVID-19 hit the construction industry very hard, and Canada is competing with the rest of the world for workers. Ms. Van Buren stated that "we need to attract and retain workers and to demonstrate that everyone is valued. We need to work on creating respectful and inclusive workplaces. We need immigration. With Nova Scotia hoping to have a population of 2 million people by 2060, where will these people live? We can't create a skilled workforce overnight. The construction industry believes there will be strong growth across Canada, so we believe there will be lots of jobs in construction, in the years to come".



Mary Van Buren, President, Canadian Construction Assoc.

Ms. Van Buren made reference to the 2021-2022 PRISM Report for Nova Scotia, which shows that there could be a shortage of 2,000 carpenters. She noted the importance of retaining our workforce by ensuring everyone is valued rather than having to attract new workers to replace those who left. Ms. Van Buren then went on to talk about creating respectful and inclusive workplaces and being an 'Ally' to speak out and stand up for a person or group being targeting and discriminated against. She stated that more training is needed for allyship and noted the difference between a sponsor and a mentor – sponsors act and mentors advise. Ms. Van Buren concluded her presentation by asking "What is one action you can take to be an ally and a sponsor?"

ROLE OF MENTORSHIP IN FOSTERING A CULTURE OF WORKPLACE LEARNING

A five-person panel, comprised of two employers, two trainers, and one apprentice, discussed the importance of mentoring for skilled trades people today, recognizing that mentorship is really the foundation of apprenticeship. As one panel member said, 'you don't truly know something until you learn it, so as an employer, if you allow mentorship, it is not only a benefit to the apprentice, but also the journey person.' When asked, 'What is needed to ensure mentorship is supported in the workplace?', the general response was, 'structure and patience'. By understanding that training apprentices is an investment in the future of the company, employers can provide opportunities for apprentices to feel safe while they try to learn new skills. An employer needs to take time to understand the process – a well-structured and supported apprenticeship will build loyalty from employees. Communication is very important and employers should provide positive feedback, be genuine and lead by example.



(L-R) Lisa Frizzell (moderator), Matt Gore, Joey MacDougall, Matt Burke, Tracy Kittilsen, Shea Erskine

Thank you to Lisa Frizzell, the panel moderator, and to the panelists:

- Joey MacDougall, Red Seal Heavy Duty Equipment Technician and Shop Supervisor, Toromont Cat;
- Shea Erskine, Apprentice Welder, Irving Shipbuilding;
- Matt Burke, Red Seal Welder and Apprenticeship Skills Development Coach at Irving Shipbuilding;
- Tracy Kittilsen, Manager of Extended Learning, Faculty of Agriculture, Dalhousie University; and
- Matt Gore, Red Seal Plumber and founder of GoPro Plumbers Inc.

ATLANTIC TRADES MENTORING PROGRAM

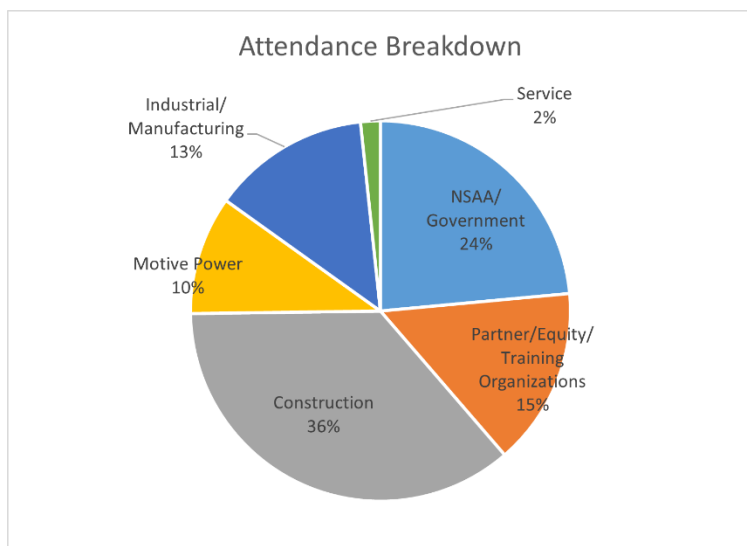
Lisa Frizzell, Senior Education Strategist, NSAA provided an overview on the Atlantic Trades Mentoring Program framework which was followed by discussion and feedback from guests. Lisa stated that recognizing 'knowing how to mentor' is not always intuitive, the Atlantic Trades Mentoring Program will support journeypersons in becoming effective and inclusive workplace mentors and provide employers with the strategies to champion mentorship and succeed in their role as the primary trainer in the apprenticeship system.



Lisa Frizzell, Senior Education Strategist, NSAA

EVALUATION RESULTS

There were almost 120 participants, consisting of industry and equity partners, training providers, and Agency staff, who attended the Annual Industry Meeting. An electronic survey was conducted to gather feedback and 32 participants responded. The feedback overall was very positive and everyone agreed that the event ran smoothly, sessions were very informative, and there was a real sense of community, collaboration, and respect.



The significant takeaways for the participants were the positive momentum in skilled trades, highlights of the Agency's accomplishments, creating inclusive workplace environment for all demographics, and the number of tradespeople that Nova Scotia will need in the years ahead. The participants noted that the keynote speaker provided an excellent insight from a national perspective and there was some great takeaway information. The participants enjoyed the shared stories by the panel which provided a variety of perspectives on the importance of mentorship in the workplace.



Thank You to our Partners!

For the investment you are making and for helping us to achieve our mandate to create an industry-led, industry-driven apprenticeship system.



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