

Rounding Out the First Five Years of the Nova Scotia Apprenticeship Agency





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Message from the Board Chair



2019 was a year of accomplishment, capped off with an unprecedented pandemic crisis as the calendar year finished March 31, 2020. Throughout it all, Board and Agency staff remained focused on the primary mandate of delivering a responsive apprenticeship system. But the year leaves us with many questions to be answered as we adjust to a new reality – operating in a COVID existent environment.

Reflecting back on the accomplishments of the Board, it is important to note the vital role staff and committees play in reviewing and making recommendations on key strategic and operational activities. Our focus has been, and will continue to be, ensuring the Apprenticeship Agency is responsive to the needs of industry, apprentices and the diverse populations that make up Nova Scotia's workforce.

As the NSAA completed its first ever five-year strategic plan, we developed and validated with industry our next multi-year plan guiding us through to 2025. The pillars are similar to our founding principles, and remain core to guiding our activities: Attract Skilled Trades Talent; Support the Journey to Certification; Foster a Culture of Workplace Learning; and Advance the Value of Certification. This work builds on successes to date, and in large part these accomplishments are reflective of the hard work and contribution of Board Members.

Last year, the terms of some of our inaugural Members' were completed. I want to thank outgoing Chair Carol MacCulloch who worked tirelessly to develop and operationalize the joint stewardship approach that resulted in the successful partnership between industry and government we enjoy today. Additionally, it is important to recognize our other retiring Board Members, Karen Pictou, Doreen Parsons, Trevor Weldon, and Joel Marsman. With

the retirement of Board Members, we are pleased to welcome the energy and ideas of our newest recruits: Michel Okoh (Member-at-Large), Trent Soholt (Member-at-Large with the Nova Scotia Construction Sector Council), and Carol Dayment (Represents Employers; Industrial/Manufacturing Sector with Nova Scotia Power).

The "Ready When You Are" marketing campaign and outreach activities continue to garner positive recognition and success. And these successes are reflected in the number of apprentices, engaged employers and underrepresented groups which continue to grow to record numbers. This growth has also resulted in an increased number of apprenticeable trades and training pathways. Trade Advisory Committees, a key component of our industry engagement, are evolving as we learn more, and do more to optimize the finite resources available to the Agency. We are so proud and fortunate to have so many meaningful partnerships as highlighted in this report. These partnerships have been critical to expanding the reach and impact of the Apprenticeship Agency in both promotion and delivery of apprenticeship in Nova Scotia.

The Agency is well positioned with a new five-year strategic plan and annual business plan to guide our work. However, as the Board looks towards implementation of these plans, we face new and novel challenges on how we accomplish our goals in a COVID existent environment. I have high confidence in the Board, the leadership of the Agency and staff. Along with our partners, we will have continued success, and find new and innovative ways to deliver industry-led apprenticeship in Nova Scotia.

Sincerely,
Brad Smith, Board Chair

Message from the CEO



2019-2020 rounds out the first strategic plan of the new Nova Scotia Apprenticeship Agency. I am so thankful to the staff, Board and many partners who journeyed with us in these early days. You have helped us to reposition apprenticeship in the eyes of our youth, our diverse populations, our employers and in society at large.

Continued increases in the participation of new employers, apprentices, women, Indigenous Peoples, African Nova Scotians and others who are underrepresented in the apprenticeship system mark key successes in the past year. And while we ended the year in the beginning days of COVID-19, I remain hopeful that these achievements will help us to stay the course in the uncertainty of the year to come.

A highlight of the year included the hosting of the national skills competitions by our partner Skills Canada-Nova Scotia which brought competitors from across the country to vie for gold, silver and bronze as well as thousands of junior and senior high school students to explore potential careers. Exhibition Park was taken over by tools, materials

and equipment in the competition areas, exhibitors and hands-on displays were scattered throughout and the new Mobile Construction Experience, launched by the Nova Scotia Construction Sector Council, was parked impressively in the entrance area.

We also took time this year to assess the results of our first few years as we set out to develop the Agency's 2020-2025 strategic plan. So many of you participated in sessions that were held around the province and through our on-line survey. Your input has helped to shape the new plan that will be launched in the coming days.

Finally, I would like to offer a special thanks to the Deputy Minister, Duff Montgomerie and Minister, the Honourable Labi Kousoulis, of Labour and Advanced Education as well as again to the Apprenticeship Board. Your balanced and continued guidance is keeping us moving in the right direction.

All the best, Marjorie

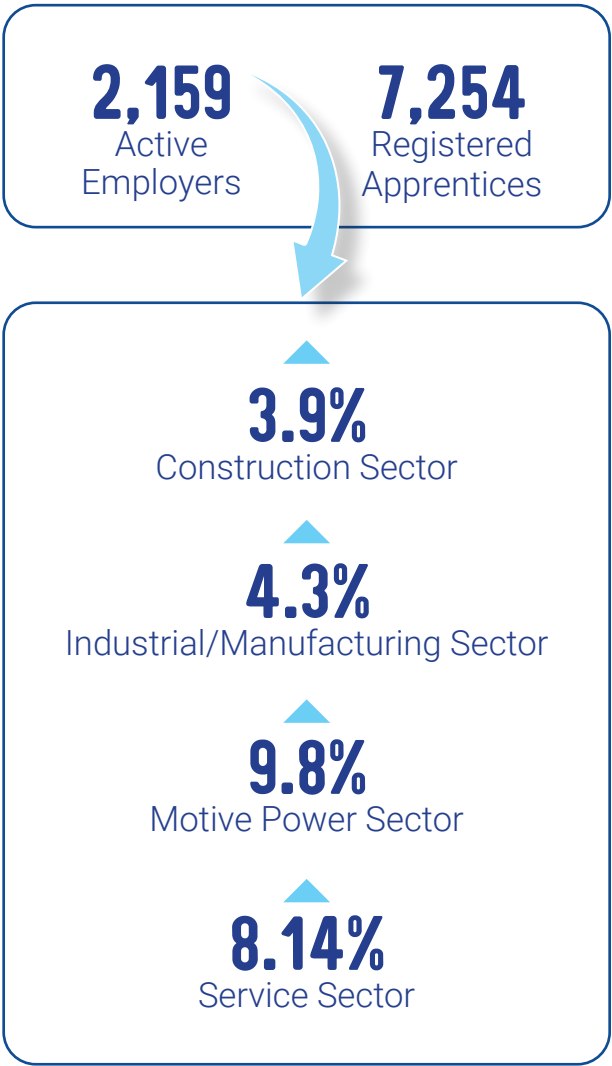
Key Accomplishments



The Agency is responsible under this operating charter for stewarding and operating a relevant, accessible and responsive industry-led trades training and certification system, and improving access to and participation in the system by Aboriginal persons, African Nova Scotians, differently-abled persons, immigrants, women and members of other under-represented groups.

Participation of employers and apprentices, including diverse apprentices, in the apprenticeship system continued to grow in 2019-2020. At year end, there were 2159 active employers, up from 2068 the previous period, of which 224 were new participants. The number of registered apprentices (7254) increased by 5.3% over last year. All 4 sectors of the apprenticeship system showed an increase in the number of registered apprentices: the construction sector at a 3.9% increase (4303), the industrial/manufacturing sector at 4.3% (1164), the motive power sector at 9.8% (1468), and the service sector at 8.14% (319).

The number of apprentices from underrepresented groups has tripled over the last five years bringing the total number of self-reported apprentices to 1110 or 15.3% of total apprentices. The number of female apprentices also increased over the last five years with a 57% increase since 2015-2016. There are now 539 women (7.43 % overall) registered as apprentices; 403 of these women are apprentices in non-traditional trades. A combination of direct outreach to unengaged employers, Apprenticeship START incentives for employers and efforts under the Diversity and Inclusion Framework have most likely contributed to these increases.





Changing the Culture

Promoting Apprenticeship

As a lesser known post-secondary option for youth, promoting apprenticeship to youth, parents, school personnel and society at large is an important occupation for the Agency.

With support from Communications Nova Scotia, NSAA continued to implement a social media plan this year and worked effectively to connect with youth on various channels with information, stories and news. During African History Month, we

ran a weekly story featuring a successful African Nova Scotian tradesperson. We also featured African Nova Scotian, Antonia Wareham, a female apprentice at Irving Shipbuilding for International Women's Day.



Antonia Wareham

When I think of women forging new pathways in the skilled trades, I am thankful for Antonia. I admire her determination, her ability to face and overcome challenges, her willingness to talk about failure, and especially how she conveys the message that it is possible to gather a second wind to ensure success. Young women aspiring to the skilled trades can look up to Antonia as an inspiration and a role model.

– NSAA Manager, Women in Trades

Antonia was exploring career options and having a brother in the metal fabricator (fitter) trade inclined her to look at the skilled trades. When she attended an orientation offered by Women Unlimited (WU), she had the opportunity to try hands-on welding and her interest was sparked! Women Unlimited partnered with Irving Shipbuilding to support women to enter metal trade apprenticeships at the company upon graduating from the Women Unlimited program and a two-year diploma pre-apprenticeship program from NSCC. Antonia applied to the WU Pathways to Shipbuilding program, and after successfully completing all program components, Irving Shipyard Inc., signed her on as a welder apprentice. She has never looked back.

Antonia says that fortunately the work she is doing is exactly what she expected and credits this to the work placements she completed at Irving Shipbuilding before being hired. While an apprentice, she found her co-workers to be respectful and helpful. While she did encounter one situation early on, she feels she handled it appropriately and has not experienced any issues since. Her supervising journeypersons helped her to “learn new tricks” to improve her welding skills, assisted her with pulling cables - one of the most time consuming things done in the yard, signed off regularly on skills gained and were forthcoming with “Red Seal knowledge, making the pressure of the practical and written exam a bit lighter.”

After completing her apprenticeship, Antonia wrote the trade certification exam twice before successfully achieving trade certification and Red Seal. This put her in a strong position to encourage other female apprentices to keep trying and not give up. Speaking to an audience of 100 attendees at the Truro Kick-Start Apprenticeship event for the African Nova Scotian community, Antonia said, “I’m going to strive to continue to knock down gender barriers... Push yourself, and you will go the distance... You don’t know who’s watching or who’s in need of your gifts.” With the Red Seal Endorsement (RSE) behind her name, Antonia’s story is really just beginning. With her trade credential, passion for advocacy and iron determination, we are definitely watching! Antonia Wareham, RSE Welder.



KISKAJEIN
READY WHEN YOU ARE

Skilled workers like Mike Isadore, Red Seal Truck and Transport Mechanic, are in high demand.

Are you ready for an exciting challenge?
Contact the Nova Scotia Apprenticeship Agency by calling 1-800-494-5651
or by emailing apprenticeship@novascotia.ca

Produced by the Aboriginal Apprenticeship Advisory Committee (AAAC)

NOVA SCOTIA
APPRENTICESHIP
AGENCY

Apprenticeship: Ready When You Are

The Nova Scotia Apprenticeship Agency ran a very successful marketing campaign for the past three years (2017-2020). The campaign featured a television commercial; advertising on billboards, busses and bus shelters; social media marketing; printed ads in the newspapers and the use of online advertising. The purpose of the campaign, entitled, "Ready When You Are", was to improve the public perception of apprenticeship as a post-secondary learning model and to better inform employers of the benefits of apprenticeship to the growth and continued operation of their businesses.

The campaign's success was demonstrated in survey results that measured Nova Scotians' recollection of the campaign and the perception

of the skilled trades as a career option. Nova Scotians recalled the advertising about the value of apprenticeship and skilled trades careers, and they agree that a career in the skilled trades is a good choice with good wages.

Employers of apprentices felt that the campaign made them want to recommend the skilled trades through apprenticeship training as a career option and that the campaign improved the perception that a career in the skilled trades is a good choice with a promising career. In fact, the Agency experienced large increases over the three years in visits to the website from new users and with users spending longer amounts of time on the pages they visited.

KISKAJEIN

READY WHEN YOU ARE

Skilled workers like Austin Sylliboy, Eskasoni and George Sylliboy, Red Seal Carpenter, Eskasoni, are in high demand.

Are you ready for an exciting challenge?

Contact the Nova Scotia Apprenticeship Agency by calling 1-800-494-5651
or by emailing apprenticeship@novascotia.ca

Produced by the Aboriginal Apprenticeship Advisory Committee (AAAC)



NOVA SCOTIA
APPRENTICESHIP
AGENCY

KISKAJEIN

READY WHEN YOU ARE

Skilled workers like Karen Kabatay-MacLean, Red Seal Cook, Membertou, are in high demand.

Are you ready for an exciting challenge?

Contact the Nova Scotia Apprenticeship Agency by calling 1-800-494-5651
or by emailing apprenticeship@novascotia.ca

Produced by the Aboriginal Apprenticeship Advisory Committee (AAAC)



NOVA SCOTIA
APPRENTICESHIP
AGENCY

Employers of apprentices felt that the campaign made them want to recommend the skilled trades through apprenticeship training as a career option.



Engaging industry and partners

Apprenticeship works on the basis of industry partnership: partnership with the employer who agrees to train the apprentice, partnership with industry associations to ensure their trades are well promoted and served, and partnership with trades practitioners to contribute to the evergreening of occupational standards, logbooks, curriculum and exams.

In acknowledgement of the work our industry partners do, we recognized 22 employers with the CEO Champion designation and visited each one to learn ways the Agency can continue to improve its service delivery and programs. We presented Milestone awards celebrating employers who have successfully completed 5-20+ apprentices with bronze (18), silver (5), gold (4) and platinum recognition. The two platinum awards were presented at the annual industry meeting to Heather

Cruikshanks of LE Cruikshanks Sheet Metal Ltd. and Mike Connors with the Municipal Group of Companies Ltd., Dexter Construction. Apprenticeship Awards of Excellence were presented to Carol MacCulloch, inaugural and past chair of the Nova Scotia Apprenticeship Agency Board; Blair Mikkelsen, IBEW; Scott Miller, Miller Masonry, Shirley Mitchell, Coast Tire and Sarah Robinson, Department of Transportation and Infrastructure Renewal.



Meet

Scott Miller

Award Winner

“Scott’s dedication and engaging approach will benefit employers, educators, journeypersons and apprentices in the Bricklayer trade now and for years to come.”

– NSAA Senior Industry Consultant

Scott Miller is the owner/operator of Miller Masonry and the Chair of the Bricklayer Trade Advisory Committee (TAC). A passionate craftsman and journeyperson Bricklayer, Scott specializes in custom residential bricklaying in and around Nova Scotia. Under his leadership, the TAC generated significant improvements to the Bricklayer trade program and made tremendous strides toward increasing awareness of the trade amongst youth. The Bricklayer trade is compulsory certified and projected to experience a skilled labour shortfall in the numbers of Journeypersons available and required for business continuity by 2026.

In response, Scott has been instrumental in working with the TAC, the Atlantic Masonry Institute and education partners to develop a “Try a Trade” for the national skills competitions in May and a pilot program introducing high school students to the bricklayer trade through customized classroom opportunities to gain hands-on experience. Scott participates as an employer in Building Futures for Youth and is also actively committed to increasing inclusion within the sector.



Joint Stewardship



Relationships with providers of apprenticeship technical training are instrumental to the apprentice's overall experience with the apprenticeship system.

The Nova Scotia Community College is the primary deliverer of apprenticeship technical training. The NSAA partners with the NSCC on the Joint Stewardship Initiative to improve quality and consistency across the trades training system. We are also learning together and this year NSAA staff and NSCC faculty participated in professional development activities to better serve indigenous apprentices and better understand the inner workings of exam development. A key component of working together in addition to technical training is the review of core certificate and diploma pre-apprenticeship programs through Trade Advisory Committees. Four such reviews were completed this year. In addition, NSAA and NSCC partnered on

the development of a new 3-year Forestry Sector Apprenticeship Initiative in response to the closure of Northern Pulp and the drive to the creation of a more sustainable forestry industry. NSAA and NSCC are also partners with New Brunswick Apprenticeship on piloting a virtual learning strategist approach to assist apprentices with essential skills needs and diverse neuro-processing styles.

This year IBEW 625, UA 56, Heat and Frost Insulators 116 and the Nova Scotia Boatbuilders Association also delivered apprenticeship technical training on behalf of the Agency. These relationships ensure that apprentices have a training pathway and can progress through their apprenticeship in a timely manner.



Paul Hawkins

Apprenticeship
Technical
Training Instructor

"Paul is a pleasure to work with. His extensive trade knowledge and willingness to assist has been instrumental in advancing the Atlantic Apprenticeship Curriculum Standard and level exams for the Automotive Service Technician trade."

– NSAA Education Consultant

Paul Hawkins is an instructor with 19 years of experience at the Nova Scotia Community College (NSCC), Akerley Campus. A known veteran of the Motive Power sector, Paul is dually certified as a Red Seal Automotive Service Technician (AST) and a Truck and Transport Mechanic (TTM). His passion for teaching and automobiles has resulted in acquiring over 35 years of essential skills and knowledge.

Over the years Paul's input and recommendations have been integral to the quality of the apprenticeship system, from pre-apprenticeship to apprenticeship programming. His efforts include the development of provincial occupational standards for the Service Centre Technician trade, the Red Seal Item Bank validation for AST and the development of the AST Interprovincial Program (IP) Guide. As the Atlantic Trade Advisory Committee (ATAC) instructor representative for AST, Paul has led and supported the Atlantic efforts to create a common curriculum standard, exam banks and a bi-lingual logbook.

We acknowledge and appreciate Paul's contribution to the industry as well as the strategic role he plays between the College and the Agency. As a strong believer in effective mentorship, he encourages new apprentices to stay inquisitive and embrace changing paradigms. It is modelling this type of critical thinking that will see apprentices through all difficult challenges in and outside the shop. As technical training transitions to full-time remote learning, Paul remains an active contributing member of the NSCC faculty.



Youth Outreach

A common story we hear from youth is how important an opportunity to explore careers in the skilled trades is when they are in high school.

To this end, NSAA funds annual grants to each of the Regional Education Centres and Mi'kmaw Kina'matnewey to support career exploration in the skilled trades. NSAA also conducts school presentations, participates in youth career fairs and partners to provide youth with apprenticeship-like experiences in the skilled trades. This year, these efforts resulted in reaching over 3,000 school-aged youth through the work of the Agency's Youth Outreach Coordinator and over 2,700 youth with funded partnerships with Skills Canada-Nova Scotia, Nova Scotia Construction Sector Council, Techsploration, Construction Association of Nova Scotia, Automotive Sector Council and the Tourism Industry Association of Nova Scotia. Another 6,500 youth attended the national skills competitions held in Halifax last May.

Through the Memorandum of Understanding with the Department of Education and Early Childhood Development (EECD), the NSAA and EECD work together to ensure collaborative investments in youth trades programming are developed to be responsive to the existing labour market needs. In many cases, students gain dual credit hours that count towards co-operative education and apprenticeship. As partners with industry associations, we continued to support the initiatives under the summer youth apprenticeship program: Building Futures for Youth, TestDrive and Serve It Up.





In Honour of Emily Tuck

Emily Tuck was a high school student at the Cobequid Education Centre in Truro and participated in this year's Building Futures for Youth (BFY) program over the summer. She worked at Global Construction Maritimes following the required safety training and particularly developed an interest in welding. Following her work placement, the company was so impressed with Emily that they hired her on for the rest of the summer. Her family members said she loved working with her dad on cars in the yard and could easily name all the parts. After her experience with BFY, Emily was seriously thinking about pursuing a career in music or the welding trade. The Construction Association of Nova Scotia has set up a scholarship in her name for students who want to pursue welding.

Skills Canada National Competition Held in Nova Scotia

Nova Scotia was a key partner in the national skills competitions held in Halifax in May. This sponsorship gave the Agency the opportunity to promote apprenticeship in Nova Scotia through the shared tag line from our campaign: Ready When You Are and place our logo on all promotional materials created by Skills Canada, including the widely used campaign ad, for the national competitions. NSAA sponsored the Essential Skills Forum and participated in the Automotive Technology Summit that were held during the event on site. Leading up to the competitions, the Agency worked in partnership with EECD, Workplace Initiatives of Labour and Advanced Education and the Construction Sector Council to build on the success of the Trades Exhibition Hall in the creation of a mobile lab that was launched during the national skills competition. The lab, a '53 foot trailer' has been christened the Mobile Construction Experience and made rounds throughout the province this year to promote the construction trades in communities and schools, including at our KickStart Apprenticeship conference held in Truro to promote apprenticeship to the African Nova Scotian community.



Following last year's success with piloting a youth welding camp, "Mind Over Metal", NSAA worked in partnership with EECD, NSCC, Mi'kmaw Kina'matnewey (MK) and the Mi'kmaw Native Friendship Centre (MNFC) to host three camps this past summer. In addition, we were successful in receiving funding through the Province's Poverty Reduction strategy to run day-long family boot camps for at-risk families at the Trades Exhibition Hall. In this partnership, youth and their caregivers from across the province and from diverse communities benefitted from learning about skilled trades careers in construction.

Diversity and inclusion
are essential to a vibrant,
responsive and growing
apprenticeship system.

Becoming Inclusive





The NSAA's framework: Building More Equitable Pathways guides our diversity and inclusion work. Under this framework, the Agency intentionally focuses internal and external actions to increase accountability, reduce barriers and leverage partnerships. One way we are encouraging diverse youth to learn about apprenticeship is through the Apprenticeship 101 bridging program. This program was delivered for Membertou First Nations, Hope Blooms, Millbrook First Nations, the Aboriginal Peoples Training and Employment Commission (APTEC), Nova Scotia Works and the East Hants Community Learning Association. Other efforts are taking place in partnership with equity organizations across diverse communities. These efforts helped us achieve an 18% increase in the number of diverse apprentices over 2018-2019.

Women in Trades

This year, in partnership with Women Unlimited, the Agency undertook two women in trades initiatives across all industry sectors with the aim of creating female-friendly opportunities for female apprentices and supporting employers and work environments to ensure their success. Women-centric organizations including Women Unlimited, the YWCA, the Office to Support Women Apprentices, and Buildtogether of the Building Trades joined with the Agency throughout the year to collaborate, guide and advise on achieving a sustainable approach to supporting the success of recruiting and retaining women in the skilled trades.

16.41%
increase in participation of
women in apprenticeship
over last year.



Kickstarting Apprenticeship in the African Nova Scotian Community

Building on our relationship with the Office of African Nova Scotian Affairs and the Black Business Initiative, we jointly developed and hosted two Kick-Start Apprenticeship events (Cape-Breton/Truro) to grow awareness of the apprenticeship option amongst community and school leaders and youth. The events explained the apprenticeship system, shared success stories of African Nova Scotians in the trades and connected the community with industry associations and employers.

NSAA continued to support the East Preston Empowerment Academy in delivering a Red Seal Refresher program for long-term trades practitioners to assist them to achieve trade certification and as a community partner in the Pathways to Shipbuilding Program for African Nova Scotians. Through these initiatives, participation of African Nova Scotians in apprenticeship increased by 31% over last year.



Samantha Dixon Slawter

“Samantha is very passionate about promoting and preserving Black Beauty Culture in our province. She embraces diversity, equity and inclusion in all that she says and does. Congratulations to Samantha on obtaining a Certificate of Qualification as a Hairstylist and becoming the first African Nova Scotian female to complete the Atlantic Trades Business Seal.”

– NSAA Director, Partnership and Innovation

When **Samantha Dixon Slawter** started in the beauty industry as a receptionist and bookkeeper three decades ago she never imagined that she would one day own her own business and be forging new pathways for African Nova Scotians in Beauty Services. She refreshed her skills through the support of the East Preston Empowerment Academy (EPEA) and wrote her Red Seal exam in 2016. Soon after receiving the Red Seal Endorsement (RSE), Samantha attended and successfully completed the first Atlantic Trades Business Seal (ATBS) post-certification program offered in Atlantic Canada. The NSAA-initiated and NSCC-delivered 2017 collaboration provided Samantha with business fundamentals to assist her with the knowledge and skills to continue to advance her own business.

Being the first African Nova Scotian RSE woman to complete the ATBS was just the beginning for Samantha. In addition to owning and managing her own business, Sam is a co-founder of the Black Beauty Culture Association whose mandate is to promote Black beauty culture, and to educate Black beauty professionals and consumers. Samantha continues to blaze yet another new trail as she works with others in the Black Beauty Culture business to pursue with NSAA a more formalized relationship to train the next generation in the skills of natural hair care.



31%

increase in participation of
African Nova Scotians in
apprenticeship over last year.



Advancing Aboriginal Apprenticeship

NSAA works in partnership with the members of the Aboriginal Apprenticeship Advisory Committee (AAAC) to help community leaders and decision-makers see the value of growing the capacity for skilled trades from within communities.

This AAAC is co-chaired by Aboriginal Peoples Training and Employment Commission (APTEC) and MK and other members include Mi'kmaw Economic Benefits Office (MEBO), Mi'kmaq Employment and Training Secretariat (METS), MNFC, Native Women's Association (NWA), Service Canada (SC) and NSAA. Actions undertaken seek to achieve our collective vision of self-sustaining communities through the skilled trades and include promoting apprenticeship, educating community members and supporting the successful participation of Aboriginal apprentices. This year, significant effort was made with the Unama'ki Chiefs and staff to refresh existing Joint Registration Agreements (JRAs) with the five communities. A presentation was made to the 13 Chiefs or delegates seeking a stronger commitment to joint apprenticeship efforts, and educational sessions were held with the

Native Employment Officers and with MK guidance counsellors and youth chaperones. The Agency supported the annual aboriginal trades youth fair that took place in the fall and the third year of the APTEC Trades Pathways project. In addition, a new project was funded this year to support the success of Aboriginal apprentices in Unama'ki through MEBO. Through these initiatives, participation of Aboriginal apprentices in apprenticeship increased by 18% over last year.

18%
increase in participation of
Aboriginal apprenticeship
over last year.



**Ryan
Gould**

"Imagine a certified skilled tradesperson who shares not only the knowledge gained in his trade, but is a mentor and a leader for other men in his community; imagine someone who has felt the sting of racism and the pain of addiction, but rises above it to be healthy in mind, body, and spirit for himself, his family, and others in the community. Ryan is such a person and has touched many of us with his sincerity and generous spirit."

– NSAA Chief Diversity Officer

In October, two representatives of the first Mi'kmaw cohort in Atlantic Canada to complete the Atlantic Trades Business Seal (ATBS) were invited to Province House to receive special recognition. Ryan Gould, RSE Plumber, was among the seven journeypersons who completed NSAA's post-certification program. Ryan is a skilled trades business owner of Rusty Pipes Plumbing and Heating in Membertou. He also coordinates Apprenticeship supports for the MEBO and is a member of NSAA's Aboriginal Apprenticeship Advisory Committee (AAAC). Ryan graciously shares with others his story of the many challenges facing youth, particularly young men in his home community, and how, although many young men want to return to school and lead a sober life, as he did, the barriers are significant, as he himself discovered.

Choosing a career path in the skilled trades was a positive turn for Ryan, but even then, it was difficult to realize the barriers Aboriginal people face on job sites. In Ryan's words, "At times I have felt that no one listened to me, I was sometimes intimidated and felt disrespected, yet I needed to work. I wanted to feel valued, respected and appreciated as a hard-working tradesperson." Ryan knew there were other men in his community who, like himself, were fighting addictions, struggling as single fathers, and longing to find a path of strength and dignity to support their families. That's when Ryan and several friends decided to start a support group called the Membertou Men's Society (MMS). MMS provides support and encouragement to Aboriginal and non-Aboriginal men who are dealing with the stigma of labels relating to race, class, mental health, unemployment and homelessness. Through a strong connection to culture, and embracing the gifts brought by recovery, Ryan has become a support to many other men, and a powerful spokesperson for apprenticeship.

Trades Practical Assessment for Newcomers

The Work-based Trades Practical Assessment project is an innovative partnership with the Immigrant Settlement Association of Nova Scotia (ISANS) that is helping newcomers to Nova Scotia practice their trades and put down deep roots in the province. The program may well be the reason 40 families are still living and working in Nova Scotia as they strive to achieve certification in their trades. In this regard, the program is helping to retain immigrants with trades backgrounds in the province, as shortages of tradespeople become more and more apparent. In addition, many of the participants in the project have expressed the desire to start their own businesses and hire other apprentices when they become certified, thereby supporting the Agency's mission to train and attract more

tradespeople to meet the impending demand of skilled workers in Nova Scotia.

This project began in 2016-2017 in response to the Syrian refugee crisis and to date 61 newcomers have participated and 40 have been registered as apprentices and are currently working across a number of trades, with a concentration in the Construction Electrician and Automotive Service Technician trades.

As a result of the positive results achieved so far and the clear career pathway that the project is providing for participating newcomers, ISANS signed a Joint Registration Agreement (JRA) with NSAA which become operational on March 31, 2020.





Improving Outcomes for Apprentices and Employers

The apprentice-employer training relationship is at the heart of the apprenticeship system. How well this relationship works is a measure of how healthy the system is overall.

New Orientation Program

In an effort to help apprentices better understand the system, what to expect and what is expected of them, the Agency developed, pilot tested and launched a new, modularized orientation program available in an on-line format. The program is mandatory and provides consistent messaging regarding how to navigate the apprenticeship system, available supports, trade specific information and being part of a respectful workplace and learning environment. The Diversity and Inclusion module is also being modified for employers and used in the Women in Trades pilot project to support better understanding of what is needed to contribute to the success of female

apprentices. An employer version of the orientation program is under development.

Learning Resources

Many apprentices need support in their learning during an apprenticeship. To support this need, NSAA has developed math measurement learning supports for apprentices, study guides for newcomer apprentices to support their success in technical training and on exams, and study guides in trades without an apprenticeship training pathway to support trades practitioners work towards trade certification in various trades.

Field Supports

Apprentices and employers in the apprenticeship system are supported in the field by a team of Industry Training Consultants.

This team supports over 7000 apprentices and over 2000 employers annually. In addition, members of the team take on diversity lead responsibilities for apprentices who self-report to be female, aboriginal, African Nova Scotian and Persons with Disabilities. They participate in school and community career fairs, conduct outreach to unengaged employers, make apprenticeship presentations to pre-apprenticeship classes, hosts apprentice networking sessions while apprentices are in school, ensure apprentices register for training and invigilate level and certification examinations throughout the year. The Agency was

fortunate this year to hire its first indigenous industry training consultant.

In 2019-2020, 1480 new apprentices were registered, 2505 apprentices were enrolled in technical training and 1986 apprentices attended the apprentice networking sessions. 1169 apprentices wrote level exams and 965 apprentices wrote certification exams. In addition, 230 trade qualifiers wrote certification exams.

This year, we have also focused on streamlining processes for apprentices and employers to make it easier to interact with the Agency, while waiting for the implementation of the shared Apprenticeship Management System.



Frank Boone, Industry Training Consultant (middle right) with Employer Champion, Waycobah First Nation

Trade Development Chart

2019-2020

Significant progress was made across a number of trades in 2019-2020. The following chart provides details on the type of work that was undertaken by trade.

Auto Body and Collision Technician	<ul style="list-style-type: none"> • Red Seal Exam Bank Workshop
Automotive Insurance Appraiser	<ul style="list-style-type: none"> • Trade Advisory Committee
Automotive Refinishing Technician	<ul style="list-style-type: none"> • Red Seal Exam Bank Workshop
Automotive Service Technician	<ul style="list-style-type: none"> • Trade Advisory Committee • Atlantic Exam Peer Review (L1, L2, L3, L4) (host) • Faculty Working Group • Program Review – Industry Meeting
Baker	<ul style="list-style-type: none"> • Study Guide
Blaster	<ul style="list-style-type: none"> • Updated Blasting Safety Course • Review Blaster Re-certification Course
Boilermaker	<ul style="list-style-type: none"> • Atlantic Exam Bank Workshop (L1, L2, L3) (host) • Atlantic Exam Peer Review (L1, L2, L3) (host) • Review and Edit Diagram Booklet (host)
Bricklayer	<ul style="list-style-type: none"> • Trade Advisory Committee • Red Seal Occupational Standard Workshop • Youth Project (Partnership with EECD) • Curriculum Development – New Pre-Apprenticeship Program
Carpenter	<ul style="list-style-type: none"> • Trade Advisory Committee • Faculty Working Group • Program Review (Heritage Carpentry)
Communications Technician	<ul style="list-style-type: none"> • Draft Curriculum Standard
Concrete Finisher	<ul style="list-style-type: none"> • Industry Meeting – Apprenticeship Pathway
Construction Electrician	<ul style="list-style-type: none"> • Red Seal Exam Bank Workshop in NS • Red Seal Exam Host Peer Review • Red Seal Exam Translation • Red Seal Exam Bank Finalization for use across Canada • Activated Six New Certification Examinations • Faculty Working Group



Cook	<ul style="list-style-type: none"> • Trade Advisory Committee • Red Seal Curriculum Webinar • Red Seal Exam Bank Workshop • Red Seal Occupational Standard Validation
Elevating Device Mechanic	<ul style="list-style-type: none"> • Trade Advisory Committee – TAC Concluded October 2019 • Nova Scotia Occupational Standard (NSOS) • Provincial Certification Exam • Draft Curriculum Standard
Farm Technician	<ul style="list-style-type: none"> • Trade Advisory Committee • Designation/Trade Regulation
Glazier	<ul style="list-style-type: none"> • Red Seal Curriculum Webinar • Red Seal Occupational Standard Workshop • Industry Meetings • Study Guide • Name Change – Consultation
Hairstylist	<ul style="list-style-type: none"> • Trade Advisory Committee • Red Seal Exam Bank Workshop • Red Seal Occupational Standard Validation • Apprenticeship Pilot (Level 2) • Approval of Second Pilot
Heavy Duty Equipment Technician	<ul style="list-style-type: none"> • Trade Advisory Committee - Concluded in June 2019 with Presentation to the Board • Atlantic Exam Peer Review (L2, L3, L4) • Faculty Working Group • Curriculum Development – New Pre-Apprenticeship Program
Industrial Electrician	<ul style="list-style-type: none"> • Update Trade Regulations • Faculty Working Group
Industrial Mechanic (Millwright)	<ul style="list-style-type: none"> • Atlantic Exam Peer Review (L4)
Institutional Cook	<ul style="list-style-type: none"> • NSOS Workshop
Instrumentation and Control Technician	<ul style="list-style-type: none"> • Program Review – Industry Meeting • Red Seal Occupational Standard Validation • Red Seal Occupational Standard Workshop
Insulator (Heat & Frost)	<ul style="list-style-type: none"> • Atlantic Curriculum Workshop • Red Seal Exam Peer Review
Landscape Horticulturist	<ul style="list-style-type: none"> • Study Guide
Machinist	<ul style="list-style-type: none"> • Industry Meeting • Trade Advisory Committee

Metal Fabricator (Fitter)	<ul style="list-style-type: none"> • Program Review – Industry Meeting
Mine Electrician	<ul style="list-style-type: none"> • Trade Advisory Committee • NSOS Workshop and Validation • Draft Curriculum Standard • Issued Examination Development Contract
Motorcycle Mechanic	<ul style="list-style-type: none"> • Red Seal Occupational Standard Workshop • Industry Meeting – Apprenticeship Pathway • Name Change – Consultation • Program Review • Study Guide
Parts Technician	<ul style="list-style-type: none"> • Red Seal Occupational Standard Validation • Name Change
Plumber	<ul style="list-style-type: none"> • Trade Advisory Committee • Red Seal Exam Item Review • Faculty Working Group
Powerline Technician	<ul style="list-style-type: none"> • Red Seal Exam Bank Workshop • Red Seal Exam Peer Review
Power Engineer	<ul style="list-style-type: none"> • Industry Meeting – Apprenticeship Pathway
Refrigeration and Air Conditioning Mechanic	<ul style="list-style-type: none"> • Red Seal Exam Host Peer Review • Red Seal Exam Translation • Red Seal Occupational Standard Validation
Roofer	<ul style="list-style-type: none"> • Red Seal Occupational Standard Workshop
Sheet Metal Worker	<ul style="list-style-type: none"> • Atlantic Curriculum Workshop (host) • Curriculum Development – New Pre-Apprenticeship Program
Steamfitter/Pipefitter	<ul style="list-style-type: none"> • Trade Advisory Committee • Faculty Working Group
Tool & Die Maker	<ul style="list-style-type: none"> • Red Seal Exam Bank Workshop
Transport Trailer Technician	<ul style="list-style-type: none"> • Trade Advisory Committee – Apprenticeship Pathway
Truck and Transport Mechanic	<ul style="list-style-type: none"> • Trade Advisory Committee • Atlantic Exam Peer Review (L2, L3, L4) • Red Seal Exam Bank Workshop • Faculty Working Group • Curriculum Development – New Pre-Apprenticeship Program
Welder	<ul style="list-style-type: none"> • Program Review – Industry Meeting • Updated Practical Examination

Making Certification an Economic Driver

Obtaining a Certificate of Qualification in one of Nova Scotia's skilled trades is a significant achievement for the individual who has acquired it. Trade certification drives the economy through quality work, goods and services in the construction, motive power, industrial/manufacturing and service sectors. Certified tradespeople train the next generation of skilled trades professionals, which continues to add to the value of the workforce positively impacting Nova Scotia's economy.

Forestry Sector Apprenticeship Initiative

This year marked the historic announcement that Northern Pulp would close as part of a plan to evolve the forestry into a more sustainable sector. Many of the employees at Northern Pulp were apprentices or trades practitioners.

In response to the planned closure and the need to support those affected, the NSAA and the NSCC successfully proposed to the Government's Forestry Transition Team the creation of the Forestry Sector Apprenticeship Initiative. The Initiative is available to Northern Pulp employees as well as to workers across the sector who are interested in pursuing an apprenticeship in a skilled trade and/or to achieve trade certification. Through the program, applicants are provided with one-on-one advising supports and customized solutions based on individual need, at no cost. Program streams include support in finding new apprenticeship opportunities, gap and refresher training, and support in achieving first or additional trade certification.

Value-add Procurement Efforts

Government is moving forward with several infrastructure projects in Cape Breton in the range of a billion dollar investment over the next several years – in healthcare facilities, schools, a new NSCC campus and wastewater treatment facilities. Together, they will create jobs, support training and business development and strengthen Cape Breton's overall economic picture. Efforts are being made to coordinate and deliver the projects in ways that will have the greatest long-term impact in this region and the Agency is working with a cross-government committee to advance employment in Cape Breton with a focus on underrepresented groups through training, apprenticeship and jobs. The committee intends to leverage procurement policy to build a stronger province with specific apprenticeship targets and a clear focus on diversity and inclusion to address workforce needs related to the construction projects.

In partnership with the Nova Scotia Construction Sector Council, the committee has identified the workforce and training needs that will ensure that all communities in Cape Breton can take advantage of the opportunities. Consultation has occurred with industry partners and equity-seeking organizations and a decision on the final targets is expected in May. Discussions with our training partners has started and programming to support this initiative is expected to start in the Fall of 2020.

Compliance and Enforcement Advisory Group

The NSAA works closely with industry participants to promote voluntary compliance; however, there must also be a fair and reactive enforcement component. In order to enhance and improve compliance and enforcement, the NSAA established an Advisory Group. This group, comprised of eight stakeholders, provides advice and recommendations on all facets

of enforcement, and as a result, many significant changes have occurred in the way enforcement is carried out. These changes included revisions to the Apprenticeship and Trades Qualifications Act, revised policies and procedures, improved forms and reports, adding enforcement tools and establishing methods of accountability. The advisory group was started four years ago and continues to meet quarterly. Over the past year, the group helped to shape the implementation of administrative penalties and focused efforts on developing a marketing plan to promote compliance and enforcement in the compulsory certified trades in Nova Scotia. In addition to providing regular feedback and recommendations, the group also proposed prioritizing the following sections for enforcement activity: residential construction, municipal depots and independent commercial construction.

Compliance and Enforcement Results

This year, the Compliance and Enforcement section of the Agency conducted 703 inspections. Fifty-two of those inspections were as a result of a complaint, the remaining were un-announced visits. The overall rate of compliance last year was 91%, the year previous was approximately 90%.

The high compliance rate last year and the year before are strong indicators that compliance and enforcement is working. This is most likely due to enforcement action being taken when necessary and followed up accordingly. Last year the compliance

officers issued twenty-four orders, thirty warnings, twenty-four stop work orders and six summary offense tickets.

New Regulatory Provisions: Administrative Penalties

Amendments to the Apprenticeship and Trades Qualifications Act (Act) were passed in March 2018 providing authority to the Agency to issue administrative penalties to persons who are in non-compliance with the Act, General Regulations and trade regulations. In December 2019, amendments to the General Regulations were passed, providing information on the implementation of the administrative penalties. Administrative penalties enhance the legitimacy of the Nova Scotia Apprenticeship Agency's compliance and enforcement program by adding to the suite of already-existing enforcement tools under the Act.

The Enforcement Officers of the Agency are responsible for the implementation of this new enforcement tool. Administrative penalties are issued to a person who has received and not complied with a compliance order for a violation of the Act, General Regulations or trade regulations. They are issued by the CEO or Director, Partnership and Innovation rather than the courts, and amounts for violations increase for repeat offenders.

The maximum administrative penalty is \$5000. The following are the amounts of the penalty:

PERSON FOR WHOM ADMINISTRATIVE PENALTY IMPOSED	ADMINISTRATIVE PENALTY (number of offences)		
	1	2	3 or subsequent
Employer/Organization	\$1000	\$2000	\$5000
Employee	\$500	\$1000	\$2000



The Agency notified over 4500 apprentices, employers and organizations regarding the issuance of administrative penalties. For more information visit the Agency's website: <https://www.nsapprenticeship.ca>.

How We Will Measure Success



System Influence

The system will successfully influence the full continuum of trades training and regulation, including grades P-12, bridging programs, pre-apprenticeship, apprenticeship, post-journey training, and regulation.

MEASURE	2019-2020 RESULT	2019-2020 TARGET	STATUS
Percentage of pre-apprentice graduates who register as apprentices in the compulsory trades	Ready in 2020-21 year	N/A	N/A
Employer satisfaction with apprenticeship training	2018: 72.2%	N/A – biannual reporting	N/A
Apprentice satisfaction with apprenticeship training	2018: 69.1%	N/A – biannual reporting	N/A

Employer Engagement

More employers will provide strategic direction to the system, hire more apprentices and engage more purposefully in their training.

MEASURE	2019-2020 RESULT	2019-2020 TARGET	STATUS
Net number of new employers in the apprenticeship system	224	200	Target met
Compliance rate	96%	90%	Target met

Inclusiveness

The system will successfully attract and retain more individuals from diverse groups.

MEASURE	2019-2020 RESULT	2019-2020 TARGET	STATUS
Percentage of apprentices who represent diverse populations	15.3%	15%	Target met
Percentage of women in the apprenticeship system	7.43%	8%	Target not met
Percentage of certifications issued to diverse persons	8.5%	6%	Target met
Percentage of certifications issued to women	5%	5%	Target met

Labour Market Responsiveness

The system will optimize and grow the resources it needs to meet labour market needs.

MEASURE	2019-2020 RESULT	TARGET	STATUS
Progress on labour market demand - Motive Power Sector	502 (20%) Certifications issued since 2018	2469 Certifications required by 2026	On-track
Progress on labour market demand - Construction Sector	851 (16%) Certifications issued since 2018	5283 Certifications required by 2026	On-track
Progress on labour market demand - Service Sector	69 (3%) Certifications issued since 2018	2405 Certifications required by 2026	Monitor
Progress on labour market demand - Industrial/Manufacturing Sector	237 (15%) Certifications issued since 2018	1544 Certifications required by 2026	On-track
Percentage of total programs reviewed	28.5%	28%	Target met
Percentage of apprentices who apply and are enrolled in technical training	97%	95%	Target met

Successful Completion

The system will support apprentices to complete their training in a timely manner, gaining the depth and breadth of the skills employers need.

MEASURE	2019-2020 RESULT	2019-2020 TARGET	STATUS
Average time to complete	3.8 years	4 years	Target met
Number of certifications issued	636	5% increase (755)	Target not met
Current number of active apprentices in the system	7254	5% increase (7232)	Target met
Percentage of individuals who successfully pass certification examinations	74%	65%	Target met

