

Our Focus on Youth

2,326

Competitors from
Grade 4 through to
Apprenticeship

732

Elementary
competitors

1,166

Secondary
competitors

419

Post-secondary
competitors

- Another **2,000** Elementary students participated in **40** Elementary Career Awareness Workshops.
- Over **35,000** people visited the 2018 Skills Ontario Competition over three days.

Programs & Results

68

Unique skilled trade &
technology contests

\$65,000

In monetary awards
offered to medallists

18

Job offers awarded to
medallists

1000+

Volunteers to
organize and run the
competition and events

92%

of competitors say they are **more likely to pursue** a career in the skilled trades and technologies after competing.



>> First Nations, Métis, and Inuit (FNMI) Student Conference

200

Indigenous youth and guests attended from across the province

20

Volunteer mentors and college recruiters

>> Young Women's Conference

Canada's largest young women's conference

1,600

Young women attended over two days

110

Volunteer mentors

- Mandy Rennehan, Blue Collar CEO™ and founder of Freshco.ca (not the grocery store) was the keynote speaker and celebrity guest for the Young Women's Conference.

Partners & Investors

56

Career Exploration Showcase Exhibitors

120

Sponsors of the Skills Ontario Competition

405

Attended the VIP Breakfast

\$11M

In-kind donations from partners

- Skills Ontario partners with school boards, colleges, small business, large companies, labour groups, and governments to make the Skills Ontario Competition possible.
- Deputy Minister Greg Orencsak, Ministry of Advanced Education and Skills Development, attended and brought greetings to the VIP Breakfast.

Media & Communications

3

Toronto TV Broadcasts: CP24 Breakfast, CTV News Toronto, Global Morning Show

63

Media stories, including TV, web, and trade publications to date

8,400

Views of the Closing Ceremony Live Stream (Facebook)

6.2M

Impressions on the event hashtag #SkillsON2018

- **12** Skills Ambassadors (Skills Ontario Competition Alumni) assisted with guided VIP tours, including tours for Magna International and MAESD, as well as engaged with attendees to answer questions about their competition experience and career paths.
- Mike Holmes Jr. attended and gave the Home and Team Building competitors a pep talk on the morning of May 8!