

CCIF Skills Program – Addressing the Skills Shortage

Background

It is well known that there is a shortage of young people entering careers in the skilled trades. CCIF has long recognized this as a critical issue for the collision repair industry and, through its participants, has taken steps to encourage initiatives to raise awareness among students.

CCIF participants and industry stakeholders have recognized the value of annual skills competitions organized by the non-profit organization, Skills/Compétences Canada. The competitions, held at provincial/territorial, national and international level, showcase over 40 skilled trades. Auto body repair is represented annually, but there has been no representation in car painting at national level since 2002. This means that car painting has no exposure whatsoever to the students and influencers who attend these competitions. To address this issue, CCIF has formed a unique partnership with Skills/Compétences Canada to create the CCIF Skills Program.

Program Structure and Funding

CCIF has appointed a CCIF Skills Program Advisory Group and is providing support to a full-time program manager. CCIF continues to promote the program, encourage industry participation and report to the industry on progress.

Skills/Compétences Canada acts as the legal entity for the purpose of contractual obligations, managing the depositing and disbursements of funds collected and financial reporting.

The resources required include funds to cover remuneration and expenses for the program manager. Funding is also required to cover travel, accommodation, training costs and participation expenses for the competitors. Other resources to be provided are facilities for holding the painting competitions, equipment, materials and industry volunteers to help design and adjudicate the competitions.

The budget process is not complete, but it is estimated that between now and the World Skills competition in September 2009, \$100-\$150,000 will be required to cover the costs and expenses of the Program, plus the expenses for contestants' travel, accommodation and training costs.

This program will ensure Canadian representation in car painting and auto body repair at the 2009 World Skills competition being held in Calgary from September 1 - 6 next year. This is an objective that focuses on a clear, simple goal, but there are other important goals that will be met by active industry participation in the Skills Competitions:

- Raise awareness among students, parents and other influencers, of collision repair as career option.
- Create interest, excitement and a memorable experience for students with "Try-A-Trade[®]" demonstrations at the Skills Competitions.
- Develop pride among collision repair students and apprentices.
- Rally and unite collision repairers across the country in a common cause.
- Stimulate collision repairers to be proactive in promoting careers in their industry.

Progress

Leanne Blackborow has been appointed as Program Manager and has started working on a full-time contract basis. Leanne has owned a collision repair facility for 12 years and has spoken about collision repair as a career option at local schools.

The CCIF Skills Program provided the needed support at the National Skills Competition in May 2008 to successfully run a selection event. A National Champion has been selected to join Team Canada for Car Painting at World Skills Calgary 2009.

The program will continue to reach its goals through the following initiatives:

- Provide funding to the national Car Painting Champion and his Trainer/Expert to prepare for and participate in World Skills Calgary 2009.
- Assist World Skills Calgary 2009 organizers with accessing the required paint booths, equipment, materials, volunteers and other resources. Leanne will attend the event to provide on-site industry support.
- Participate in the planning process and organization of the National Skills competition in Charlottetown, PEI in May 2009. Assist in accessing industry support to provide a facility, materials, equipment and volunteers to run a successful event. Leanne will attend technical committee/planning meetings and provide on-site support at the event.
- Encourage increased industry participation and representation at Provincial and National Skills Competitions, and assist with creating support materials to promote the industry to students, parents and educators.
- Create media interest and generate positive media coverage of the collision repair industry to create pride among technicians and improve retention of our skilled labour force.

Industry Support

Funding for the CCIF Skills Program must come from industry stakeholders. We have achieved partial funding but we have not yet reached the levels required to complete the objectives for this year. Whether you are a collision repairer, insurer, supplier or service provider, you have a vested interest in addressing the skilled labour shortage. Please play your role in supporting this defined, achievable and measurable program. Whether your initial contribution is \$200, \$10,000 or any amount in between, it will help sustain this program so that it can achieve its goals, but your commitment is needed now. Please see the following Sponsorship page for details.

If you are already supporting any provincial/territorial Skills Canada Competitions, please continue that support independently of contributions you make to support this new initiative. Please be among the industry leaders and help make the CCIF Skills Program sustainable so that it can achieve its goals for you and the whole industry.

For More Information Please Contact:

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CCIF Skills Program Sponsorship

We support the partnership between CCIF and Skills Canada to create the CCIF Skills program. We want to increase participation in Car Painting and Autobody Repair at Annual Skills Competitions and promote the Collision Repair Industry to students, parents and educators.

Corporate Contributions

Insurance Companies, Service Providers, Suppliers, Associations, Collision Repairers, Multi-Shop Collision Repairers, Franchisors, Wholesalers and Others

\$500___ \$1000___ \$2500___ \$5000___ \$10,000___ Other_____

- Annual Contribution
- Quarterly Contribution Amounts - Q1_____Q2_____Q3_____Q4_____

Individual Contributions

Individuals and Others

\$50___ \$100___ \$250___ \$500___ \$1000___ Other_____

Charitable Receipt

- Please provide a charitable receipt for this contribution once the donation is received

Please fax or email sponsorship form to (819) 771-5575 or aprila@skillscanada.com

Cheques are to be made payable to "**Skills/Competences Canada**" and indicate on the cheque that it is for the "**CCIF Skills Program**"

Please mail contribution cheques to: Skills/Competences Canada
#205 – 260 St-Raymond Blvd, Gatineau, QC J9A 3G7

Or Visa Credit Card#_____ Exp date_____

Please complete the following:

Company Name_____ Contact Name:_____

Company Address_____

City_____ Province/Territory_____ Postal Code_____

Telephone_____ Email_____ Fax_____

Signature_____ Date_____