



Special Edition

We welcome all WorldSkills Members to send in stories of events happening in their regions to <u>Christine Scoot</u>.

Subscribe to newsletter

## In this issue...

#### News from WorldSkills International

- Editorial
- Press Conference to launch official countdown to WorldSkills Calgary 2009
- Sustainability Task Force strategy
- WorldSkills International Executive Board reviews progress of preparations for the 40th WorldSkills
  Competition
- 2009 WorldSkills Premiere Experience

#### Countdown to WSC2009

- <u>Calgary Stampede Park venue of the 40th WorldSkills Competition</u>
- <u>WorldSkills Calgary 2009 Competitor Village Update</u>
- Four Boards Meeting in Calgary
- Global Sponsor Partners prepare and plan for WorldSkills Calgary 2009
- Information Technology at WSC2009

#### Stories from WorldSkills Members

 <u>Skills/Compétences Canada hosts the 14th Canadian Skills Competition on May 26th and 27th at</u> <u>Stampede Park in Calgary, Alberta</u>

#### Focus on Marketing and Media

Media Engagement Strategy

#### **Upcoming Events**

<u>Upcoming WorldSkills Events</u>

## **News from WorldSkills International**



## Editorial

#### By Michelle Bussey, Communications and Marketing Director

The 40<sup>th</sup> WorldSkills Competition (WSC2009) is approaching quickly and WorldSkills International (WSI), WorldSkills Calgary 2009 and Skills Compétences Canada are busily preparing. The countdown has begun, watch for updates and information in every issue of the WSI Newsletter. Our goal is to ensure that everyone receives the relevant and exciting news that is coming out of Calgary in the lead up to WSC2009. This special edition of the Newsletter is officially launching the beginning of the promotion for WSC2009, stay tuned for more information.

We would like to thank Skills Compétences Canada and WorldSkills Calgary 2009 for graciously hosting the recent meetings in Calgary and for providing us with the excellent opportunity to experience the venues for the next WorldSkills Competition.

Together we can raise the awareness and profile of the WorldSkills movement throughout the world.

## Press Conference to launch official countdown to WorldSkills Calgary 2009

1



On Wednesday, May 28<sup>th</sup>, 2008, WorldSkills International held a Press Conference in Calgary to hear the voice of industry through the Global Sponsor Partners, present an update from the President of WSI about the preparations for the 40<sup>th</sup> WorldSkills Competition, listen to a story from a past WorldSkills Champion and provide a progress report from the Chairman of the WorldSkills Calgary 2009 Board. With the local television station in attendance the press conference gave the group a chance to deliver their shared messages to the local media. To reach a wider audience the Press Conference was followed by a media release that was sent to media sources across Canada and to New York through the Canada Newswire (CNW).

CNW has affiliates around the world and therefore boasts a global reach.



WSI will continue to provide opportunities for media engagement as the 40<sup>th</sup> WorldSkills Competition approaches. If you have a media event that you would like to share with WSI please contact Michelle Bussey michelle.bussey@worldskills.org

<u>Watch the video of the press conference</u> or <u>download the media release</u>. Link the press conference video to your website, ask John Cox for assistance at <u>john.cox@worldskills.org</u>.



#### Sustainability Task Force strategy

The WorldSkills Sustainability Task Force (The Task Force) met in Calgary, Canada on May 24-25 to discuss the future of WorldSkills Competitions and the WorldSkills organisation. The Task Force is proposing to develop a report on ways that WorldSkills International and its activities can become more sustainable, cost effective and environmentally friendly. In this report the Task Force will look at WorldSkills over the years, addressing the significant growth that we are experiencing and the opportunities and challenges this has brought. Short and long term objectives will be highlighted as the Task Force believes that it is important to act now on a number of these factors.

The Task Force has identified several main challenges that they wish to address and propose solutions for, including:

- 1. Growth to determine ways to manage the growth of the organisation and the WorldSkills Competition to ensure the long term viability of both
- Environmental profile to look at areas where WorldSkills can help reduce any negative impact on the environment, and to reconfigure our Competitions to best provide a lasting benefit to our Host communities.
- 3. Networking to develop tools to better work together and in greater alignment
- 4. Attractive for media and public to work to better engage the media and public to bring the WorldSkills movement to the forefront of public perception and recognition.

The overall goal of the Sustainability Task Force is to make WSI and the WorldSkills Competitions more selfsustaining in the future so that more Members will have the opportunity to Host events and participate in all activities. The work done in Calgary by the Task Force will be presented to the General Assembly in September 2009 for further discussion and improvements.



# WorldSkills International Executive Board reviews progress of preparations for the 40th WorldSkills Competition

During the WorldSkills International (WSI) Executive Board (The Board) meetings in Calgary, Canada at the end of May 2008, the Board agreed to commence release of a regular communiqué to Members and stakeholders after each meeting to advise of the meeting outcomes. The Board has noted that in our modern society with virtual offices and international communications, it is important to reconfigure the workings, decision making processes and interrelationships of the Board, Secretariat and the WorldSkills Organisation to maximise functionality and productivity and has proposed a number of changes to be addressed during the General Assembly (GA) in September. During these meetings, the Board



was able to witness and participate in the 2008 Canadian Skills Competition and review the plan for Calgary Stampede Park during the WorldSkills Competition in September 2009.

WorldSkills International is moving towards a future that will be more media friendly, customer focused and environmentally sustainable. For a full copy of the Board communiqué please email Kath Pilcher at <u>kath.plicher@worldskills.org</u>



#### 2009 WorldSkills Premiere Experience

The WorldSkills Premiere Experience (WSPE), formally the WorldSkills VIP Experience, is shaping up to be another great event for all leaders in industry, government, and education. We are updating the website (<u>www.worldskillsleadersforum.com</u>) regularly and will have the packages and prices ready for distribution at the General Assembly in Vienna, Austria in September 2008.

We are currently seeking suggestions for proposals to conduct seminars as part of the Global Skills Seminars during the WSPE and also welcome any ideas that would better enhance the WorldSkills Champions on the World Stage. The Global Skills Seminars are designed to give the participants new information, or a fresh look at issues and ideas surrounding trades and technologies on the global platform.



If you have any feedback or suggestions for the Global Skills Seminars or would like more information on the WorldSkills Premiere Experience please contact Michelle Bussey: <u>michelle.bussey@worldskills.org</u>

## **Countdown to WSC2009**



#### Calgary Stampede Park - venue of the 40th WorldSkills Competition

During the recent visit to Calgary, WorldSkills International, the Board, Task Force, Global Sponsor Partners and several Members visited and toured the future site of the 40<sup>th</sup> WorldSkills Competition (WSC2009). The Competition venue for WSC2009 is Stampede Park in Calgary, Alberta, Canada. Stampede Park combines ample physical and logistical capacity with ease of access and a high degree of security. This multi-purpose venue, situated on 193 acres, offers 74,000 sqm of competition space and state-of-the-art technical maintenance and support services. The Stampede Park is building a



new hall in time for the WSC2009, and installing tents in many of the parking lots to provide space for all of the competitions.

The venue is easily accessible by the C-Train, which will provide free transport for all accredited people. It is in the downtown core of the city and the Competitor Village and most hotels are just a few stops away.

Stampede Park has superior logistical capabilities and the venue's on-site technical staff will ensure that all utility and technical issues are addressed swiftly and professionally. The venue also offers a variety of in-house services, including security, parking, electrical, staging, visitor seating, audio-visual, a business centre, concierge service, as well as medical service. The Competition venue's substantial, diverse menu will address the nutritional, cultural and religious needs of all Competitors and Delegates.

To find out more about Calgary Stampede Park please visit: <u>www.worldskills2009.com</u> or <u>www.calgarystampede.com</u>.



## WorldSkills Calgary 2009 Competitor Village Update

During the recent meetings in Calgary, the WorldSkills International (WSI) Board, Sustainability Task Force, Secretariat and several of our Global Sponsor Partners stayed at the Southern Alberta Institute of Technology (SAIT) Residence, which will serve as the Competitor Village for the 40<sup>th</sup> WorldSkills Competition in Calgary, September 2009, with the specific purpose of experiencing the accommodation and facilities that our young WorldSkills Champions will enjoy next year. This magnificent facility boasts very well-appointed rooms, excellent food (including specific provision for international dietary requirements) and is conveniently located within a short light-rail



transit (C-Train) ride of the Competition Site at Stampede Park. SAIT also has excellent dining hall and meeting room facilities, to accommodate team dining, meeting space and hospitality requirements. As the Competition approaches, provision will be made for Member teams to separately book rooms and catering for any team meetings or events which you may wish to host at the Competitor Village.

WorldSkills Calgary will be developing further information for Members about the Competitor Village in the coming months. Please watch for updates in the forthcoming WSI Newsletters.

#### Four Boards Meeting in Calgary

On May 25, 2008 a historical event took place. For the first time, four levels of Boards for the WorldSkills Movement came together. The Four Boards were: Skills Canada Alberta, Skills/Compétences Canada, WorldSkills Calgary 2009 and WorldSkills International. It was a great evening of sharing ideas, experiences and building



camaraderie. Each of the four Presidents/Chairpersons gave an introduction and welcome on behalf of their Boards. After the reception was over, the Boards continued onto the Opening Ceremonies of the Canadian Skills Competition where they were wowed with the energy and enthusiasm of Competitors.

It was another wonderful opportunity for the Boards to mix and get to understand more about the different levels of Competition and organisations. A special thank you to Skills/Compétences Canada for organizing this event.



Doug Hawkins (President of Skills Canada Alberta), Guy Mallabone (Chairman of WorldSkills Calgary 2009), Jack Dusseldorp (President of WorldSkills International), Terry Cooke (President of Skills/Compétences Canada)



## Global Sponsor Partners prepare and plan for WorldSkills Calgary 2009

During the meetings in Calgary six of our seven Global Sponsor Partners (GSPs) were present-representing Autodesk, Cisco Systems, Festo, Fluke, Fluke Networks and Samsung. Among many things that were discussed, the GSPs indicated the desire to work more closely with WorldSkills International to increase the awareness of the organisation and the brand. Many ideas were discussed and the conclusion reached was that the GSPs will work with WSI to reach industry publications and to greater engage the Marketing and Communications people within each of their organisations. We look forward to working together to raise the awareness of WSI.





#### Information Technology at WSC2009

WorldSkills International (WSI) and WorldSkills Calgary 2009 are working with our Global Sponsor Partners Cisco Systems and Fluke Networks to design, supply, configure and install a world class network to support all the competitions throughout Stampede Park and the competitor Village. Separate systems will be installed to cater for the Competition Information System (CIS), streaming video, display screens, wireless internet access and various support networks across all venues.

Another initiative will be an integrated messaging system spanning the entire site as well as the Competitor Village. This system will provide regular updates throughout the competition and display the latest information for Competitors, Team Leaders, Experts and Delegates.

The WSI Secretariat are upgrading the CIS to improve the speed of entering marks during the Competition to ensure that all data is entered and processed in time for the Closing ceremony the day after the last day of Competition.

If you have any comments or would like to give feedback on information systems in the lead up to and at the Competition, please contact John Cox: john.cox@worldskills.org

## **Stories from WorldSkills Members**



## Skills/Compétences Canada hosts the 14th Canadian Skills Competition on May 26th and 27th at Stampede Park in Calgary, Alberta

#### By Skills/Compétences Canada

The Canadian Skills Competition is the only national, Olympic-style, multi-trade and technology competition for young students and apprentices in the country. Every year, the event brings together approximately 500 young people from all regions of Canada, along with their parents and advisors, to compete in over 40 trade and technology areas. The competition provides an opportunity for young Canadians studying a skilled trade or technology to be tested against exacting standards and against their peers from across the nation. Students vie to win the honour of being crowned the best in their chosen discipline.



This 14<sup>th</sup> Canadian Skills Competition was a very special event, as it was a culmination of an incredible journey for many young Canadians vying for a place on Team Canada so that they can represent their country at the WorldSkills Calgary 2009 event.

The competition was the final major event of the year which completed a series of Pan Canadian activities designed to expose Canadian youth to trade and technology career options. It brought together representatives from education, government, labour, business and industry who all believe that a career in trades and technology is a great first choice for our youth. It also gathered many visitors from around the world representing WorldSkills International, the Executive Board and other dignitaries. They were in Calgary as the national competition was the lead-up to the WorldSkills Calgary



2009 Competition which will be held at the very same venue, Stampede Park, Calgary Alberta September 1-6, 2009. Canada will welcome 1,000 competitors from 50 WorldSkills Member countries/regions (representing 23 languages) to showcase their skills and demonstrate their abilities.

As a Member of WorldSkills International, Skills/Compétences Canada <u>www.skillscanada.com</u> looks forward to welcoming over 150,000 spectators to WorldSkills Calgary 2009 and introducing the world to Team Canada.

"For more than a decade we have carried the trade and technology message to Canadian youth and we are very proud of the achievements of our competitors, trainers and experts. With this history of success we look forward to the future with great anticipation and optimism." says Terry Cooke, President of Skills/Compétences Canada.



### Focus on Marketing and Media



#### Media Engagement Strategy

As the 40<sup>th</sup> WorldSkills Competition draws nearer the WorldSkills Champions on the World Stage goal comes closer to reality. WorldSkills International is working very closely with WorldSkills Calgary to organise a mediafriendly event. A media engagement strategy has been developed in conjunction with WorldSkills Calgary 2009, WorldSkills London 2011, UK Skills and WorldSkills International, and we look forward to seeing this come to fruition in 2009 and beyond.

The proposed vision for the strategy is that "the WorldSkills brand is top of mind with media globally by 2013: to reach an international recognition level similar to the IOC through collaboration between Hosts, Members and WSI. The proposed objectives are:

#### Overall

- Increase media engagement with the WorldSkills Movement and its events
- Elevate the status of WorldSkills Champions to the world stage
- Realise WorldSkills Champions on the World Stage, specifically readjusting the skills to enable daily reporting for media
- Develop a resource bank of media savvy/friendly WorldSkills spokespersons/figureheads (quotes, statements, consistent messages, videos, webcasts, interviews, etc...)
- Build Competitors/Champions/Experts/Team Leaders that are true WorldSkills Ambassadors, trained to deliver the WorldSkills key messages to media

#### Branding

- Consistency of message across global membership
- Delivery and development of an innovative and inspiring brand, including effective provision and utilisation of logos and marketing and communications materials
- Create a pull/draw that is attractive to media (condensed schedule, better branding, enhanced messaging, better services, etc.)

#### Stakeholders/Partners/Sponsors

- Obtain global media partner(s) to include print, television, radio, digital media, etc. Work with Hosts to ensure provision of the best media options for the Host and international audiences.
- Develop a network of key media contacts throughout the world for Members, hosts, and WSI to cultivate and utilise
- Leverage international Members' and Sponsors' contacts to further the reach of the WorldSkills messages
- Obtain more sponsors through greater brand awareness and an enhanced and aggressive media engagement strategy

If you have any suggestions or would like to give feedback on ways to engage media, please contact Michelle Bussey: <u>michelle.bussey@worldskills.org</u>

## Upcoming Events

## Upcoming WorldSkills Events

If you have events that you want to see here, send them to <u>ellen.coppens@worldskills.org</u> by the first of every month.

Date:	Event:	Website/Contact:
Apr. 11-Dec. 18, 2008	Switzerland-wide, National Skills Competitions - Switzerland	swisscompetence.ch/
Jun Sep. 2008	National Skills Competition - Hong Kong	youthskills.vtc.edu.hk
Jun. 10-16, 2008	Brazilian National Competition - Blumenau, Santa Catarian, Brazil	
Jun. 23-25, 2008	44 <sup>th</sup> annual National Leadership and Skills Conference (NLSC) - Kansas City, USA	www.skillsusa.org
Jun. 23-29, 2008	National Skills Competition - Makasar, Indonesia	
Jun. 25-30, 2008	Brazilian national competition - Curitiba, Paraná, Brazil	
Jul. 11-13, 2008	WorldSkills Australia National Skills Competition - Sydney, Australia	www.worldskills.org.au
Jul. 23-28, 2008	Brazilian National Competition - Porto Alegre, Rio Grande do Sul, Brazil	
Sep. 7-11, 2008	WorldSkills Youth Forum - Vienna, Austria	www.worldskillsyouthforum.com
Sep. 8-12, 2008	General Assembly & Leaders Forum - Vienna, Austria	www.worldskills.org
Sep. 18-20, 2008	EuroSkills Competition - Rotterdam, Netherlands	www.euroskills2008.nl
Sep. 18-21, 2008	National Competition - WelTec (Polytechnic), Wellington, New Zealand	www.worldskills.org.nz
Sep. 25-30, 2008	National Competition - Korea	www.hrdkorea.or.kr
Oct. 2008	National Competition - Stavanger, Norway	www.worldskills.no
Oct.1-6, 2008	National Skills Competition - Tainan area	
Oct. 16-18, 2008	WorldSkills Singapore 2008, Singapore	www.ite.edu.sg/wss
Oct. 26-30, 2008	Portuguese Regional Competitions - Porto, Coimbra, Setúbal, Seixal, Aljustrel, Beja, Faro, Açores and Madeira	http://194.65.119.130/ profissoes/Historia.aspx
End Oct. 2008	Local Youth Skills Competition - Hong Kong	youthskills.vtc.edu.hk
Oct. 31-Nov.3, 2008	National Competition, Japan	
Nov. 3, 2008	Skilled Trades Day Canada - Across Canada	www.skillscanada.com
Nov. 10-19, 2008	7 <sup>th</sup> ASEAN Skills Competition - Kuala Lumpur, Malaysia	www.kkr.gov.my
Nov. 15-16, 2008	Youth Skills Competition (GHMYSC2008) - Guangzhou/ Hong Kong/ Macau	youthskills.vtc.edu.hk
February 2009	Skills on the Hill 2009 - Ottawa, Ontario	www.skillscanada.com

Feb. 5-9, 2009	National finals for the Northern region Pas de Calais - Lille, France	www.worldskills-france.org
Mar. 5-9, 2009	Skills Masters, National Competitions - Rotterdam, the Netherlands	www.skillsmasters.nl
Mar. 5-9, 2009	Skills Talents, National Competitions - Rotterdam, the Netherlands	www.skillstalents.nl
Mar. 11-13, 2009	National Competition - Santarém, Portugal	http://194.65.119.130/ profissoes/Historia.aspx
Mar. 20-23, 2009	Skills Grand Prix, japan	
Mar. 27-29, 2009	National Competition - Brussels, Belgium	
Sep. 1-6, 2009	40 <sup>th</sup> WorldSkills Competition - Calgary, Alberta, Canada	www.worldskills2009.com
Oct. 7-12, 2010	WSI General Assembly, Leaders Forum & Youth Forum - Kingston, Jamaica	www.worldskills.org
Oct. 7-12, 2010	4 <sup>th</sup> National Competition - Kingston, Jamaica	www.worldskillsjamaica.org
Oct. 5-10, 2011	41 <sup>st</sup> WorldSkills Competition - London, England, UK	www.worldskills2011.com

WorldSkills International Secretariat The Netherlands Phone: +31 23 531 1071, Fax: +31 23 531 0816

Proudly supported by WorldSkills Global Sponsor Partners:



WorldSkills International