

Apprenticeship and Certification Board

2023-2024 Annual Report



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Message from the Chair



Honourable Jamie Moses

Minister of Economic Development, Investment, Trade and Natural Resources
358 Legislative Building
450 Broadway
Winnipeg, MB R3C 0V8

Dear Minister,

On behalf of the Apprenticeship and Certification Board (Board), I am pleased to submit the Annual Report for the fiscal year of April 1, 2023 to March 31, 2024.

As mandated by The Apprenticeship and Certification Act, the Board is required to develop a strategic plan based on consultations with stakeholders and report on the accomplishments of the strategic plan through an annual report. The Annual Report provides an opportunity for the Board to be accountable for its work and report on the accomplishments of the preceding year. This report will demonstrate that the Board is working to meet the objectives set out in its five-year strategic plan and is acting as a responsible steward of the training and certification system. This annual report concludes the Board's work to begin to fulfill the priorities that are identified in the 2023-2028 Strategic Plan.

Though the Board is responsible for setting the legislative and policy framework for the delivery of services, we acknowledge that it is the dedicated efforts of the management and staff at Apprenticeship Manitoba that transform our goals into effective services that prioritize the needs of clients.

The department and the Board remain committed to providing support to apprentices to facilitate the steady progression to trades certification as part of Manitoba's economic development plan, which includes recognizing the importance of skilled tradespeople in Manitoba's economy.

We also acknowledge the continued support of the many industry stakeholders and interprovincial counterparts who participate in the apprenticeship and certification system. Their input, enthusiasm, and commitment to strengthening our apprenticeship training system have helped the Board improve our programs.

We look forward to continuing the important work of your department to meet the growing expectations for apprenticeship training and trades certification of Manitobans.

Sincerely,

Original signed by

TANYA PALSON

Apprenticeship and Certification Board Chair

Overview

Apprenticeship Manitoba and the Apprenticeship and Certification Board govern and coordinate a relevant, accessible and responsive apprenticeship and certification system in Manitoba. The Board is responsible for:

- promoting apprenticeship and certification
- supporting employer and employee participation in apprenticeship and certification
- advising the minister about training needs and Manitoba's labour market needs for skilled tradespersons
- participating in interprovincial apprenticeship initiatives

Apprenticeship Manitoba provides essential technical and administrative support to the Board, its Sector Committees, and Industry Working Groups. The Executive Director of Apprenticeship Manitoba is the Secretary to the Board and is the main contact for interprovincial and pan-Canadian apprenticeship initiatives. The Executive Director also represents Manitoba at the **Canadian Council of Directors of Apprenticeship (CCDA)**.

As regulated by The Apprenticeship and Certification Act, the Board is comprised of a Chair and 11 other board members; appointed by the Minister of Economic Development, Investment, Trade and Natural Resources. The Chair is the official spokesperson for the Board and is responsible for communication between the Board and the Minister. Along with the chairperson, four members represent the interests of employers, four members represent the interests of employees, one member represents the public interest, and one non-voting member represents the interests of persons who provide technical training. The Executive Director of Apprenticeship Manitoba, who is the Secretary of the Board, is also a non-voting member.





THE APPRENTICESHIP AND CERTIFICATION BOARD

Back row: Davide Novo, Kevin Poirier, Warren Herntier, Ronald (Ron) Castel, Tanya Palson, Chris Taran
Front row: Shawn Henry, Carol Paul, Glenn Laycock
Missing: Aarti Sharma

Vision

To have highly skilled tradespersons and an inclusive workforce that meets industry and labour market needs in Manitoba.

Mission

Deliver an industry-driven and vital apprenticeship training and certification system that provides tradespersons the skills to be job-ready and contribute to a skilled Manitoba workforce.

The Board ensures accountability by:

- respecting and supporting the individual and shared responsibilities and the expertise and experience of Apprenticeship Manitoba
 - developing a strategic plan in consultation with stakeholders, and providing an annual report documenting the Board's progress each year
 - reporting to and advising the Minister responsible for administering The Apprenticeship and Certification Act
 - providing relevant, accessible, and responsive post-secondary education; and
 - creating relationships and communicating with stakeholders to generate improvements to the apprenticeship and certification system
- establishing certification standards that meet industry needs
 - establishing program and delivery standards to ensure quality technical and practical training

Organization

SECTOR COMMITTEES

The Board has five Sector Committees comprised of five to 11 members each, consisting of employers and employees, the majority of whom are certified journeypersons in the trades. Individuals who wish to sit on a Sector Committee must submit an application to the Board. The Board reviews the applications and appoints members accordingly. As members' terms expire, the Board seeks names of qualified candidates to serve on the Sector Committees.

The five Sector Committees are:

Construction Sector Committee

Manufacturing Sector Committee

Mechanical/Electrical Sector Committee

Service Sector Committee

Transportation Sector Committee

The purpose of each Sector Committee is to represent trades in common industries.

The Sector Committees are responsible for:

- recruiting members to participate on Industry Working Groups for identified trades
- reviewing and selecting applicants to form Industry Working Groups
- reviewing the work of trade-specific Industry Working Groups related to updates of program standards and providing a recommendation to the board

- liaising with members of the sector to understand issues and potential impacts of board considerations and bring forward concerns to the board
- providing any additional support that is identified by the board

INDUSTRY WORKING GROUPS (IWG)

Members of the Industry Working Groups are selected by Sector Committees and are comprised of three to five members each and consist of at least one employer representative and one employee representative from industry. Individuals who are interested in becoming a member of an Industry Working Group must submit a formal application and be nominated by the group they are representing, or by an association, union or organization.

IWG's are convened on an as-needed basis, for a limited time. The purpose of each IWG is to foster stakeholder engagement and to ensure standards reflect current industry practices and needs.

They are responsible for:

- providing advice to Sector Committees on updates related to program standards, curriculum, exams and any other content related to the trades
- consulting with industry prior to making recommendations to the sector committees



Minister of Economic Development, Investment, Trade and Natural Resources

Apprenticeship and Certification Board

Apprenticeship Manitoba

Sector Committees

Industry Working Groups

Strategic Plan Priorities

The Apprenticeship and Certification Board is committed to addressing the priorities identified in its **2023-2028 Strategic Plan**. In 2023-2024, the Board focused on addressing the following priorities:

Priority 1:

Develop a Highly Skilled Workforce to Meet Labour Market Demands



OBJECTIVE

Provide Easy-to-Access Labour Market Information so Prospective Apprentices can Make Informed Career Decisions that Lead to a Skilled Workforce that Matches Job Demands



SUMMARY

To meet the projected labour demands in our province, there is a need for more trained and skilled tradespersons. Prospective apprentices will benefit from easy-to-access information about the trades so that they can make choices that fit their personal interests and match job demands in Manitoba.

The Apprenticeship and Certification Board and Apprenticeship Manitoba have heard from clients and stakeholders that information about the apprenticeship and certification system is not easily accessible and can be challenging to understand. As a result, work is underway to create new content for clients to make informed decisions about their career choices and the pathways that lead to certification.



RESULTS

Apprenticeship Manitoba is working towards launching a new website and materials in 2024-2025 with improved information about the apprenticeship program and easy access to career trade interest self-assessment, Manitoba labour market outlook and opportunities, and national labour mobility agreements. This trade-specific information will advance the skilled trades by preparing tomorrow's workforce.



Priority 2:

Attract and Retain Apprentices to Grow Skilled Talent in the Trades



OBJECTIVE

Promote the Apprenticeship System as a Path to a High-Demand, Rewarding Career in the Skilled Trades



SUMMARY

One way to attract individuals to the skilled trades is to increase awareness about how the apprenticeship program provides a proven and industry-driven training pathway to certification in over 50 designated trades in Manitoba. Promotional materials can communicate the benefits of apprenticeship and how to pursue a rewarding, lifelong career that is in high demand and essential to communities across the province.



RESULTS

The Manitoba government secured a funding agreement with Employment and Social Development Canada through the Skilled Trades Awareness and Readiness program to position Manitoba's apprenticeship program as a first-choice training pathway to a rewarding career in the skilled trades. In 2023-2024, the branch focused on preparation of program information including the development of a new Apprenticeship Manitoba website, client resources, and promotional materials. The new Apprenticeship Manitoba website and program marketing will launch in 2024-2025.



OBJECTIVE

Seek Solutions to Increase the Participation and Success of Youth and Equity-Deserving Groups in the Apprenticeship System



SUMMARY

To promote youth participation in apprenticeship, Apprenticeship Manitoba collaborates with its community partners to promote the **High School Apprenticeship Program (HSAP)** which strengthens connections between industry, employers, and training providers, and helps to train job-ready youth to meet the needs of the labour market. Early exposure to the trades system and familiarity with the range of different trade opportunities available to them will increase the likelihood that students will continue to pursue skilled trades as a first-choice career option.

Apprenticeship Manitoba has built a collaborative partnership with Skills Canada Manitoba, working together to raise awareness of the skilled trades and HSAP through increased presentations in high schools, skills events, and partnerships with education and industry.

Continued collaboration with Skills Canada Manitoba to promote Manitoba's apprenticeship program to youth by guiding young Manitobans toward the skilled trades and technology fields allows for dedicated resources to focus on attracting youth to the trades.



RESULTS

Apprenticeship Manitoba was a participating sponsor of the Skills Canada National Competition that was held in Winnipeg in May 2023. Staff were able to interact with over 6,000 youth at the Apprenticeship Manitoba Booth during the competition, to discuss the opportunities and benefits that come from the apprenticeship program. The competition created a unique opportunity to expose youth in Manitoba to the diversity of the trades and allow them to consider apprenticeship as a way to get into the trades.

In 2023-2024, Skills Canada Manitoba delivered 161 presentations to 82 schools (4,584 students) across the province that focused on promoting skilled trades as a first-choice career path. Presentations conducted in northern Manitoba schools accounted for 50 presentations to 10 schools (685 students).

Priority 3:

Deliver Client-Centered Services



OBJECTIVE

Identify and Implement Initiatives that Help Apprentices Succeed Throughout their Apprenticeship Program, and Tradespersons Gain their Certification



SUMMARY

The Virtual Learning Strategy (VLS) provides cross-jurisdictional learning support services to apprentices with learning disabilities and/or those that struggle with classroom-oriented components or written examinations.

The program provides informal assessments to identify individual needs and implement interventions to address them directly. It includes online tools to identify essential skills gaps or possible learning disabilities; one-on-one virtual meetings with clients to determine their learning styles, exam anxiety, individual factors affecting performance, such as deficits in study skills and motivational factors; and interventions to accommodate learning disabilities.

These informal assessments help learning strategists develop customized plans for each client, which can include direct support, or referrals for formal assessments.

Apprenticeship Manitoba also conducts **Exam Review Analysis (ERA)** to support apprentices and trades qualifications applicants who have failed the certification examinations multiple times to identify areas of focus on their exams. Any apprentice that matches the criteria is offered the ERA support service and has the opportunity to work with staff to prepare for the certification examination.



RESULTS

During 2023-2024, Apprenticeship Manitoba accommodated over 50 individuals to participate in the **Virtual Learning Strategy (VLS)** and is continuously conducting Exam Review Analysis to help apprentices succeed throughout their apprenticeship program and attain their certification.

The branch experienced an increase of 34 per cent in clients joining the VLS program in 2023-2024. So far, approximately 20 per cent of clients have passed following engagement with the VLS program, which has helped apprentices secure their certification and become journeypersons. Approximately, 38 other clients continue to be engaged in the program and its associated supports.

The branch completed 51 ERA requests in 2023-2024, with 35 per cent of clients able to pass their certification exams following engagement through the ERA process, resulting in these individuals securing their certification and becoming journeypersons.

Priority 4:

Build Collaborative Partnerships



OBJECTIVE

Strengthen Relationships with Industry and Community Groups and Partner on Initiatives that Enhance the Apprenticeship System



SUMMARY

Apprenticeship Manitoba is Manitoba's provincial representative with the Canadian Council of Directors of Apprenticeship (CCDA), stewards of the Red Seal Program across Canada, supporting the development of skilled trades in Canada and managing the Interprovincial Standards Red Seal Program. The CCDA acts as a forum for inter-jurisdictional collaboration to facilitate the development of a certified, highly skilled, and mobile trades workforce in Canada, informed by the most current and accurate evidence-based statistical analysis and research.

There are eight CCDA committees, comprised of representatives from provinces and territories across Canada, that work to ensure the Red Seal program is representative of the needs of the provinces, and the country as a whole. These national subcommittees include the interprovincial standard examination committee, the policies and procedures committee, the research committee, and the strategic priorities and planning committee.



RESULTS

Manitoba has successfully achieved over 75 per cent participation in the CCDA's national subcommittees. This high level of engagement allows Manitoba to actively collaborate with other provinces and territories, share national best practices and strategies for its apprenticeship programs. By participating in these subcommittees, Manitoba can contribute and benefit from the collective expertise and innovative approaches being discussed at the national level, ultimately enhancing the quality and effectiveness of apprenticeship training in the province.

Work with the Colleges to Deliver Technical Training to Meet Labour Market Needs

Technical training is a vital part of apprenticeship. Apprenticeship Manitoba fosters collaboration with each of the three technical training partners in the province, Red River College Polytechnic, Assiniboine Community College, and University College of the North, to deliver technical training for apprentices.

Each year, in November, Apprenticeship Manitoba opens registration for technical training to apprentices. In 2023, the branch saw an increase in demand for technical training from apprentices, beyond what was anticipated.

In collaboration with its three technical training colleges, Apprenticeship Manitoba was able to quickly respond to industry demand to schedule additional classes to accommodate the increase in demand for the upcoming 2024-2025 fiscal year. This proactive response, aimed to meet the heightened demand from various industries and apprentices, resulted in the creation of over 500 additional apprentice seats in approximately three months, which allowed for apprentices who were previously not able to register the opportunity to attend school in 2024-2025. This surge in technical training demand, attributed in part to the post-COVID-19 rebound, was effectively addressed thanks to the strong partnership between Apprenticeship Manitoba and its technical training providers.



OBJECTIVE

Work with Sector Committees and Industry Working Groups to Facilitate Industry's Participation and Direction of Program Decisions.



SUMMARY

Program standards involve both regulatory and technical training requirements. Regulations set the legislated parameters for the designated trades. Technical training refers to the classroom-based instruction that provides apprentices theoretical learning. Apprentices apply the theoretical learning during their on-the-job training.

Updating program standards is a core Board responsibility. Based on the recommendations from Sector Committee members and Industry Working Groups, the Board sets benchmarks for program standards. Sector Committees provide trade-specific expertise and recommend changes to program standards to keep them relevant and current. As a participant in the Red Seal program, the Board is actively involved in reviewing recommendations from the Sector Committees to align with apprenticeship programs across Canada.

Should an issue arise in a trade when it is not included on the Board's work plan, industry members may bring the matter forward to the respective Sector Committee for consideration, where members may choose to inform the Board of the issue. More information on this process can be found by contacting Apprenticeship Manitoba's Manager of Policy, Legislation and Board Operations at apprenticeshipboard@gov.mb.ca.



RESULTS

The following trades underwent an update to their Red Seal Occupational Standard, technical training or Red Seal exam. Technical training updates for the Red Seal trades were initiated through the harmonization initiative. The Board worked with industry to align with the national recommendations. Additionally, industry members worked with the Red Seal Secretariat to develop new Red Seal certification exams.

100% of program standards initiatives throughout the 2023-24 fiscal year included Industry Working Group consultation before going to Sector Committees and the Board for approval. Each of the five Sector Committees met semi-annually to discuss industry considerations and potential recommendations to the Board.

Updates to the provincial-level placement exams were also completed with industry in 2023-2024.

TRADE	RSOS/POS Development	Technical Training Development	Level Placement / Certification Exam Updates	Red Seal Exam Development
Agricultural Equipment Technician				✓
Automotive Service Technician	✓			
Bricklayer				✓
Cabinetmaker				✓
Carpenter				✓
Construction Electrician				✓
Cook			✓	
Crane Operator – Mobile Crane				✓
Crane Operator – Tower Crane	✓			
Esthetician	✓			
Floor Covering Installer	✓			
Glazier				✓
Heavy Duty Equipment Technician	✓			
Industrial Electrician				✓
Industrial Mechanic (Millwright)			✓	✓
Instrumentation and Control Technician				✓
Machinist			✓	
Partsperson				✓
Plumber	✓			✓
Power Electrician		✓	✓	
Refrigeration and Air-Conditioning Mechanic (Residential)		✓		
Refrigeration and Air-Conditioning Mechanic		✓		
Roofer			✓	
Sloped Roofer			✓	
Tool and Die Maker			✓	
Transport Trailer Technician		✓		✓
Truck and Transport Mechanic	✓			✓
Welder	✓			✓

Statistics

APPRENTICE REGISTRATIONS



11,878
Total Registered
Apprentices



3,128
New Apprentice
Registrations



988
Apprenticeship Certificates
of Qualification Issued

TRADES QUALIFICATION



310
TQ Applications
Received



302
TQ Exams
Administered



101
TQ Certificates of
Qualification Issued

UNDER-REPRESENTED GROUPS

526¹
Women in Non-Traditional Trades

1,493
Indigenous Apprentices

1,127²
Women in Traditional Trades

78
Persons with a Disability

HIGH SCHOOL APPRENTICESHIP PROGRAM

1,147
Registered
Apprentices

The number of new and active apprentices shows a positive increase over the past year. In 2023-2024, there was a six per cent increase in new apprentice registrations compared to 2022-2023. This year, there was also a nine per cent increase in the total number of registered apprentices, with 11,878 total active apprentices, compared to 10,870 in 2022-2023.

This year marked the highest number of female apprentices on record, with 1,653 females registered in an apprenticeship program. This is a 10 per cent increase from the 2022-2023, which previously saw the highest number of females recorded in the apprenticeship program. Females currently account for 14 per cent of apprentices across the trades.

Another notable area of apprenticeship is the number of registered Indigenous apprentices, with a 27 per cent increase from 2022-2023.

The number of exam sittings increased 29 per cent from 2022-2023 for Trades Qualification applicants, which reflects the 25 per cent increase in Trades Qualification applications Apprenticeship Manitoba received in 2023-2024, suggesting a return towards pre-pandemic levels.

The department continues to see an overall positive increase in apprentice registrations and participation following the COVID-19 pandemic and increasing industry demand. All apprentices are encouraged to attend technical training each year to supplement their on-the-job training.

Approximately 90 per cent of the cost of technical training is funded by the department to ensure that apprentices continue to have access to technical training.

¹ Non-traditional trades exclude Cook, Hairstylist, Esthetician (including Nail Technician and Skin Care Technician) and Electrologist.

² Traditional trades include Cook, Hairstylist, Esthetician (including Nail Technician and Skin Care Technician) and Electrologist.

CONTACT INFORMATION

Apprenticeship and Certification Board

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More information about the Apprenticeship and Certification Board and Apprenticeship Manitoba can be found at manitoba.ca/apprenticeship