

## APPRENTICESHIP AND CERTIFICATION BOARD MINUTES

100 - 111 LOMBARD AVENUE

June 15, 2023

### BOARD MEMBERS

Garet, Laura	Public Interest Representative
Harrison, Darryl	Employer Representative
Henry, Shawn	Employee Representative
Korving, Richard	Employer Representative
MacKenzie, Donald	Employer Representative
McCutcheon, David	Secretary and Ex-Officio Member
Miller, Harvey	Chair
Morin, Adam	Employee Representative
Novo, Davide	Employee Representative
Paul, Carol	Employer Representative
Poirier, Kevin	Training Provider Representative
Weber, Ashley	Employee Representative

### REGRETS

### ABSENT

### GUESTS

### STAFF

May, Vanessa	Manager, Policy, Legislation and Board Operations
Buccini, Antonio	Communications and Board Coordinator
Bezdziety, Jodie	Manager, Business Transformation

**2023.06.01**

**OPENING**

**1.1 Call to Order**

The Chair called the meeting to order at 9:09 a.m.

**1.2 Approval of Agenda**

**Closed.**

**Motion 2023.06.01**

***The Board motions to approve the June 15, 2023 agenda as written.***

***Consensus of 9 in favour      0 opposed      0 abstained  
Carried.***

**1.3 Approval of Previous Minutes**

**Closed.**

**Motion 2023.06.02**

***The Board motions to approve the April 20, 2023 minutes as written.***

***Consensus of 9 in favour      0 opposed      0 abstained  
Carried.***

**2023.06.02**

**UPDATES: BOARD AND EXECUTIVE DIRECTOR**

**2.1 Chair's Update**

**Closed.**

The Chair:

- Advised the Board that he attended the 2023 Highest Achievement Awards on May 4, 2023, which were held at the Manitoba Legislative Building. The event was well attend. The Minister, Deputy Minister and Assistant Deputy Minister were in attendance. The first Highest Achievement Awards ceremony was hosted in 1992 in order to balance the recognition universities were bestowing on their graduates.
- Attended the CCDA meeting, which was held in Winnipeg at the same time as the Skills Canada National Skills Competition. As part of the CCDA meetings, the Interprovincial Board Chairs also met.
- Attended the Skills Canada National Skills Competition, which took place from May 24-May 26, 2023.
- Continued to work with the Branch on the discussion related to the minimum wage rates for apprentices. The Chair thanked the Board for their insightful input in crafting the policy. The policy is currently with the Minister. Once a decision has been rendered, the Board will be apprised of the outcome.

**2.2 Review of previous Board Meeting Evaluation**

**Closed.**

- The Chair continued to encourage all Board members to complete the evaluation form, and thanked all members who have taken the time to complete the evaluation to date.

## 2.3 Executive Director's Update

Closed.

The Executive Director advised Board members that:

- The Branch has a new Deputy Minister, Jan Forster; who has previously been the Deputy Minister for Apprenticeship Manitoba.
- The Branch also has a new Assistant Deputy Minister, Colleen Kachulak; who also has previously been Assistant Deputy Minister for the Branch.
- The Minister has announced that she is not seeking to run again in the next election. Consequently, the Branch will have a new Minister after the October 3, 2023 election.
- The Minister has not rendered a decision on the proposed wage rates for apprentices. No indication has been provided as to when a decision will be made. In addition, the department is reviewing other options as well.
- Winnipeg hosted the Skills Canada National Skills Competition. The event had 13,000 students in attendance; making it the largest Skills competition to date. Almost 100% of the Branch staff volunteered to assist in handing out promotional material and supported the logistics of students arriving and departing from the RBC Convention Centre.
- The Skills Canada National Competition will be held in Quebec City in 2024. Only six cities in Canada currently have the infrastructure to host this competition.
- Coinciding with the competition, the CCDA held its meeting in Winnipeg. Items discussed at the meeting were:
  - a) British Columbia briefed members that it is investigating the designation of 10 compulsory trades; to a maximum of 20 compulsory trades. Manitoba was in a unique position to offer British Columbia advice.
  - b) Alberta is looking at not requiring employers to register apprentices for their first year of training. Rather, a sponsor could complete the application.
  - c) Nova Scotia has implemented the More Opportunity for Skilled Trades and Occupations Tax Refund program which provides \$50,000 in tax free income to those willing to fulfill labour shortages in high demand trades.
- National Resources Canada is offering Canadians a \$5,000 grant to make their homes energy efficient. However, Canada does not have enough licensed personnel to install cold/heat pumps which are necessary as part of the program. The lack of skilled professionals in this area is resulting in the program not being able to keep up with demand. Consequently, National Resources Canada is inquiring with the provinces if there is a way to provide micro-credentials to tradespersons in the short term to increase the number of skilled labour and address the demand backlog.
- The Canadian Welding Bureau Education Council (CWBEC) met and demonstrated their advancements with robots and discussed how far the improvements they have made in the technology have come.
- He attended the graduation ceremony for Red River College Polytechnic on June 14, 2023 and will be attending the Motor Vehicle Association scholarship ceremony on June 15, 2023.
- The Branch held an in-person town hall to review the Apprenticeship and Certification Board 5-year Strategic Plan and participate in a tour of the RRCP Notre Dame campus.
- The Branch is currently engaged in course purchasing for the 2024/25 fiscal year. New registrations is at an all time high; not only in Manitoba, but across Canada as well.

Q: Is British Columbia trying to create a 3-year cold/heat pump program?

A: Each jurisdiction has the ability to create its own certificate programs. However, each jurisdiction is cautious when those programs are part of a compulsory trade. Manitoba has a vested interest in monitoring what other jurisdictions are implementing in cold/heat pump training programs. At present, there is no plan in Manitoba to de-skill this trade and we are working closely with the other jurisdictions to maintain standards. Ontario is the only jurisdiction in Canada with a 2-year program. There is no movement to establish a national program with less than two years of training. The immediate goal is to see if there is a way to add training to existing programs to increase the number of tradespersons with certification in cold/heat pumps to meet national demand.

Q: British Columbia is moving towards compulsory trades - what is the driving force?

A: Compulsory trades are usually driven by industry. Manitoba has nine compulsory trades; Newfoundland and Labrador has six. Designating compulsory trades is a way to limit who can perform certain tasks within a trade. British Columbia had compulsory trades up until the 2000s; they removed them, now they are investigating bringing them back.

## 2.4 Review of Action Sheet

Closed.

Action items presented in the report were reviewed and their status was reported.

## 2023.06.03

### COMMITTEE REPORTS: DISCUSSION & DECISION ITEMS

#### 3.1 Review of Construction Sector Committee Chair's Term/Applications

Closed.

The Manager, Policy, Legislation and Board Operations advised the Board that at the April 20, 2023 Apprenticeship and Certification Board meeting, the Branch had informed the Board that the Chair of the Construction Sector Committee's term had expired. The Board had asked the Branch to:

- a) Inquire from the Chair if they would like to reapply for the position of Chair;
- b) Inquire from other applicants what their interests were; and
- c) Conduct a call out for applicants to be Chair of the Construction Sector Committee.

The Branch contacted the Chair. They expressed their interest to continue as Chair of the committee. The Branch also conducted a call out. No other applicants expressed an interest to be Chair.

***Motion 2023.06.03    The Board motions to re-appoint Peter Wightman as Chair of the Construction Sector Committee for a term of 2 years.***

***Consensus of 9 in favour      0 opposed      0 abstained  
Carried.***

## 2023.06.04

### DISCUSSIONS/DECISIONS

#### 4.1 Apprenticeship and Certification Board Annual Report

Closed.

The Manager of Policy, Legislation and Board Operations advised the Board that The Apprenticeship and Certification Act requires the Board to present an annual report to the Minister advising how it

has achieved the goals outlined in its strategic plan. The report is due to the Minister by August 1, 2023.

The Manager of Policy, Legislation and Board Operations reviewed the content of the report with the Board.

Q: What is the average age of an apprentice in Manitoba?

A: The average age is 27-28 years old.

Q: Does the Branch anticipate that the average age our apprentices will decrease?

A: With the Branch's upcoming promotion strategy of marketing the apprenticeship and certification system as a first-choice career option, the Branch is hoping to see a decrease in the average age with more students selecting the trades right out of high school; as opposed to selecting the trades as a mid-career change. In addition, the province has announced \$4 million dollars to promote the High School Apprenticeship Program. As such, the Branch is anticipating this will have a positive impact on the number of younger persons entering the apprenticeship system.

**Motion 2023.04.04**     ***The Board motions to approve the 2022-2023 Apprenticeship and Certification Board Annual Report as written***

***Consensus of 9 in favour***     ***0 opposed***     ***0 abstained***  
***Carried.***

**2023.06.05**

**NEW BUSINESS**

**5.1 Marketing and Communications Update**

**Closed.**

The Manager of Business Transformation provided the Board with:

- An update on the progress of the marketing plan and strategy for the apprenticeship and certification system. The strategy is looking at not just promoting the trades as a first-choice career option, but, promoting the apprenticeship system as a gateway to the trades themselves.
- An understanding that the Branch is conducting an analysis of data on youth and how to better market the apprenticeship system to them by what will attract them and the barriers they are faced with. The focus is on middle to high school aged groups; along with under-represented groups. Within the under-represented groups, the branch is paying particular attention to new comers, northern Manitobans and Indigenous communities. As a marketing strategy unfolds, promotional material will be more reflective of the diversity of Manitoba using more inclusive imagery and language. A refresh of the branch's brand and visual identity is scheduled to roll out in the fall of 2023.
- A status report on the Apprenticeship Manitoba's new website. Currently, the branch is mapping out the user's journey of our website. This will assist with the redesign of the website making it more accessible and user friendly. The branch is exploring how it can utilize videos on the website to assist in marketing as well as assisting users navigate the website as well. The goal is launch the new website by the end of 2023; however, this is dependent upon the hiring of a marketing company to assist with the website refresh.

- A status report on updating communication material for the branch. The branch is developing new resource guides and would like the resource guides in place before it launches a marketing campaign. The marketing campaign could include social media and a bus wrap. The goal is to launch the marketing campaign by the spring of 2024.
- A status report on the Apprenticeship Manitoba's new IT system. Currently, the project is in the development phase – mapping out what is needed to achieve an ideal state. The goal is by the beginning of 2024, the branch will know if the government has a system that can deliver what it needs or if it will need to contract a company to build a new system. By the spring of 2024, the branch is hoping to have a plan to implement the new system with the ability to launch the new system by 2026.

COMMENT: It was recommended that the branch consider partnering with schools to help develop a new logo or promotional material. The branch could launch a competition each year and the winning submissions could be incorporated into the branch's marketing campaign.

## 5.2 Incentives

**Closed.**

The Manager of Policy, Legislation and Board Operations advised the Board that:

- The branch is conducting a review of the financial incentives that are available to apprentices and employers to participate in the apprenticeship system. A list of the incentives were provided to the Board and it was instructed that the list be made available on the branch's website for public consumption.
- Through its investigation, the branch was apprised by the Department of Finance that only 30% of eligible employers access available financial incentives. Based on this low uptake by employers, the branch is examining whether it will amend its proposal on the wage rates for apprentices to enhance the incentives to employers to offset the rise in the provincial minimum wage.

COMMENT: Can Apprenticeship Manitoba provide employers with information on the available financial incentives when they register their apprentices. Could it be a one pager that is provided to them, or form part of the application? In addition, could the branch conduct an email blast to its stakeholder list with the information? In addition, could the information be provided to the Chartered Professional Accountants of Manitoba so that their members could share it with their clients?

**2023.06.06**

### UPDATES

**6.1** NIL

**Closed.**

**2023.06.07**

### REGULATIONS FOR BOARD APPROVAL AND SIGNATURE

**7.1** NIL report.

**Closed.**

**2023.06.08**

### RECENTLY REGISTERED REGULATIONS

**8.1** NIL report.

**Closed.**

**2023.06.09 FUTURE AGENDA ITEMS**

**9.1 NIL Closed.**

**2023.06.10 CORRESPONDENCE / INFORMATION**

**10.1 NIL Closed.**

**2023.06.11 CALENDAR EVENTS**

**11.1 Next Board Meeting Closed.**

The Communications and Board Coordinator advised the Board that the proposed timeline for the next Board meeting will be the end of October or early November 2023. Details will be confirmed at a later date.

**11.2 Upcoming Provincial Election Blackout Period Closed.**

The Manager of Policy, Legislation and Board Operations advised the Board that the blackout period on communication for the Government of Manitoba, due to the upcoming provincial election, will commence August 2, 2023 and will end October 4, 2023

**2023.06.12 IN CAMERA (IF REQUIRED)**

**12.1 NIL report. Closed.**

**2023.06.13 ADJOURNMENT**

**13.1 Meeting adjourned at 12: 10 pm**

**November 2, 2023**

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*Date approved by the  
Apprenticeship and Certification Board*

**ORIGINAL SIGNED BY**

\_\_\_\_\_  
*Harvey Miller, Chair  
Apprenticeship and Certification Board*

**ORIGINAL SIGNED BY**

\_\_\_\_\_  
*David McCutcheon, Secretary  
Apprenticeship and Certification Board*