



ccaa

**Canadian Council For
Aviation and Aerospace**

Building tomorrow's workforce today

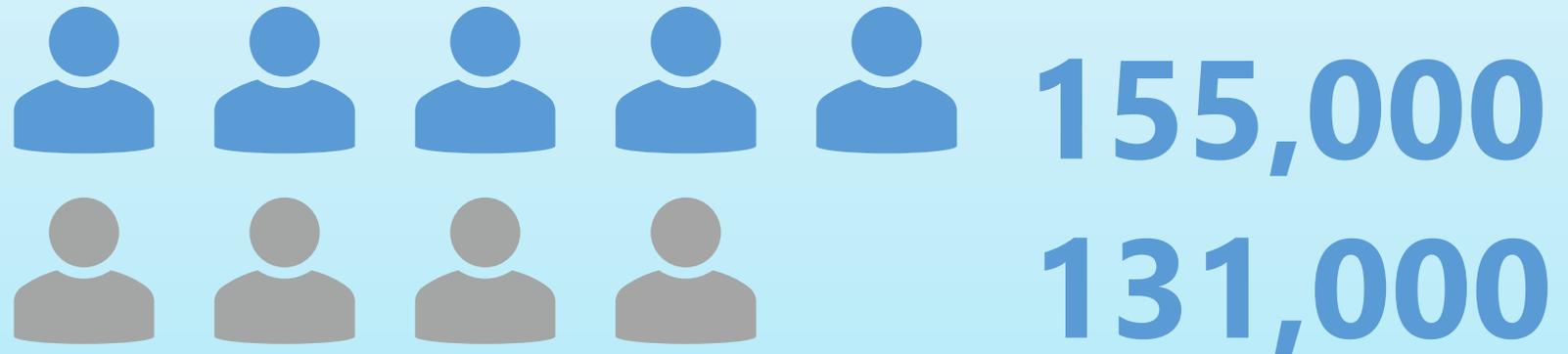


The Canadian Council for Aviation and Aerospace (CCAA) is the only national association in the country dedicated to attracting and developing workers with the skills the Canadian aviation and aerospace industry needs to meet the demands of the current and future workplace.

Canada is known for its skilled labour force and quality products and services. It specializes in producing regional aircraft, avionics, business jets, commercial helicopters, aircraft engines, flight simulators, landing gear, as well as space systems, and offers extensive Aircraft Maintenance, Repair and Overhaul expertise.

Aviation is an integral part of our society, and there is an increasingly critical need for qualified people in the industry. Industry growth and workforce demographics are driving hiring and employment in these industries.

Currently, the Canadian aviation and aerospace industry directly employs **18.3%** more workers than the automotive industry.

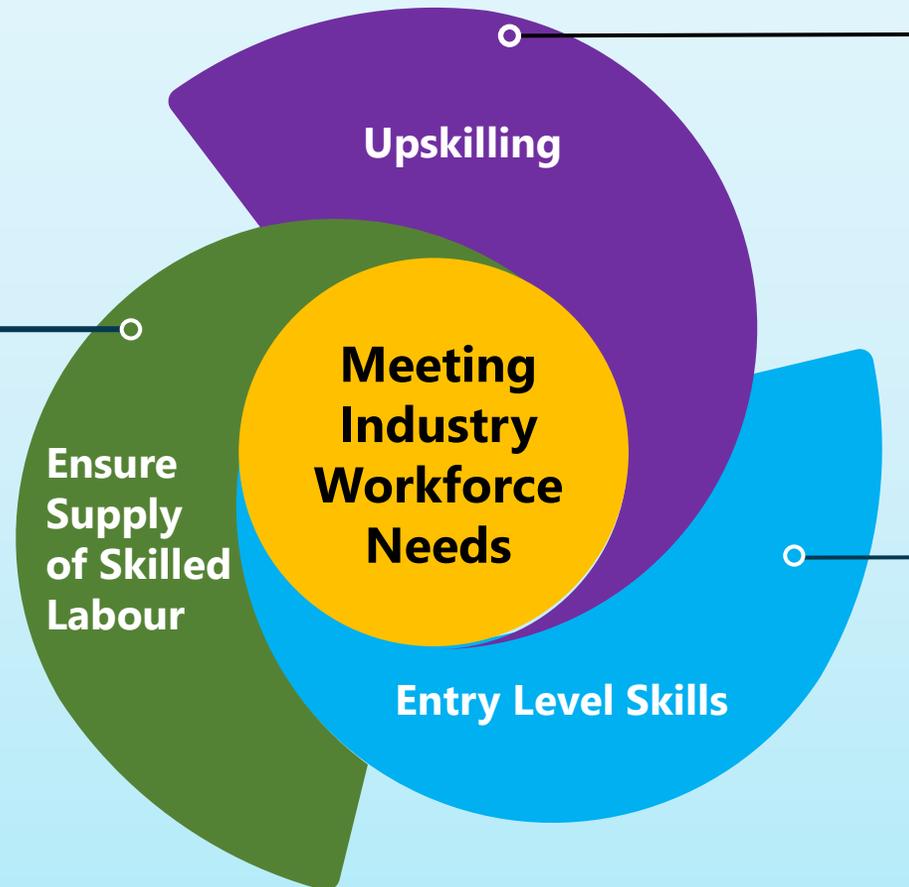


Source: IAMAW Grounded Potential Report 2019

3 Critical Issues for Industry and Stakeholders

Future Workforce

- Outreach to attract and recruit more workers
- Consideration of new and emerging technologies in planning for skills of future
- Evolve WIL, introduce new programs/products to meet demand



Current Workforce

- Upskilling (company specific, new skills, cross-training, new product, supporting new technology, soft skills, etc.)
- Increase availability and range of Work Integrated Learning (WIL)
- Knowledge transfer and succession planning

New Workforce

- Attract and recruit more workers to the industry
- Provide workers with the skills need to succeed in the industry
- Increase availability and range of education and training programs



Prior to the COVID 19, Canada's aviation and aerospace industry **needed to hire 55,000** new workers by 2025 just to keep pace with projected growth and replacement demand.

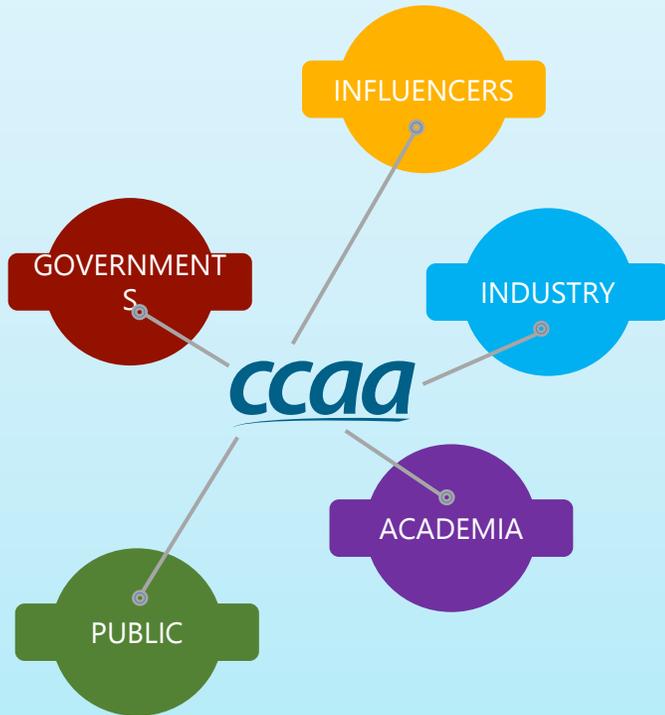
- **Only 25%** of these, approximately 14,000, will be filled by domestic graduates from secondary and post-secondary institutions, leaving a need to find the balance domestically and internationally.
- Aviation and aerospace face **stiff competition** from other sectors for the highly specialized skills it needs.
- There are simply **too few young people** entering the aviation and aerospace education and training funnel to meet future needs.



When students want to pursue education and/or training in aviation and aerospace,

- Students are simply not aware of the range of opportunities available to them.
- Information on options, opportunities and ways to finance are sometimes difficult to find, especially for options that are out of their regions.
- Considering the high cost of aviation and aerospace education, there's a lack of financial programs to significantly assist students.
- Some education/training programs have not kept pace with the rapidly evolving technological needs of the industry.
- Sector-wide, there is limited capacity to educate and train interested students.

The Voice of the Industry



The CCAA,

- Is the voice of Canada's aviation and aerospace sector on identifying labour market challenges and providing workforce development solutions.
- Assists companies with accessing government funding for training and certification of new/prospective employees.
- Works with various levels of governments on expanding workforce development and upskilling funding opportunities on behalf of the industry.
- Plays a leadership role in attracting new workers to the industry and strives to ensure that Canada has the capacity and programs needed to educate and train them.

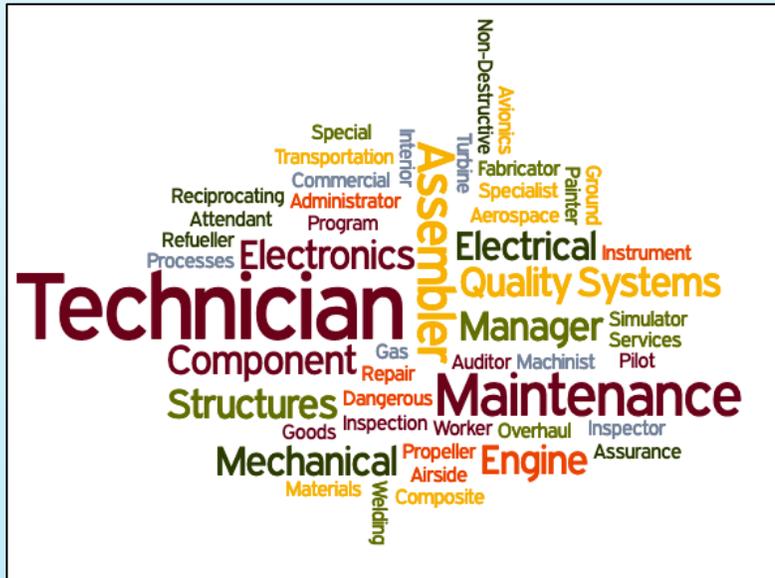
Labour Market Intelligence



The CCAA,

- Built, and continues to maintain, the first authoritative Labour Market Information (LMI) process in Canada.
- The process consolidates and standardizes current, accurate LMI for all sub-sectors of the aviation and aerospace industry.
- Is the trusted resource that government and Canada's aviation and aerospace sector turn to for credible labour market intelligence and insights on upskilling and workforce development.

Standards and Certifications



The CCAA,

- Aims to improve safety and reduce costs to industry through improved efficiency, production and quality.
- Is the gold standard provider of upskilling, certification and accreditation programs to the sector.
- It offers 29 nationally recognized competency standards and certifications for aviation and aerospace occupations that are transportable from region to region.
- Continues to improve and diversify its programs to meet industry demands for workers with the skillsets they need to succeed in an ever-changing technology landscape.

Our DNA

 **Expert**

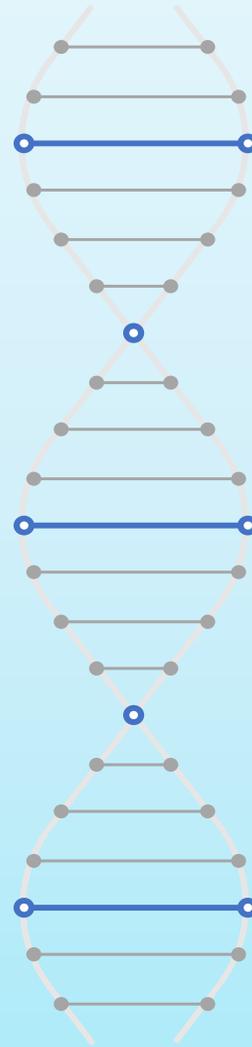
Connective 

 **Focused**

Passionate 

 **Innovative**

Inclusive 



Value Proposition



Expert

We are your **experts** in labour market intelligence and the **Gold Standard** in upskilling, certification and accreditation



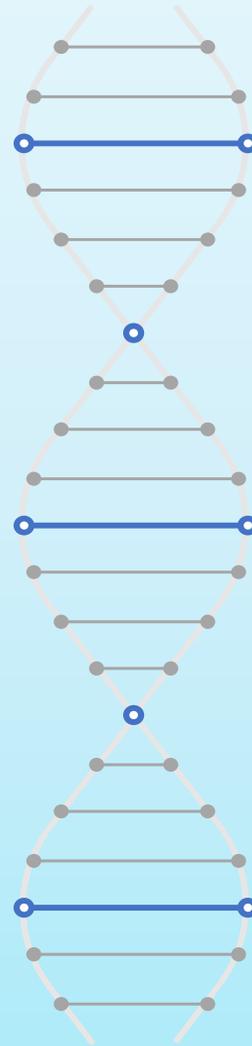
Focused

We **focus** on developing a workforce with the skills you need to succeed in a rapidly evolving technology environment



Innovative

We build **innovative** strategies to raise the public profile of the industry, and to attract new workers and the funding needed to train them.



Connective

We are **connective** and bring industry, academia and government together to solve our sector's workforce development challenges.

Passionate

We are **passionate** about aviation and aerospace and the industry's long term future at home and abroad.

Inclusive

We value diversity and strive to be **inclusive** of all Canadians.

Our Values

Success of our Industry



Putting the success of the aviation and aerospace sector at the center of our mission

As the voice of the industry on labour issues, we are passionate about ensuring the success of our industry by raising public awareness and attracting, upskilling and certifying the next generation of skilled aero workers.

We are equally passionate about improving passenger and worker safety through awareness, better training and comprehensive occupational standards.

Our Values

Accuracy and Veracity



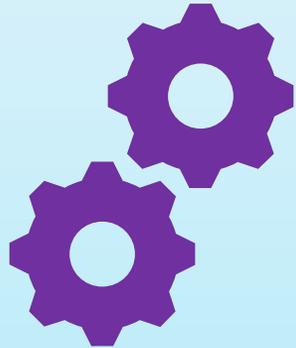
We are proud of the quality and usefulness of the information we publish and the skills training we do

We put enormous energy into making certain that all the labour market information we collect, analyze and share is accurate, verifiable and useful.

We are the Gold Standard of upskilling, certification and accreditation for the Canadian aviation and aerospace industry.

Our Values

Collaboration and Partnership



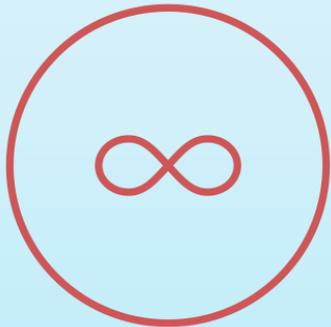
We choose cooperation and collaboration over competition.

We realize the success of Canada's aviation and aerospace industry is directly tied to cooperating and collaborating with organizations inside, and outside, of the sector.

That's why we choose to listen and collaborate with others to pool knowledge, expertise and resources in ways that yield practical and actionable solutions to the workforce development challenges of our industry.

Our Values

Inclusion and Diversity



We have a responsibility towards under-represented groups

We recognize the importance of aviation and aerospace to communities across the country and the immense value of further engaging women, Indigenous peoples and minority groups.

We are committed to helping them discover a rewarding future in aviation and aerospace and how, by working in the industry, they can contribute to their communities and to Canada.

Our Values

Stewards of Your Trust



We are responsible stewards of the investment our associates make in us

We appreciate the confidence and the trust our partners, associates and collaborators place in the CCAA by supporting its mission and its activities.

We strive to be careful stewards of all investments of knowledge, financial or human resources they make in us.



Our Mission

Develop and implement a national labour market and outreach strategy to ensure that an innovation-driven, flexible and skilled workforce is available to support the aviation and aerospace industries in Canada.

Our Audiences

Stakeholders (Primary)

- Industry and government
- Employees
- CCAA associates
- Unions
- Educators

Secondary

- University and college students
- Air Cadets and youth Groups
- Elementary and HS students
- Influencers
- Parents

Our Mandate



AWARENESS

- Raise public awareness and appreciation of the industry
- Inspire and engage young Canadians and experienced workers
- Provide pathways and training for interested individuals to pursue careers in the sector



EDUCATORS

- National labour market studies
- Skills and competency curricula
- Accreditation audits
- Joint targeted training and curricula development
- Joint skills project development



WORKFORCE

- National labour market studies and strategy
- Occupational Standards
- Certification
- Standard and Custom Courses
- Work with other national and regional associations



INDUSTRY

- Voice of the industry on workforce development
- Sector development and joint labour market consultations
- Industry growth and improvement projects
- Mandatory training
- Accelerated Certification
- Updated and expanded Occupational Standards

The CCAA in Action

Occupational Standards 2.0

CCAA offers certification and training plans based on industry standards. To ensure relevance we are updating the existing 29 National Occupational Standards to include emerging technologies and occupation competencies.

- Develop new National Occupational Standard requested by industry.
- Update the CCAA certification process.
- Develop a digital system to support electronic logbooks and customized upskilling programs.

The CCAA in Action

Accelerated Assessment and Certification (AAC)

An industry-based recognition program for employers to objectively assess the skills and competency of foreign-trained and Canadian workers transitioning into aviation/aerospace from other industries against Canadian standards.

Online job profiles and self-assessments for 17 key (non-licensed trades) aviation and aerospace occupations. On completion, participants receive a detailed gap report and next-step recommendations including alternative career suggestions when needed.

Practical exams are available for 7 of these occupations that could lead to certification. Field tested by applicants and employers.

Job matching available - CCAA will inform industry of any available candidates.

The CCAA in Action

Increasing Participation of Under-represented Groups

Sectorial study of participation of under-represented groups

As part of its overall study, the CCAA organized over a dozen focus groups sessions across Canada between March and June 2019 to gather feedback on best practices for the inclusion, recruitment and retention of Women and Indigenous people in the industry.

Focus group feedback combined with other industry research helped to document industry sourced actions the sector can take to increase participation of Women and Indigenous people in their companies and in the industry at large.

The CCAA in Action

Wage Subsidies for Student Work Placements (SWPP)

The SWPP program is funded by the Federal Government and delivered by the CCAA for the aviation and aerospace industry.

The primary focus of SWPP is to significantly increase the number of work-integrated-learning opportunities in our industry - up to 1230 students across Canada by 2022.

Wage subsidies of up to \$7,000 are available for employers wishing to provide students registered at recognized Canadian PSE institutions with quality full-time employment for work terms in the aviation and aerospace.

There is also an allocation of funding available for students registered in other programs and for part-time students.

The CCAA in Action

Northern WIL

Work Integrated Learning for Northern Students

CCAA has a WIL initiative specifically focused on providing work opportunities for students in communities across the north. To ensure the program is well tailored to the north and effectively delivered, the CCAA collaborates with Indigenous advocacy groups, key post-secondary education institutions (PSEs) and employers who are committed to increasing the participation of youth in the industry.

Participants are part-time PSE students who undertake the majority of their education and learning in a work placement of 6-8 months. Employers are entitled to wage subsidies of up to \$7,000 with the expectation they will participate in providing structured entry-level training to the students.

CCAA will work with employers to provide training outlines and training tools.

The CCAA in Action

Labour Market Intelligence (LMI)

CCAA is the only national aviation and aerospace organization focused on the collection and analysis of human resources data. CCAA will be producing new LMI supply and demand LMI reports in 2020 with a focus on emerging skillsets.

CCAA hosts the annual National Labour Market Strategy event for industry, government, academia and CCAA partners and associates.

AIAC and CCAA have joined forces to tackle the impending labour market shortage by forming a joint Labour Market Committee to help develop an industry-wide comprehensive approach to support the growth of Canada's aerospace labour pool and increase capacity to train skilled aviation and aerospace workers.

The CCAA in Action

Industry Job Board and Job-Matching Service

CCAA provides, and promotes, its online gateway to the aviation and aerospace job matching platform, Magnet.

Magnet is a digital social innovation platform that matches jobs seekers with employment opportunities, and employers with job seekers that have the right skill sets for their organization. Magnet, or the platform it links to, is used by most PSEs across Canada to promote co-op/internship positions.

Magnet also provides real-time LMI data for the industry.

The CCAA in Action

Public and Student Outreach for the Industry

CCAA works closely with regional industry associations and various academic institutions to inspire and attract young people to the industry.

Developing a national public and student outreach program and activities in cooperation with Canadian Aero/Space Skills Network (CASSN), this includes evergreen databases of industry outreach best practices and tools.

The CCAA is proud to partner with Elevate Aviation, Northerners Taking Flight, Air Cadet League of Canada, CASSN and many others.

The CCAA's High School Aviation Program is offered in many schools across Canada. The program is available to high schools and other interested organizations.

The CCAA in Action

Multi-Disciplinary Technician Training Development

This project will help provide work-integrated learning (work-terms) where few existed previously for Aircraft Maintenance Technicians students in PSE programs by providing wage subsidies and training tools to employers to hire students for a long-term placement.

During the first work term students will have a structured “onboarding” introduction to the airline/MRO workplace culture and procedures. Other WIL may include cross-over training in other occupations such as avionics and interiors.

Graduates from this program will be better prepared than other new Aircraft Maintenance Technicians to begin their careers.

The CCAA in Action

Training and Certification

CCAA works with all segments of the sector to develop tools and solutions for specific skills and demographic needs of the industry.

The gold standard provider of training, upskilling, certification and accreditation programs to the industry, the CCAA offers 29 nationally recognized competency standards and certifications for aviation and aerospace occupations that are transportable from region to region.

The CCAA has an extensive suite of world-class online and classroom training. We are continuously updating our programs and developing new training workshops and e-Learning courses to meet industry demands and develop workers' skills while they remain in the workforce.



How can we help you?

Thank you!

ccaa