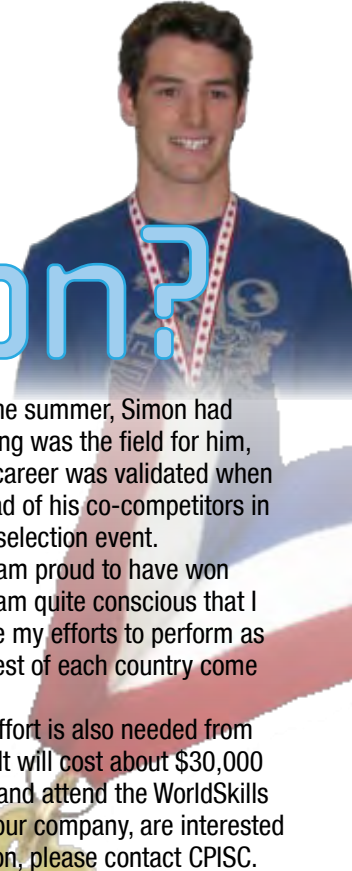


## Print gold for Simon?



A Canadian gold for printing in the Olympics? It sounds unlikely but it will be exactly what Simon Beauchamp is aiming for when he participates in the WorldSkills event in Calgary next year.

The young Quebec printer will represent the Canadian printing industry at the international WorldSkills competition after winning the 2009 Team Canada selection event.

The event was run by the Canadian Printing Industries Sector Council (CPISC) in collaboration with Skills/Compétences Canada and Heidelberg Canada. Competing with Simon were: Eamonn Curran, representing Newfoundland and Labrador; Matt Joniec representing Ontario; and Scott Bairstow; representing Alberta.

The competition, held at the end of August, followed five days of training with Heidelberg Canada trainer, Jeff Polley. The four then competed over two days, and were judged on their ability to complete

both a PMS and a 4-colour job, including printing and cutting tasks. To find out more about the national selection event visit the CPISC website.

After winning the competition and taking

gold, Simon will now be the first Canadian printer to participate in the WorldSkills event.

WorldSkills is essentially the 'Olympics' for trade and vocational skills, and the 2009 Calgary event is expected to attract more than 900 competitors from 49 countries, including 30 Team Canada members.

CPISC Co-Chair, Duncan Brown, says Simon's participation in the WorldSkills event will be a first for the Canadian printing industry. "Encouraging young people to enter the printing and graphic communications sector is critical for the future of our industry."

Fellow CPISC Co-Chair, Jeff Ekstein, added: "We hope that Simon's involvement in the WorldSkills event will help raise awareness of printing and graphic communications among young people, encouraging them to consider a career in the industry."

In fact, exposure to the industry was what first got the attention of Simon, who was born and raised in Montreal.

"I was planning to study administration after high school,

but then I got a part-time cleaning job in a print shop and my plans changed."

"The more I watched the variety of print jobs each day and saw the machinery run, the more my interest grew."



National selection event participants, from left: Matt Joniec, Simon Beauchamp, Scott Bairstow and Eamonn Curran.

By the end of the summer, Simon had decided that printing was the field for him, and his choice of career was validated when Simon edged ahead of his co-competitors in the Team Canada selection event.

Simon says, "I am proud to have won the nationals and am quite conscious that I will need to double my efforts to perform as well against the best of each country come September."

A big support effort is also needed from the print industry. It will cost about \$30,000 for Simon to train and attend the WorldSkills event. If you, or your company, are interested in supporting Simon, please contact CPISC.

### Help Simon win gold for Canada!

We need to raise about \$30,000 to help Simon represent the Canadian printing industry at WorldSkills Calgary in 2009. If you can help, please contact Sylvie Cloutier at CPISC: [s.cloutier@cpisc-csic.ca](mailto:s.cloutier@cpisc-csic.ca) or (613) 688-0293, ext 4.



Canadian Printing Industries Sector Council

Suite 1110, 151 Slater Street  
Ottawa ON K1P 5H3  
Toll-free: 1-888-688-0293

[www.cpisc-csic.ca](http://www.cpisc-csic.ca)

Tel: 613-688-0293  
Fax: 613-232-1334  
[info@cpisc-csic.ca](mailto:info@cpisc-csic.ca)

## INSIDE this issue

- » HR toolbox for small and medium print companies - Page 2
- » Skill Standards success: Order your copies today - Page 3
- » Building a strong foundation for the industry - Page 4



Funded by the Government of Canada's Sector Council program

The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada.

# What next for CPISC?

A message from the Board Co-Chairs

For the Canadian Printing Industries Sector Council, 2009 is shaping up to be a busy and productive year.

At the most recent CPISC Board meeting in October, we set the agenda for the coming year, and prioritized the plans and programs that we want to conduct on behalf of the print and graphic communications industry.

Providing tools for employers and educators will be among our key areas of focus. We plan to build on the success of our Press Skill Standards by developing a range of complementary standards for other work areas in the industry, and we want to explore options for accrediting training institutions and providers.

Training needs assessment and career pathway tools for employers will also be part of our focus, with the aim of producing an HR toolkit for smaller print company operators.

Over the next few months the focus of CPISC will be on securing funding for the new project plans, with work on our current projects also continuing.

In November we will launch two important project reports, the first will be our Labour Market Information (LMI) report and the second will be our Skills and Technology Roadmap (STRM) report.

The LMI report provides a comprehensive compilation of data on industry employment trends and human resource challenges, which will help us all plan better for the future.

The STRM report will be launched during Print World 2008, and provides a picture of new and emerging technologies that will drive the industry over the next decade and the human resource skills needed to use these technologies in a productive and efficient way.

We look forward to the release of each of these reports and we anticipate that 2009 will build on the success of CPISC in 2008 and continue to provide the print and graphic communications industry with the HR tools and support they need to prosper.



**Jeff Ekstein**  
Co-Chair, CPISC  
President & CEO,  
Willow Printing Group Ltd.



**Duncan Brown**  
Co-Chair, CPISC  
National Director, CEP  
Graphical, Communications, Energy  
and Paperworkers Union of Canada



# HR toolkit

## •Recruitment•

Very simply, recruitment is the process of attracting, evaluating, selecting and hiring qualified print staff for your company. The recruitment and retention of skilled workers is one of the key human resources issues identified by the print and graphic communications industry sector.

Understanding the recruitment process is important because it will help you make better hiring decisions - and better hiring decisions can help reduce turnover, which will have a positive impact on your bottom line.

Effective recruitment starts with attracting qualified candidates. Before you can decide how to recruit, you need to think about: What positions are you hiring for?; What skills and qualifications are required?; Are you often recruiting to fill the same or similar positions?; Do you have immediate openings, or are you hiring for forecasted needs in the future?; Are you interested in hiring recent graduates with limited or no experience?; What is your budget for attracting qualified candidates? Once you know the answers, you can identify which attraction strategy best suits your company. You could try the following strategies to help attract qualified candidates:

### Selling your company

What makes you different from the competition? Why should a qualified and experienced print industry employee work for you? Knowing and highlighting what makes you different and unique is called branding, and it's a strategy that can be used to support recruitment. If you want people to be aware of your company, or brand, you need to promote it. Recruiting can be seen as selling a job to the best candidate, and your brand helps you sell what you have to offer to qualified candidates.

### Training institutions

If you can hire newly qualified employees or recent school graduates, build relationships with print and graphic communications training institutes and local schools.

### Look outside the box

As baby boomers retire, every company will be competing for a shrinking number of skilled workers. The next generation of industry employees might need to come from new labour pools, such as women, immigrants and Aboriginals. So maybe it's time to look at non-traditional ways to fill a position. Offering flexible work hours or job-sharing might also be a solution.

*This HR information is adapted from 'Your Guide to Human Resources' produced by the Canadian Trucking Human Resources Council. In future, CPISC hopes to secure funding to produce an HR toolkit for the print and graphic communications industry, that will build on the work of the CPISC HR Study (see Page 4 for more details). The toolkit will be designed to help small and medium-sized print companies deal with recruitment and retention - especially those who do not have human resources professionals on staff.*

# Skill Standards SUCCESS



Print industry employers and training institutions have responded enthusiastically to the release of new industry skill standards for press operators.

The new standards were produced by the Canadian Printing Industries Sector Council (CPISC), in close collaboration with printing companies.

Additional skill standards for employees in pre-press and finishing and bindery are also due for release in 2009.

CPISC Co-Chair, Jeff Ekstein, describes the skill standards project as a “bold and decisive” step towards addressing the human resource needs of the printing and graphic communications industry.

And it appears the industry agrees. There has been strong demand for copies of the skill standards documents from both employers and training organizations who say they plan to use the Standards

as a basis for updating staff training programs and institutional courses.

Professor Phil Richardson, Coordinator of the Graphic Arts Department at Mohawk College in Brantford ON, says the college is using the press skill standards to map programs and direct course development.

“For several years we have been redeveloping our graphic programs to meet future industry challenges, and our skilled staff have been working

hard to create programs that produce highly skilled graduates to meet these challenges.

“The press skill standards will validate this process and give us excellent direction for future growth. We applaud the efforts of CPISC for creating these valuable standards and we look forward, with anticipation, to the release of future standards.”

Professor Richardson has also volunteered to participate in one of a series of national focus groups to review the pre-press and finishing and bindery Skill Standards and says once they are released in 2009, Mohawk will also use them to refine their training programs for graduates.

Fellow CPISC Co-Chair, Duncan Brown, says by agreeing on a set of standards, “the industry has made a huge leap towards a more educated, adaptable and highly skilled workforce.”

“The establishment of a single set of standards, that could eventually be adopted by all industry members, means there is real potential to unify Canada’s approach to creating a globally competitive print industry.”

## What are skill standards?

Skill standards are statements on what an employee should know and be able to do on the job. Comprehensive standards, like those produced by CPISC, also indicate the level of performance a given job requires.

## Why are skill standards important?

For employers, the benefit of skill standards is the potential for better trained, more adaptable workers. Standards also enable an employer to assess workers and develop training programs to meet their needs. For employees, skill standards provide a set of criteria against which they can judge their own career progression. Workers can also ensure their skills are up-to-date and portable to workplaces across Canada.

## What next?

CPISC is developing skill standards for people working in pre-press and finishing and bindery. The standards, which will have industry approval, are due for release in 2009.

## Reprinted: Due to popular demand

CPISC has reprinted copies of the Press Occupational Profiles due to strong demand from industry employers and training organizations.

To help support CPISC and cover the costs of the reprint, future copies of the Occupational Profiles will be available for a nominal fee of \$3 each, including postage and handling. Discounts for purchases of 10 or more copies are available. Free PDF copies are also available from the CPISC website at [www.cpisc-csic.ca](http://www.cpisc-csic.ca)

For more information about the Press Occupational Profiles or to order copies, visit the website or contact Heather McLaren:

- » [h.mclaren@cpisc-csic.ca](mailto:h.mclaren@cpisc-csic.ca)
- » (613) 688-0293, ext 8

# CPISC update:

## Building a solid foundation to support industry development



The Canadian Printing Industries Sector Council (CPISC) is using a building-block approach to develop HR tools to support the print and graphic communications industry. This means CPISC initially focused on projects that defined the industry and its needs. Now CPISC is building on that foundation by developing HR tools that have been identified by industry as necessary for the growth of the sector. Below is an update on some of CPISC's current projects:

### Labour Market Information

The CPISC Labour Market Information project is complete, with the final report due out by the end of November. The report will be a comprehensive compilation of data on employment trends and human resource challenges facing the printing and graphic communications industry.

It is anticipated the report will provide employers with access to reliable labour market data to support human resource decision-making in the industry. A 'snapshot' document will also be produced as a handy reference for industry members.

### HR Study

The HR Study is an update of the 2003 sector study conducted by CPISC. As part of the HR Study, CPISC will produce a series of papers on emerging human resource issues within the sector and identify potential strategies to mitigate their impact.

The CPISC HR Study will provide an up-to-date human resource profile of the industry, that will also help inform strategic planning and future projects. The study is expected to be released in early 2009. To find out when, sign up for our regular information updates online at [www.cpisc-csic.ca](http://www.cpisc-csic.ca)

### Certification

The CPISC Certification project has been designed to build on the development of the Skill Standards.

With the development of the standards, the next logical step is to recognize individuals who meet the standards and show competence in the industry.

The first project working group was held in Ottawa in November with the aim of identifying possible certification models that could be implemented.

CPISC will continue to work closely with education and training providers to further explore the possibility of skills certification for the print and graphic communications industry.

### Skills and Technology Roadmap

The Skills and Technology Roadmap project is also complete, with the final report due to be released at Print World 2008, in Toronto on November 22.

The STRM report will provide a clear picture of the existing and emerging technologies that are expected to have an impact on the industry over the next decade.

The report will also focus on the skills needed to use these new technologies in a productive and efficient way and will outline a range of solutions to help the industry deal with the human resource challenges that are likely to result.

Copies of the report will be available from the CPISC stand at Print World (booth 1251) and on the CPISC website.

### Skill Standards

Following on the success of the press skill standards (see page 3), CPISC is currently developing skill standards for industry employees working in the areas of pre-press and finishing and bindery.

Validation focus group meetings have been scheduled for locations across Canada between now and the end of the year with the new skill standards and profiles expected to be released at the CPISC 2009 Annual Forum which will take place in Vancouver, BC, on June 12. To find out more and to register, visit [www.cpisc-csic.ca](http://www.cpisc-csic.ca)

