



cwbassociation



## CWB Association **Impact Report** 2021-2022

# Canadian Chapters



- British Columbia
- Calgary
- Conestoga College Student Chapter
- Edmonton
- Halifax
- Hamilton
- Kitchener
- Montréal
- New Brunswick

- Nova Scotia
- Ottawa Gatineau
- Regina
- Saskatoon
- Toronto
- University of Alberta Student Chapter
- University of Waterloo Student Chapter
- Winnipeg

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## Message From Leadership



### Sebastian Max Ceron

Director, CWB Association

*"The CWB Association is entrusted by its membership to Advocate - Facilitate - Educate and we are proud of all the work the Chapters and members are doing across Canada"*

As the CWB Association continues to grow and adapt to the ever-changing blueprints of the welding community, we want to ensure that our membership is always abreast and informed in the various metrics that we collect to gauge success. The CWB Association is entrusted by its membership to Advocate - Facilitate - Educate and we are proud of all the work the Chapters and members are doing across Canada. Please take some time to learn about our Association and let's keep making the CWB Association the BEST professional association in Canada.

### New Programs and Initiatives

The CWB Association (CWBA) has made it our mission to enhance the skills and knowledge of welding industry professionals. We provide our members with the experiences of welding professionals, learning resources, free content, and the latest news and events. We remain committed to innovation to advance the careers of our members, and this year has been no different. The CWBA released many exciting new initiatives and programs that aim to serve the needs of the welding industry and ensure the success of our valued members.

## CWB Association Store | cwbastore.org

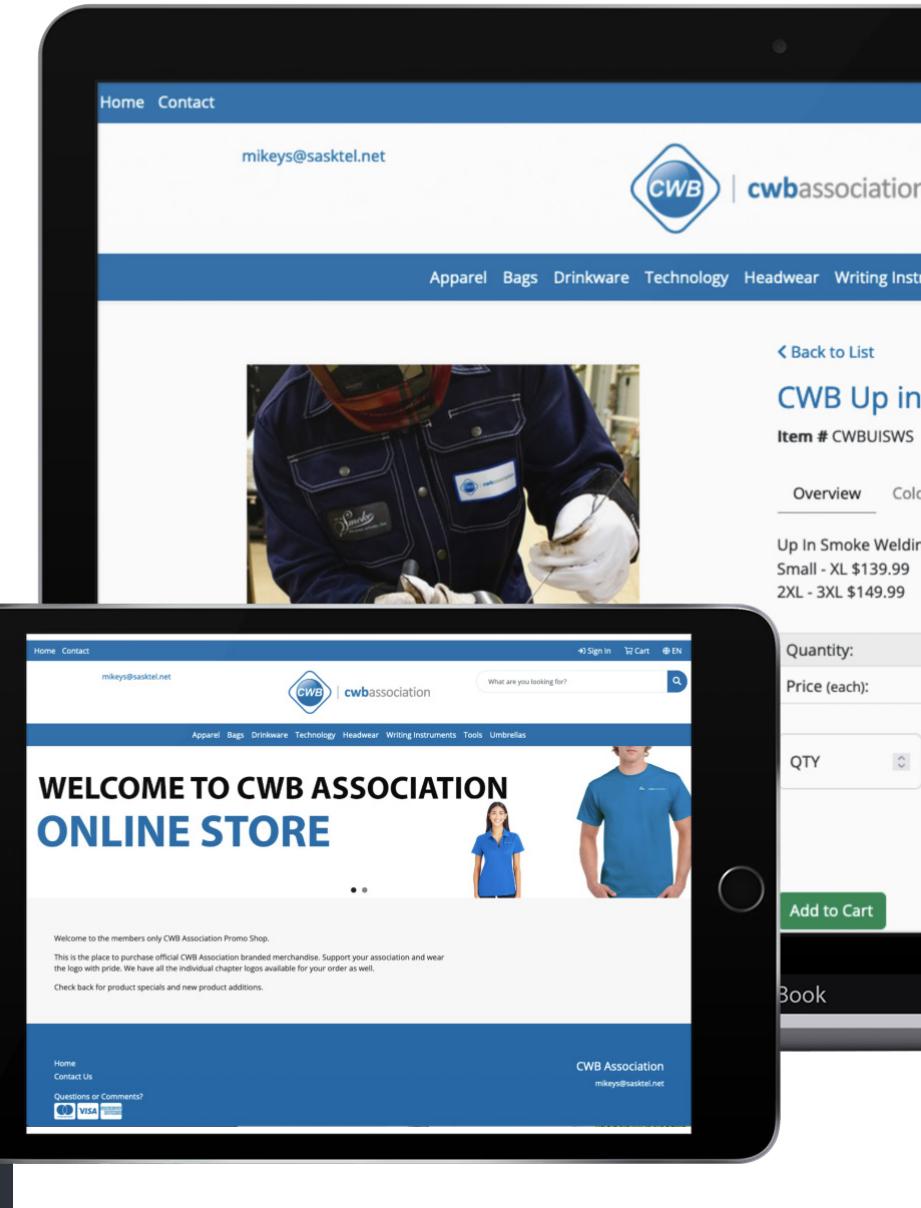
Our exclusive online CWB Association shopping portal is now open and available to all Chapters in Canada. The portal will support chapters and their members but is not available to the public yet.

The store will offer exclusive products and swag at a discounted cost with direct shipping.

**Plus**, members will have access to updated logos and graphics for holistic branding.

[www.cwbastore.org](http://www.cwbastore.org)

Exclusive products  
and swag at a  
discounted cost with  
direct shipping.





## Training Supplement and Upskill **Program** (TSUP)

The CWB Association is committed to supporting its members through continued training, upskilling and education opportunities.

The Training Supplement and Upskill Program (TSUP) is designed to offer training in various skills that will help promote the continued upskilling of CWBA members within the steel industry. The program offers individuals looking to be future leaders or entrepreneurs a variety of courses to raise confidence and success. These courses are funded by the CWB Association and various industry partners and can be free, subsidized, or discounted depending on each participant's unique situation.

Additionally, all courses available online by LearnIt, our education partner, are offered to our members for a discounted price.

To learn more, visit [learnit.com](https://learnit.com)

# learnit



# Diversity, Equity, and Inclusion (DEI)



One of the CWB Group's core values is respect, and we passionately support diversity in all its forms. Internally, we demonstrate that support through Diversity, Equity, and Inclusion (DEI) Employee Resource Group). The Employee Resource Group works to identify ways to make a difference and, along with the CWB Association, has worked to champion many significant initiatives in the BIPOC and 2SLGBTQ+ communities.

Through these initiatives, we educated our internal and external stakeholders on critical issues impacting the communities around us. We hosted several podcasts where we interviewed members of underrepresented communities to learn more about their experiences in the skilled trades industry, including:

- **Frederick Crawley**, who shared his experience as a black welder in Canada
- **Puddy Wheatley**, a transgender person in the steel trades industry
- Interviews with women from Canada and North America to promote women in the skilled trades and share stories of their careers and the obstacles they faced – 41% of guests for the CWB Association podcast have been women in the trades
- Indigenous leaders and instructors from the steel trades have been represented in many of our episodes
- Knowledge pieces in WELD supporting our guests and initiatives
- Creating free DEI training opportunities to create awareness and promote personal growth through our TSUP program

*One of the CWB Group's core values is respect, and we passionately support diversity in all its forms.*



# Collaborations

The CWB Association prides itself on its ability to collaborate with its stakeholders to create innovative programs that benefit the overall success of the industry. This year, we have joined forces with various organizations to ensure that we provide ease of access to all industry members and provide the best service possible.



**CWB Welding Foundation**



**Equipment Capital Matching Programs**



**Communications**

In collaboration with the CWB Welding Foundation, we have new templates to facilitate the creation and maintenance of scholarships and bursaries in your CWBA Chapter areas.

Building off the great initiative of the Conestoga Chapter, we now have a process for CWBA chapters to help fund and provide consumables and equipment to their local high schools and training centers.

- The CWB Association was honoured to be invited to host a booth at NASCC: The Steel Conference by the American Institute of Steel Construction (AISC). Here, we networked and promoted the programming and partnerships we are fostering in the industry.
- Working with the CCDA (Canadian Council of Directors of Apprenticeship), CAF (Canadian Apprenticeship Forum), and other welding industry partners to help develop a microsite that will promote all essential career pathways for the proper development of a successful welding career.
- Connect local chapters to participate in and support local events such as apprenticeship galas, awards ceremonies, Skills Canada events, and more.



**CAF  
(Canadian Apprenticeship Forum)**



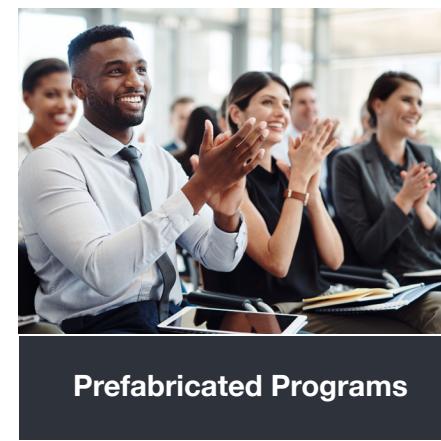
**Marine Industry Supports**



**Skills Compétences  
Canada**

**Skills Canada**

- Working on several committees to help steer and promote our industry at all levels.
- This includes the new CAS (Canadian Apprenticeship Source) Program.
- Providing mentorship and subject matter expertise for welder and steel trades initiatives
- Providing members from our CWBA membership base for other subcommittees.
- Work with and participate in committees in all these agencies to help support the steel trades within the growing marine sector in Canada
- Canadian Marine Industries and Shipbuilding Association
- Marine Industry Association Committee (MIAC)
- The Association of British Columbia Marine Industries (ABCMI)
- Connecting local chapters to participate in and support local events such as Skills competitions in municipal and provincial competitions
- Offer mentorship and training opportunities for skills competitors
- Supporting CWB Education Learning Development with Skills Canada to help instructors and mentors across Canada



**Prefabricated Programs**

- Developing and facilitating events for CWBA chapters that are easily accessible and easy to integrate
- Establishing national events such as National Trivia night that are easy to be involved in at any level
- Preset "job kits" for events such as with Skills Canada, Canadian Apprenticeship Forum, and the CWB Welding Foundation.

# Conferences

The CWB Association conferences aim to engage, educate and inspire. With both virtual and in-person events and options, we focus on the convenience of our participants by allowing access anytime, anywhere. Our conferences offer exhibits, educational sessions, networking opportunities with industry professionals, and many takeaways for participants across North America.



Continuing with our commitment to the welding industry, we provided welding and fabrication professionals with a platform to enjoy knowledgeable speakers within informative sessions designed to update the industry on new and exciting innovations.

Virtual conferences/events held by CWB Group  
- attended by 748 people

- Educators Conference - May 22
- French Welding Industry Day Virtual - December 1
- National Trivia Event - March 22
- Welding Industry Day Virtual - November 21
- Welding Industry Day Virtual - February 22

CANWELD 2022

- First collaboration event with Fabtech Canada
- Our first live face-to-face event since the COVID-19 pandemic.

Industry Professionals

Network Opportunities

Newest Technology

Takeaways

Educational Sessions

Convenient Hybrid Model

# Engagement

## CWB Association Podcast

The CWB Association brings you a weekly podcast that covers what's happening in the world of Welding. We speak to people passionate about the world of Welding and fabrication. Get the right tips and industry information to stay on top of what's happening in the Welding industry.



16,000 ↑  
downloads as of August 2022



New opportunities to generate revenue to fund and support CWB Association initiatives and our membership

33% ↗  
of our listenership is in the USA



93% ↗  
listenership in North America as a whole

CWB Association specific video content drove

95,630 views  
(640% increase YoY)



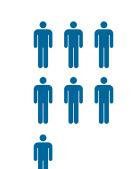
50.3% ↗  
increase in CWB Association Podcast listenership



93% ↗  
increase in CWBA-related website activity



New members  
6,882 ↑  
Joined in 2022



Content Marketing  
952% ↑  
How It Works section increased

Engagement  
41% ↑  
CWB Association audience is engaged in email content

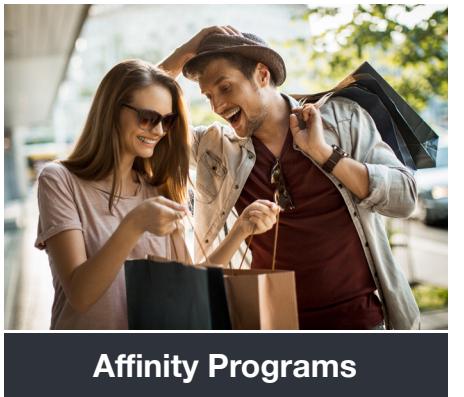


# CWB Association Benefits

There is no better time to be a member! The CWB Association membership is new, improved and focused on you. We offer a FREE membership with a full suite of benefits to anyone interested in joining an association that is passionate about welding. Build your career, stay informed, and support the Canadian welding industry.



New Media Kit



Affinity Programs



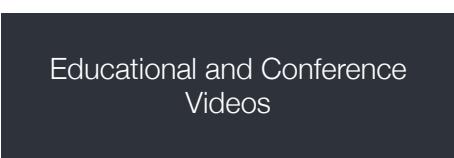
Digital WELD Publication

- Newly developed media kit that caters to all sectors and sizes of industry partners
- Introducing new tiers, products, and offerings through the CWB Association

CWB Association Podcasts:  
■ Our popular podcast offers new advertising opportunities



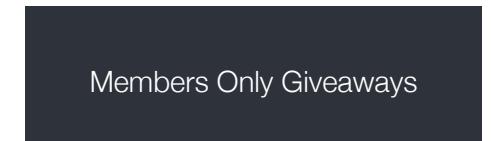
Industry Reports



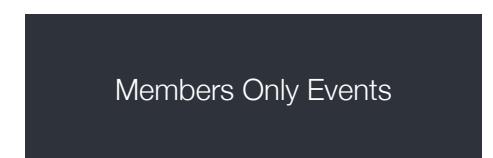
Educational and Conference Videos



Conference Research Papers



Members Only Giveaways



Monthly Industry Updates

## Conclusion



The CWB Association's mission is to enhance the skills and knowledge of welding industry professionals.

With over 100 years of experience behind us, our expertise and dedication to the industry have paved the path for many successful professionals that are fueling the welding sector forward.

The CWBA has successfully put its best foot forward by introducing many exciting new initiatives this year, and we are confident this is just the beginning.

Next year will bring more events, knowledge resources and chats with renowned names in the industry to continue our commitment to the sector's success and showcase the importance of welding in our society.

**Stay tuned for more!**



cwbassociation



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