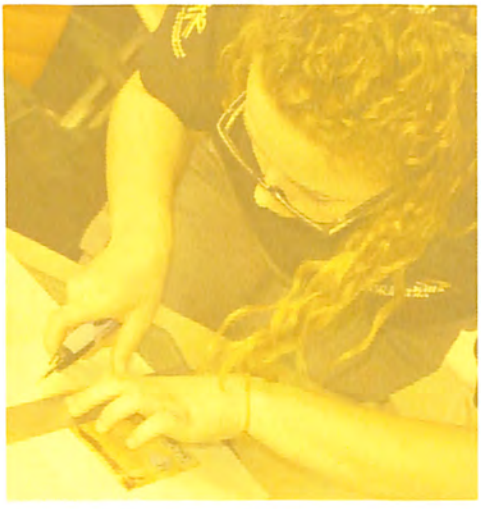
world skills international



2011 ANNUAL REPORT

PRESIDENT'S INTRODUCTION

Friends and Colleagues,

WorldSkills International enjoyed another excellent year in 2011.

Our 41st WorldSkills Competition, held from 5-8 October 2011 in London, was a magnificent success and I congratulate and thank all of those involved in making it so.

It was a great pleasure to welcome China, Namibia, Argentina, Barbados, Latvia and Paraguay, along with Siemens, to their first WorldSkills Competition, and we look forward to welcoming the Russian Federation and Sri Lanka as additional new Members early in 2012. Our regional competitions are also thriving – with WorldSkills Americas, WorldSkills Europe, WorldSkills ASEAN and WorldSkills GCC all planning to host Competitions in 2012.

We are delighted to have strengthened our relationship with the United Nations Industrial Development Organization (UNIDO) and look forward to working more closely with UNIDO in generating worldwide awareness of the essential contribution that skills and industrial development make to the achievement of economic success.

One of two pivotal strategic achievements for 2011 was the official launch of the WorldSkills Foundation. This important body will act as the research, advocacy and education arm of the WorldSkills movement, working alongside WorldSkills International to unite and mobilise people, organisations and communities who have a common interest in skills, in the belief that a highly skilled workforce underpins the strength of society.

Our second important achievement was the formal adoption of our strategic framework document - 'Vision 2020'. The new Board of Directors has already begun work to refine the Action Plan for 2012-2015 to give specific focus to this overarching vision and mission for the next four years. This work will be finalised at our next General Assembly meeting in May 2012 in Jeju, Korea.

I would also like to honour Tjerk Dusseldorp, our former President, and all of the former members of the Board of Directors for their outstanding commitment and contribution to the WorldSkills movement as well as recognising our new Board of Directors; they bring a wealth of experience and enthusiasm to the leadership of WorldSkills International.

Finally, I extend my deepest appreciation and thanks to all who participated in WorldSkills activities this year – our Competitors, Experts, Team Leaders, Delegates, Global Industry Partners and Supporters; our WorldSkills London 2011 team and all of our wonderful volunteers who worked so tirelessly to make WorldSkills London 2011 such a resounding success and finally the WorldSkills International Secretariat, without whom our achievement would have been considerably less.

Simon Bartley
President

CEO'S REPORT

WorldSkills London 2011 was an excellent Competition and a truly spectacular event.

Partnering closely with our UK Hosts we welcomed 52 of our 58 Member countries and regions - representing approximately 70% of the World's population - to compete in a global celebration of skills, training and skilled excellence. The 'Have a Go' program was a great success, with thousands of participants experiencing first-hand many different types of skills from across the many skills sectors. In addition to the WorldSkills Leaders Forum, a conference and events programme in partnership with WorldSkills London 2011 was delivered, under the banner of the WorldSkills Premiere Experience. The programme brought many global leaders together to discuss the importance and impact of skills training to the global economy and society.

A pivotal factor in the successful preparation for WorldSkills London 2011 was the 'Competition Preparation Week' hosted in London in April 2011. This brought together the Technical Delegates, Technical Delegate Assistants, Chief Experts, Workshop Supervisors – and for the first time, the Deputy Chief Experts – along with the Host and WorldSkills International Secretariat teams.

We continued to work closely with our Members to support their needs and requirements and are delighted that more and more of our Members are choosing to adopt the WorldSkills identity. This strengthening of our WorldSkills brand provides benefits for Members in their relationships with industry, educational institutions and media organisations, as well as strengthening brand awareness amongst young people around the world.

In December 2011, WorldSkills London 2011's Directors and WorldSkills International held very productive meetings in order to 'pass the baton' and share key thoughts and experiences to assist the WorldSkills Leipzig team in preparing for WorldSkills Leipzig 2013 – which they are already advertising as "The Most Exciting WorldSkills Competition ever". We look forward to it.

I would like to recognise the contribution of the Board, the Delegates, Experts, Team Leaders, Competitors, industry partners and staff from our Competition Organisers who contribute so much. This thank you and recognition extends to all the people around the world who run and support the national, regional and local competitions - all joined to our common purpose of showcasing the skills that shape our world, and inspiring future generations of skilled, high-quality professionals.

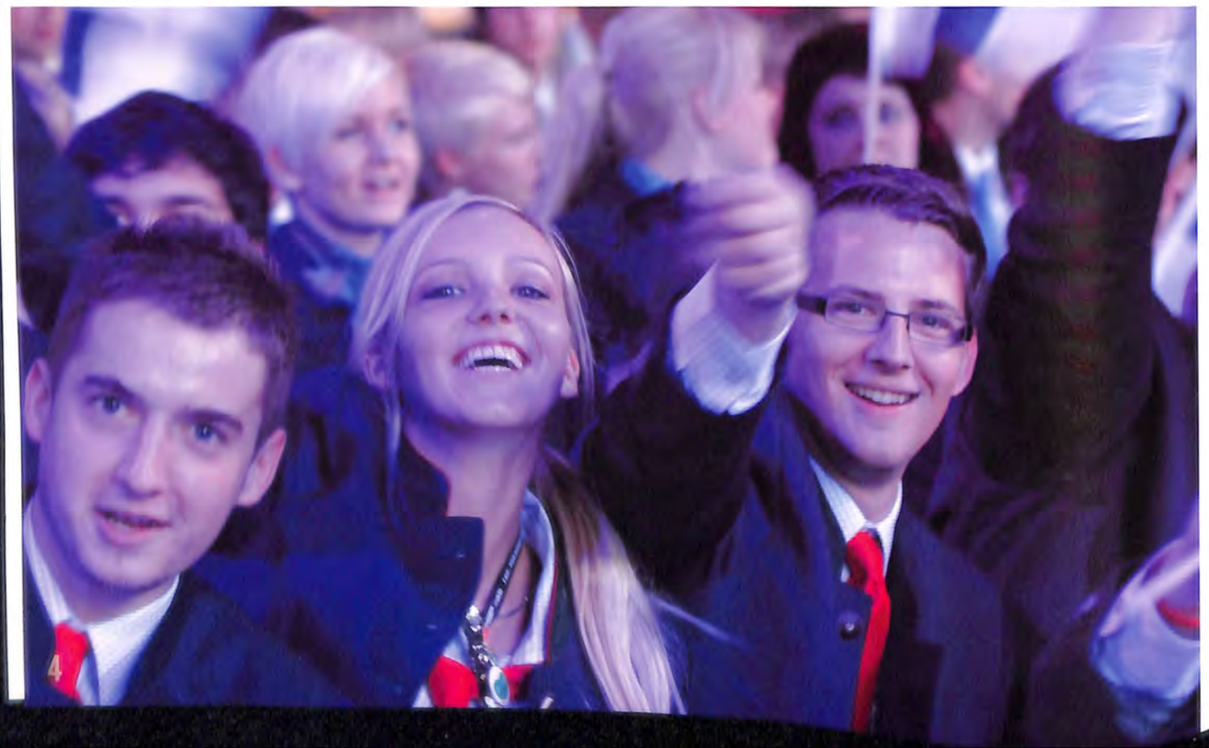
David Hoey
CEO

PREPARING FOR THE 41ST WORLDSKILLS COMPETITION

The first Competition Preparation Week was held in April 2011 in London, bringing together Skill Management Teams, Workshop Supervisors and the Competition Organiser for WorldSkills London 2011. It provided a unique opportunity for knowledge sharing and competition preparation and improvement. The event allowed the Chief Experts, Deputy Chief Experts and Workshop Supervisors to get to know each other in both a work and social environment. It also enabled them to delve into the 'nuts and bolts' of their skill and focus on the key elements needed to run a great skills competition.

A key part of the week was the opportunity for specific competition details to be finalised, such as health and safety documentation, workshop layout, Infrastructure Lists and sustainability initiatives. Delegates also benefited from a site tour of the venue for the Competition, ExCeL London, and a hotel tour where accredited people would be staying. Organised by the WorldSkills London 2011 team, this gave everyone a chance to ask questions, raise concerns or just take in new information.

The Competition Preparation Week was a great success and positive feedback was received from many Experts who attended. Recognised as a major organisational step forward, the model will be implemented into the future WorldSkills experience for our Skill Management Teams. The results are clear, allowing our Skill Management Teams to work face-to-face definitely created a much more united and organised set of skills competitions. The result: a successful event with a more focused Delegate, Expert and Competitor experience.



WORLDSKILLS LONDON 2011

Taking the Competition to new heights

In October 2011 London hosted nearly 1,000 Competitors from 52 countries/regions at the largest ever WorldSkills Competition. From 5–8 October, the 41st WorldSkills Competition was held at ExCeL London - a state of the art venue comprising 90,000 square metres of floor space where the 46 skills competitions were set up in a vibrant and interactive environment. Around 200,000 people participated in WorldSkills London 2011 and as well as being inspired by the international Competitors, they were able to take part in a wide range of 'Have a Go' activities, access cutting edge career advice and witness a wealth of talent on display through a wide range of 'Showcwasing' activities. Giving visitors the opportunity to talk to employers in the 'Make it Happen' exhibition area was also important.

The Competition attracted more media than ever before and generated a 'wow' factor for all who came to the event. Visits by HRH The Princess Royal, the Prime Minister, David Cameron MP, the Mayor of London, Boris Johnson, the Business Secretary, Vince Cable MP and many Ministers from WSI Member countries/regions demonstrated the importance and relevance of vocational education and training to the global economy.

The Deputy Prime Minister, Nick Clegg MP and the President of WorldSkills International, Tjerk Dusseldorp welcomed the Competitors to the UK and London at the official Opening Ceremony at The O2 Arena. This world renowned venue was also the stage for the Closing Ceremony that saw 188 Competitors receive gold, silver and bronze medals and another 317 receive Medallions for Excellence for their outstanding endeavours. The Minister for Skills, John Hayes and the Chairman of WorldSkills London 2011, Chris Humphries presided over the Closing Ceremony celebrations. Both Ceremonies placed a strong emphasis on youth involvement, and celebrated the excellence of our young people from across the globe.

As well as making a positive contribution to changing the perception of skills, the Competition also provided a lasting legacy for the UK that will begin with the first UK wide celebration of skills excellence, in November 2012; this was truly an outstanding event on many levels.

THE PREMIERE EXPERIENCE

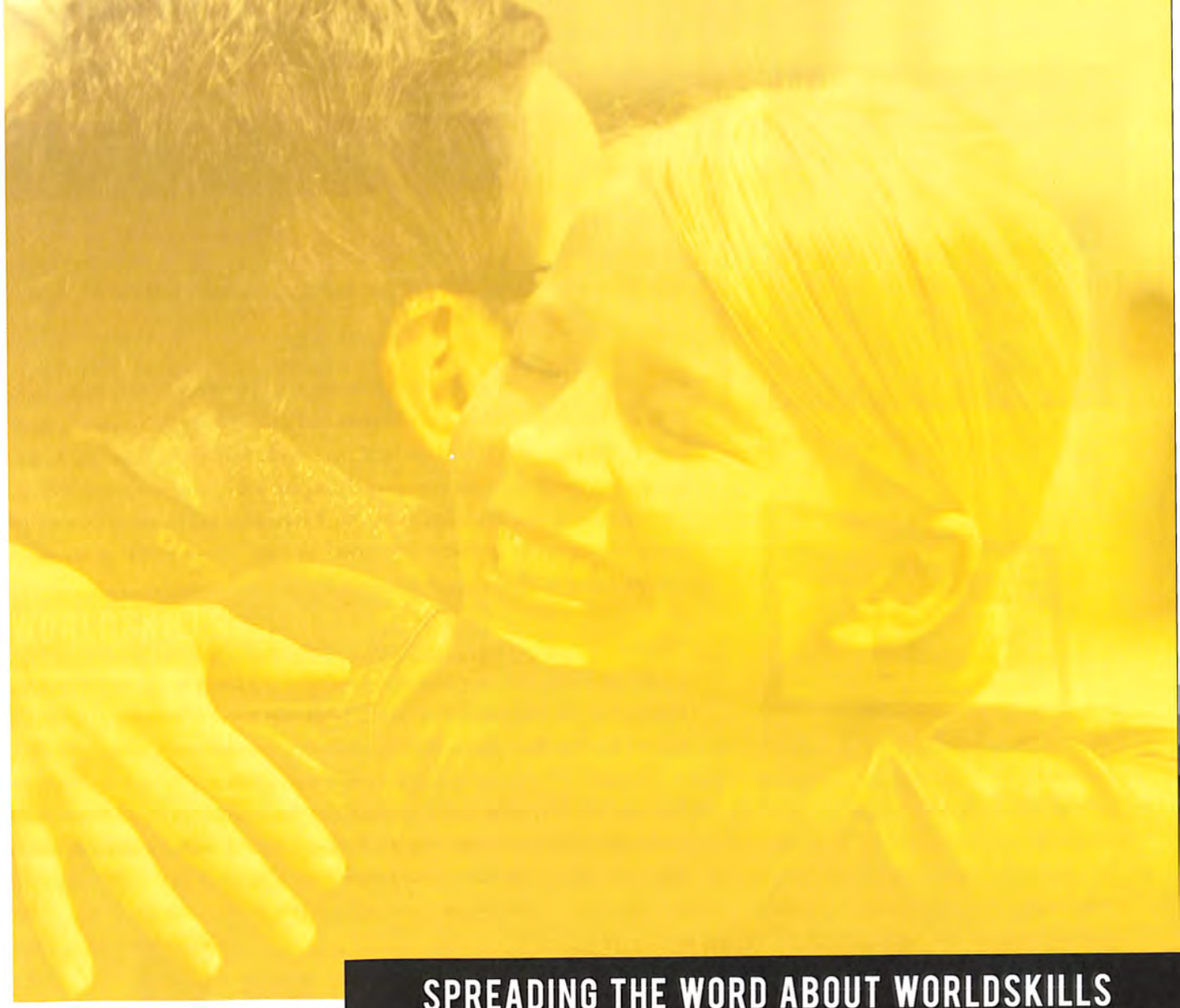
The WorldSkills Premiere Experience a conference and events programme aimed at bringing leaders in industry, education, business and government from around the world together, was held at WorldSkills London 2011. The programme provided a platform for networking, sharing of best practice and learning about successes and challenges relating to Vocational Education and Training in countries/regions from around the world.

The WorldSkills Premiere Experience programme in London hosted a full complement of conference sessions, study visits to industry and educational institutions, as well as Competition tours. World-class speakers presented at the WorldSkills Leaders Forum, speaking on the approaches to Vocational Education and Training in both developed and developing countries/regions, that included both successes and challenges in meeting training needs.

The Global Skills Marketplace had many interactive and engaging seminar sessions that allowed the audience members to ask questions and engage with presenters. Topics ranged from apprenticeship engagement, emerging technologies, ways of working effectively with the new global workforce and international best practices in skills promotion.

Study visits to a variety of further education institutions and industry were a further resounding success – participants from around the world gained new understanding of training initiatives and programmes offered in these further ducation institutions.

A special thank you is extended to everyone who presented at or attended the WorldSkills Premiere Experience. Participants travelled from all corners of the globe for this conference programme; the steering committee and the team of organisers did an exceptional job bringing the programme to life.



SPREADING THE WORD ABOUT WORLDSKILLS

During 2011, the WorldSkills message was greatly furthered through the media. Almost 1,000 accredited members of the media visited the Competition, a large number of whom were from Member countries/regions. No longer 'the world's best kept secret', this unprecedented number of media in attendance meant that the celebration of skills was spread to more parts of the world than ever before.

Social media also played a vital part in spreading the word with Twitter and Facebook proving to be extremely popular. The reality in this day and age is that our world has become smaller and people are more connected through the use of social media. Excitement and interest is generated with much more immediacy than ever before. WorldSkills messages about the importance of Vocational Education and Training, the choice of skilled trade and technology careers as first choice career options and the celebration of young people choosing these professions can be shared with people from all corners of the world.

WEBSITE UPDATE

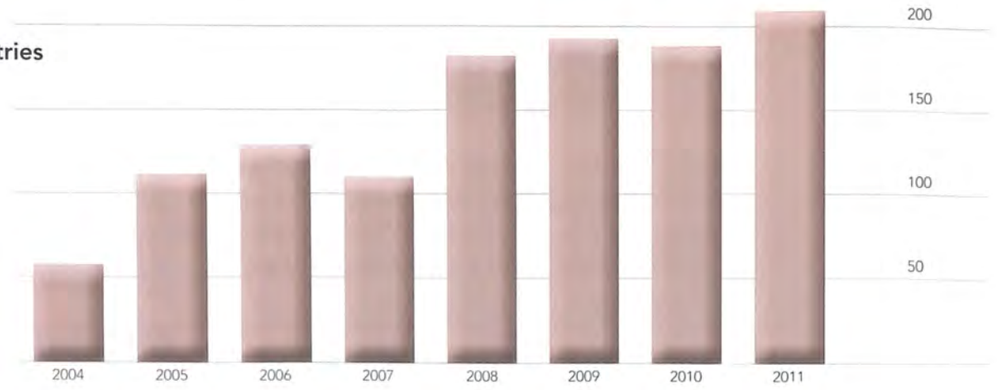
In 2011 the WorldSkills International website (www.worldskills.org) saw the highest ever number of visits in a single day: 26,398 on the day of the Closing Ceremony in London.

Throughout the year a total of 181,205 unique visitors from 206 countries, using 53 different languages made 363,456 visits and viewed 1,498,503 pages. During the year 15,886 visits or 4.37% of the total were made from mobile devices. As mobile computing becomes more pervasive this figure will only increase and WorldSkills International faces a challenge to ensure that content can be easily accessed from these devices and provide adequate wireless connections at events and Competitions to allow ease of access to content and resources.

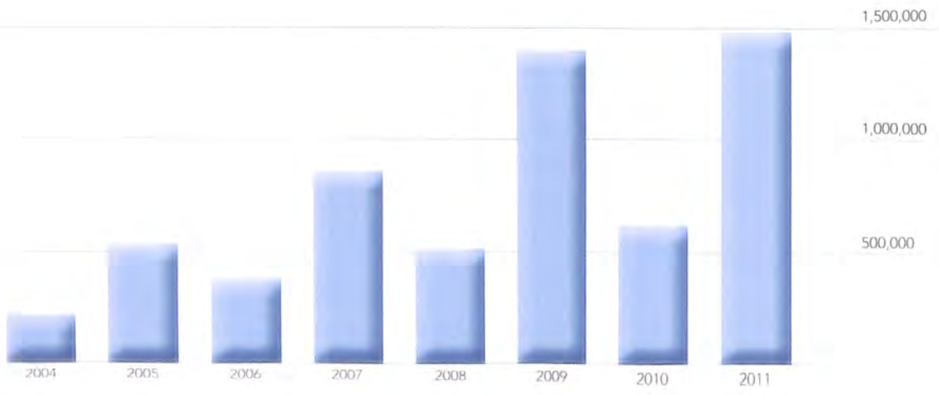
The top 10 most visited pages included the new Expert and Delegate Centres showing a continued adoption of the website as a place to go to access relevant information for Members. The results page saw a 256% increase in visitors over the last Competition year in 2009.

The number of photos made available to the public rose to 28,441 in 2011. A thorough tagging process has enabled visitors to view photos of individual Members, skills or even specific Competitors.

Visitor Countries



Page Views



WORLDSKILLS FOUNDATION

The WorldSkills Foundation - the research, advocacy and educational arm of WorldSkills International - was formally constituted in 2011. Registered in Spain, the aim of the Foundation is to share knowledge and best practice and provide experiences through networking opportunities that bring out the best in skills progression from individuals, companies and education.

Led by the Executive Committee, an Action Plan has been developed which sets out the Foundation's activities over the next three years. With a Board of Trustees consisting of WorldSkills International board members and senior leaders from government, industry and education, the Board will ensure that any initiatives it undertakes benefit the WorldSkills community as a whole.

One of the core remits of the Foundation is to extend the reach of WorldSkills, targeting new audiences to engage with the WorldSkills movement. Supporting this endeavour, the '100 Great Ideas' initiative launched on the Foundation website in 2011 has influenced the direction and content of the WorldSkills Foundation Action Plan identifying the following four priority areas: 1. Research; 2. Youth, Innovation and Technology; 3. Sharing Best Practice and Learning; 4. Nurturing Leadership.

A good example of the Foundation's operating method is its inaugural project partnership, the 'Modelling of Vocational Excellence' (MoVE) research study. The project was first initiated under the auspices of Skills Finland. This work was then taken up by two other WorldSkills International Members, Australia and the UK, and subsequently expanded into a large survey of Competitors and Experts at the WorldSkills London Competition in October 2011. The project would not have been possible without the funding and coordination of the Foundation in cooperation with WorldSkills International.

The MoVE study, the first of its kind, will assist Members in their efforts to raise understanding and support for their participation in the WorldSkills Competition among their own stakeholders. It will help inform the debate about how to improve the quality of vocational education and training, and better meet the needs of the labour market and of young people seeking worthwhile careers.

worldskills foundation

Autodesk

CISCO

FESTO

FLUKE

FLUKE networks

SAINT-GOBAIN

SAMSUNG

WÜRTH

SIEMENS

LINCOLN ELECTRIC

GLOBAL INDUSTRY PARTNER UPDATE

Achieving more together – recognising the vital contribution of our Global Industry Partners

Our Global Industry Partners (GIPs) continued to play an active role in providing an industry perspective across all areas of WorldSkills mission. Ensuring that WorldSkills is connected to the skills needs of the future workforce is a crucial dimension of the partnership between the GIPs and WorldSkills International.

New Global Industry Partners, Siemens and Lincoln Electric, enjoyed a full year of involvement with WorldSkills International and became sponsors of WorldSkills London 2011. Samsung supported WorldSkills London 2011 as a Premier Sponsor and gave the event added credibility from a household name and Cisco Systems supplied the IT infrastructure for the Competition so once again WorldSkills events were supported by a Cisco powered network.

Fluke contributed to the marketing communications working group held in London at the start of the year. The opportunity for Global Industry Partners to spread the WorldSkills message through their sector networks is an area which has been identified as a priority focus in the year ahead.

GIPs involved in supporting skills competitions at a regional and national level around the world maximised their joint involvement with international skills events. For example Autodesk, Cisco, Festo, Fluke, Lincoln Electric and Saint-Gobain supported the French National competitions in Paris; an invaluable opportunity for sharing ideas on how GIPs can individually and collectively contribute to the enhancement of competitions. Adding value to the WorldSkills Competition is an idea being explored further for WorldSkills Leipzig 2013, particularly through demonstrating problem solving and new technologies. With their headquarters in Germany, Würth is currently defining their strategy for the WorldSkills Competition in July next year.

Committed to working together more closely in the future, a priority for the GIPs in 2012 and beyond is the development and implementation of the Partner Engagement Strategy. Working more closely with WorldSkills International and identifying, engaging and retaining new partners from industry, government, education and non-government organisations, the GIPs intend to tap into the enormous potential for the benefit of the skills movement.

FINANCIAL REPORT

Note: Figures provided here are taken from the WorldSkills International 2011 financial statements. The 2011 financial statements are audited by PricewaterhouseCoopers Accountants NV. The complete financial report is available on request from the WorldSkills International Secretariat.

BOARD OF DIRECTORS

Until 10 October 2011

POSITION	NAME
President	Tjerk Dusseldorp (AU)
Vice President Special Affairs	Roberto Spada (BR)
Vice President Strategic Affairs Chair Strategy Committee	Marie-Thérèse Geffroy (FR)
Vice President Technical Affairs Chair Technical Committee	Liam Corcoran (IE)
Vice Chair Strategy Committee	Yoo Bae Kim (FR)
Vice Chair Technical Committee	Veijo Hintsanen (FI)
Treasurer	Laurent Thibault (CA)
WorldSkills London 2011	Simon Bartley (UK)
WorldSkills Leipzig 2013	Elfi Klumpp (DE)

10 October 2011 onwards

POSITION	NAME
President	Simon Bartley (UK)
Vice President Special Affairs	Roberto Spada (BR)
Vice President Strategic Affairs Chair Strategy Committee	Timo Lankinen (FI)
Vice President Technical Affairs Chair Technical Committee	John Shiel (AU)
Vice Chair Strategy Committee	Jos de Goey (NL)
Vice Chair Technical Committee	Stefan Praschl (AT)
Treasurer	Terry Cooke (CA)
WorldSkills Leipzig 2013	Elfi Klumpp (DE)

All photographs were taken at WorldSkills London 2011