



Innovating workplace skills training

2024 ANNUAL REPORT

In the spirit of reconciliation, AWES respectfully acknowledges that the land we live and work on is located on the traditional territories of Canada's Indigenous Peoples.

We recognize that we are beneficiaries of these lands and treaties, and we respect the First Nations, Métis, and Inuit who have lived on and cared for these lands for generations and on whose territory we now reside.

It is important that we continue to work toward truth and healing. We understand that much work remains to be done in our collective efforts to repair and build relationships with our Indigenous communities.

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Chairperson's message

I have served as a board member for AWES for over 15 years. It has been a pleasure to do so as AWES is unique and plays an important role for the Canadian Labour Market. AWES develops custom training for trainers and staff to support a safe and productive workforce.

As Chairperson, I cannot overstate the impact to a workplace when staff do not have the essential skills for the job. These skills are often not identified nor are the reasons why workers are not as safe or productive as they should be.

AWES assesses the essential skills and tasks required for the job and then determines what skills and language abilities are necessary to perform the tasks competently. This makes the training AWES develops more relevant and accepted. AWES ensures that training material is technically correct and written in simple and plain language to ensure maximum understanding and comprehension.

This is the unique value that AWES provides. We all know that our world is changing and we need to be more productive to keep our competitive advantage, maintain existing jobs, and create new jobs. It is critical for Canadian industries to keep up with other countries in productivity and attract skilled staff. AWES can play a crucial role. I am thrilled to be a part of this highly effective organization.

If we work together, we can make the workplace safer, more welcoming, and productive. I encourage you to contact AWES to see how they can help.

D'Arcy Claypool

Chairperson



AWES is a non-profit organization dedicated to workplace skills training, research, and curriculum development. We specialize in developing customized skills training solutions for employers, organizations, and practitioners to respond to workplace skills needs.

As leaders in Skills for Success training and development, we've been serving communities at the local, provincial, and national levels for over 30 years.

Our mission

To lead innovative workplace skills training initiatives across Canada so that everyone has the opportunity to be productive and successful.

Our vision

A global culture of workplace skills development where everyone has access to training opportunities and is empowered to fully engage in all aspects of their lives.

For information about the AWES Board of Directors visit [awes.ca](https://www.awes.ca)

Message from the Executive Director



Tamara Jorgic

This past year has been a time of change, reflection, and renewed focus for AWES.

As we continue to navigate an evolving labour market, we remain committed to help building inclusive, skill-focused workplaces that recognize the diverse strengths of all workers.

AWES continues to serve as a bridge between employers, educators, and equity-deserving communities. We continue to do what we do best: developing practical, accessible training resources and advancing the integration of the Skills for Success framework across sectors.

We are also renewing our focus on strengthening partnerships, especially with employers, and on building a new eLearning hub. The hub will serve as a centre for excellence to share our resources, highlight our impact, and offer select services through a paid model to support long-term sustainability.

Looking ahead, our priority is to ensure AWES remains responsive and resilient. As we deepen relationships with funders and partners who share our vision, we're also growing our fee-for-service offerings and digital presence to reach more organizations, learners, and communities.

None of this would be possible without our dedicated team, board members, partners, and supporters. Thank you for your commitment to building a more inclusive and skilled workforce in Alberta and beyond.

With appreciation,

Tamara Jorgic

Acting Executive Director

A handwritten signature in black ink, appearing to read 'T. Jorgic', written in a cursive style.

Strategic direction

AWES continues to follow a clear 2024–2029 strategic plan focused on innovation, business development, and long-term sustainability.

As part of this direction, we're exploring new ways to deliver our training and resources, generate revenue, and strengthen our partnerships.

Our future eLearning hub

AWES assets: potential to monetize



Strategic Priorities 2024–2029



Innovation and impact

- Develop innovative projects, tools, and resources
- Increase outreach activities
- Measure impact
- Communicate impact externally



Business intelligence and development

- Conduct regular environmental scans
- Explore opportunities for funding and collaboration
- Set targets for fee-for-service work and projects secured
- Monitor and analyze proposal tracking and social media
- Define competitive advantage



Sustainability and stability

- Focus on partnership development
- Commercialize projects
- Explore membership fee for services and resources
- Consider reach within Francophone community

Projects

Online training for employers

Employ Ability: Enhancing employer capacity to recruit and retain persons with disabilities

Funder: Government of Canada – Employment and Social Development Canada

Employ Ability is a collaborative effort between AWES, Social Research and Demonstration Corporation (SRDC), and Ontario Disability Employment Network (ODEN). The project empowers employers to effectively recruit and retain persons with disabilities and become more competitive in the current labour market.

AWES developed and is delivering this free online training for employers in Alberta, Manitoba, and Ontario. The training provides employers with practical tools and strategies to make workplace practices accessible and inclusive at each stage of employment: recruitment, hiring, onboarding, retention, and advancement. In addition to online training, participants receive a comprehensive employer guide and access to a Community of Practice.

Very insightful! Gained lots of knowledge!

The knowledge shared in this course is essential for all employers to learn. It should be mandatory.

Thanks for the informative training.

Thanks for the great materials, its going to make a difference in the confidence of our facilitators to share information beneficial to employers. Also as an employer a lot of the handouts have been helpful to us personally to ensure we are also walking the talk.

Webinar series for workplace trainers

Strengthening Industry Capacity to Support Newcomers

Funder: Government of Alberta – Settlement, Integration and Language Projects (SILP) grant

With a growing influx of newcomers to Alberta, industries like construction, manufacturing, and hospitality are seeing an increased demand for accessible and effective safety training. Many newcomers encounter language, skills, and cultural barriers, which make it challenging to complete industry-standard safety courses successfully.

To address this need, AWES developed this webinar series to help workplace safety trainers and supervisors better support newcomers and ESL learners. The sessions help trainers adapt training to better support language and essential skills needs. Participants will receive practical guidance, tools, and strategies to enhance training practices and improve newcomer outcomes. AWES will deliver this training in 2025.

Services

Plain language training

After shifting our Plain Language for the Workplace recorded webinar to a self-paced, interactive workshop, we saw a significant increase in interest. Over 25 people registered this year, compared to the usual 4 to 5. This renewed engagement also sparked more interest in our plain language consulting services.

Plain language services

We completed several projects with the Town of Banff, Bow Valley Food Alliance, and the Municipality of Jasper, providing plain language review and editing services to improve the accessibility of public and promotional materials. These projects focused on making documents more usable and clear, especially for newcomers and individuals with lower literacy levels.

Customized professional development

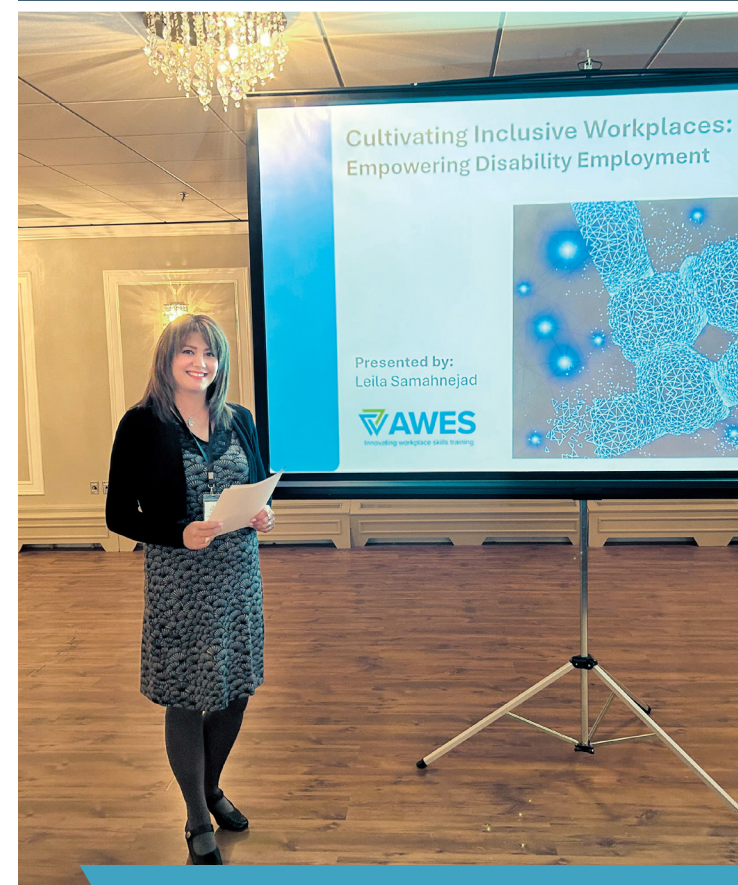
We delivered tailored professional development for Vancouver Neighbourhood House, offering a shorter training grounded in our proven Guided Pathways course. The training included adapted activities and content to equip front-line staff with practical strategies for coaching, communication, and supporting skills development.

*Thank you for this comprehensive workshop.
I appreciated the activities, videos and information.*

*HR departments can sometimes be a bit separated from the workforce.
Therefore they forget their target audience. There is no point having
communication issued if the audience doesn't understand.*

*A really interesting workshop filled with tips and tricks to make
plain language an easy concept to understand and implement.*

*I would recommend this workshop, especially to other businesses in the Bow Valley
that employ many Temporary Foreign Workers, where English is often a second language.*



AWES team presents at the Untapped Potential Conference

Conferences

In 2024, AWES participated in key conferences across Alberta to increase visibility, promote the importance of literacy and skill building, and strengthen connections with practitioners, employers, and industry partners.

ATESL

We offered ESL instructors strategies to embed SFS into everyday instruction to improve learner outcomes.

Untapped Potential

We presented on disability-inclusive hiring and how SFS can support inclusive workplaces through stronger communication and social-emotional skills.

DEAM Idea

At this conference hosted by Alberta Employment First Network, we joined an employer panel to highlight the importance of inclusive employment for people with disabilities and promote AWES as a resource for building accessible workplaces.

Energy Safety Canada

We presented strategies to improve workplace communication and hosted an exhibitor table to showcase AWES resources.

Pathways to Inclusion

At this conference hosted by The Immigrant Education Society, we attended sessions on digital literacy, skilled immigrant supports, and inclusion, and connected with partners in the immigrant- and settlement-serving sector.

5
Conferences

4
Presentations

1
Exhibit

Through these events, we advanced our strategic goals of raising awareness, building partnerships, and positioning AWES as a leader in effective, skills-based workforce training.



AWES team at the Energy Safety Canada Conference

2024 online impact and reach



YouTube



Views

New: 225,115
Total: 719,668



Watch time
7,567 hours



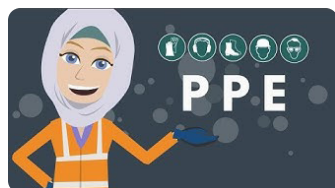
Subscribers

New: 699
Total: 2,687

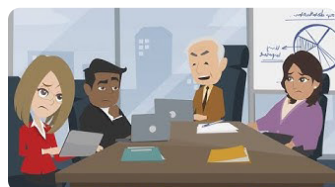
Most watched videos



Newcomers and the Workplace:
Stay Safe at Work with
WHMIS – Pictograms



Newcomers and the Workplace:
Personal Protective
Equipment at Work



Microaggressions in the Workplace



LinkedIn



Followers

New: 143
Total: 771



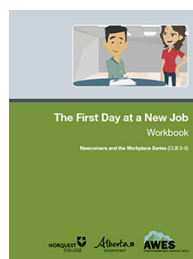
**Shares, reposts,
likes and reactions**
566

Followers:

Top 10 regions in Canada

Calgary
Edmonton
Toronto
Vancouver
Winnipeg
Ottawa
Halifax
Hamilton/Burlington
Regina
Lethbridge

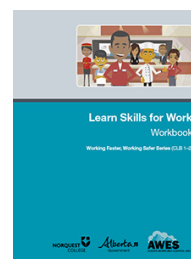
AWES website: Most visited resources



Newcomers and the Workplace



**AWES Online
Essential Skills
Assessment**



**Working Faster,
Working Safer**



**Guided Pathways:
Self-study guide**



**English for
Workplace Safety**

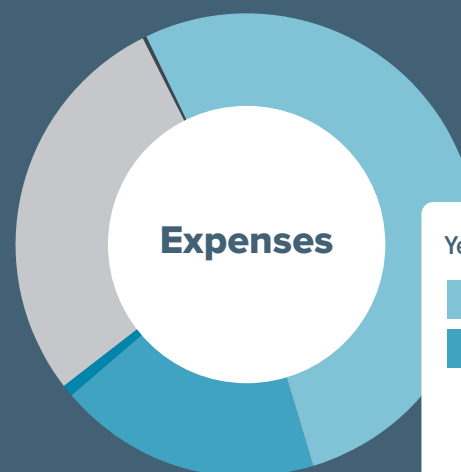
Financial statements



Revenue

Year ended March 31, 2025

Government contracts	142,860
Fee for service	14,112
Other contracts	393,115
Other revenue:	
Goods and services tax rebates	511
Interest income	8,121
Total	558,719

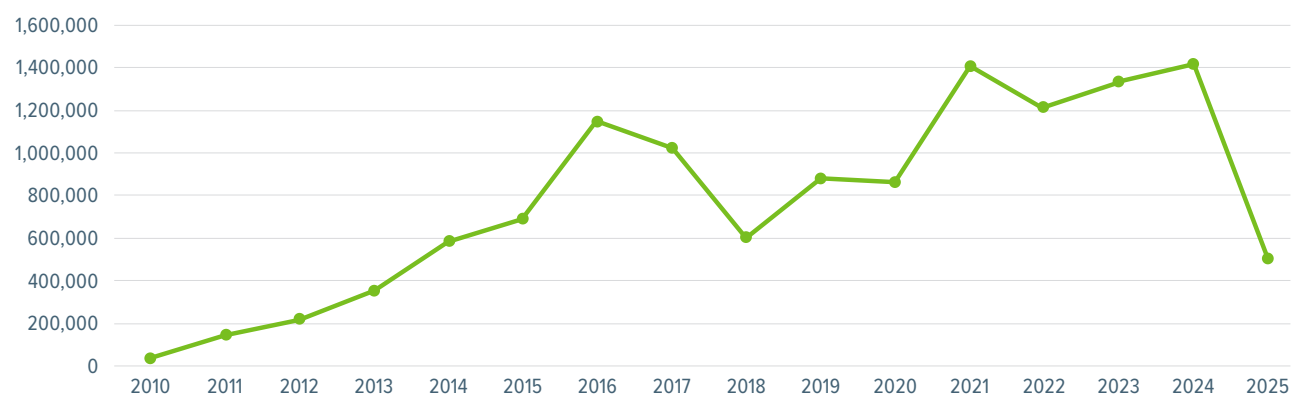


Expenses

Year ended March 31, 2025

Employ Ability project:	393,115
SILP projects:	
Strengthen and Support:	137,785
Research:	600
Skills for Success:	(500)
Guided Pathways project:	6,150
Operations:	208,506
Fee for service:	1,200
Total	746,856

Historical revenue



Thank you to all our partners, supporters, and funders past and present!

Your expertise, commitment, and dedication to workplace skills training have been instrumental in AWES' success.

Action for Healthy Communities	Community Adult Learning Programs (CALP)
Alberta Association of Immigrant Serving Agencies (AAISA)	Community Learning Network
Alberta Construction Safety Association (ACSA)	Construction Association of Alberta
Alberta Food Processors Association (AFPA)	Cosmetica Laboratories
Alberta Human Rights Commission (AHRC)	DataAngel
Alberta Motor Transport Association (AMTA)	DynaLife
Alberta Roadbuilders and Heavy Construction Association (ARHCA)	Edmonton Mennonite Centre for Newcomers (EMCN)
Alberta Teachers of English as a Second Language (ATESL)	Edson Learning
Alberta Water and Wastewater Operators Association (AWWOA)	Energy Safety Canada (ESC)
All Weather Windows	Essential Skills Group
ASSIST	Excellence in Manufacturing Consortium (EMC)
Atlantic Human Services	Grande Prairie Council for Lifelong Learning (GPCLL)
Banff Lake Louise Hospitality Association	Hinton Employment and Learning Place
Being Human Services	Immigrant Services Association of Nova Scotia (ISANS)
Border Paving Stony Plain	International Foundation of Employee Benefit Plans
Bow Valley College	Jasper Employment & Education Centre
Bow Valley Immigration Partnership	Kneehill Adult Learning Society (KALS)
Bow Valley Learning Council	McCain Foods
Bredin Centre for Learning	Motive Action
Calgary Catholic Immigration Society (CCIS)	New Brunswick Career Development Association (NBCDA)
Calgary Immigrant Women's Association (CIWA)	NorQuest College
Calgary Learns	Northern Alberta Institute of Technology
Canadian Career Development Foundation (CCDF)	Ontario Disability Employment Network (ODEN)
Cargill	Pathways to Possibilities
Central Alberta Refugee Effort	Piikani Employment Services
Centre for Canadian Language Benchmarks (CCLB)	Pockar Masonry
Centre for Newcomers	RAD Science Solution
CERIC	SkillPlan
Chapman's Ice Cream	Social Research and Demonstration Corporation (SRDC)
	Sodexo

Solomon College
 S.U.C.C.E.S.S.
 Sunterra
 Taber & District Community Adult Learning Association
 TDK Automotive
 United Food and Commercial Workers Union (UFCW)
 WorldSkills

GOVERNMENT

- Government of Canada
- Adult Learning, Literacy and Essential Skills Program (ALLESPP)
 - Employment and Social Development Canada (ESDC)
 - Office of Literacy and Essential Skills (OLES)
 - Office of Skills for Success (OSS)
- Government of Alberta
- Foreign Qualifications Recognition
 - Human Services
 - Immigration and Multiculturalism
 - Labour, Foreign Qualifications Recognition
 - Seniors, Community and Social Services
 - Settlement and Integration Program
 - Settlement, Integration, and Language Projects (SILP)
- Government of New Brunswick
- Post-Secondary Education, Training and Labour
- Government of Yukon
- Town of Banff
- Family and Community Support Services

