



ACC LAUNCHES ADVANCED MANUFACTURING AWARENESS CAMPAIGN

It's About Myth Busting

Imagine a high school student somewhere in Atlantic Canada looking at their career options. What would she say—let's let it be "she" for the sake of this thought experiment—when offered a profession in manufacturing?

Well, probably something along the lines of "Nah, manufacturing's not cool. Besides, it's for men, and it's manual labour—all of those drills and hammers. It's for those who don't have much education, and it doesn't pay well. I'm more into techie stuff!"
Right? Wrong!

Because today's manufacturing is an exciting fast-paced industry, driven by technology and innovation. It requires advanced skills, offers high wages, and is very well suited for women too.

Likewise, if you ask an owner of a small business in Atlantic Canada whether they have considered getting better productivity by investing in new technology—you will probably hear that it's too expensive, and too sophisticated, and not really worth it at the end of the day.

Another wrong assumption. Because advanced manufacturing technology does not have to be complex and costly. There are many off-the-shelf solutions that are easy to implement and will generate a clear return on investment.

It's because of such stereotypes that businesses in the Atlantic region lag behind the rest of Canada in innovation and productivity. If we want our region to thrive, our businesses need to be competitive and that will not be possible without investments in modern productivity-improving technologies, and without more young people choosing manufacturing as their profession.

ACC's new awareness project – Forge Ahead – is meant to break outdated stereotypes and show the reality of modern manufacturing: both to the business owners striving for better productivity, and to the students choosing their future careers.

The bilingual campaign was launched on February 26. It is a pilot project funded by ACOA and will cover all four provinces of Atlantic Canada.

Follow the campaign's website – www.ForgeAheadAtlantic.com – for the latest news and updates