



SHAPING
OUR
FUTURE
SKIES

canso.org

BROUGHT TO YOU BY CANSO:

GETTING NOTICED, GETTING CONSIDERED: A LOOK AT ATM CAREER MARKETING AND RECRUITMENT. WHAT IS WORKING?

A Joint CANSO and Firstfruits Services Webinar

Wednesday 9 April

13:00-14:30 CEST

WELCOME



Michelle Bishop

Programmes Director

CANSO

MODERATORS



Ben Stanley

CEO
Firstfruits Services



Marina Morić

Head of Human Resources, Croatia Control and,
Chair, CANSO HR Working Group



Tricia Gadsden

Head of Brand, Marketing and Communications
NAV CANADA



Lyne Wilson

Assistant Vice-President Talent Management
NAV CANADA



NAV CANADA Facts & Figures

We are a private, non-share capital company, managing one of the largest regions of airspace in the world.



ACC Traffic

3.3 million flights

Total IFR Flight Hours: 3.9 million (FY24)



18 M

square kilometres of airspace
managed by NAV CANADA



100+

staffed sites



5,500+

employees



50,000+

customer accounts

CANSO

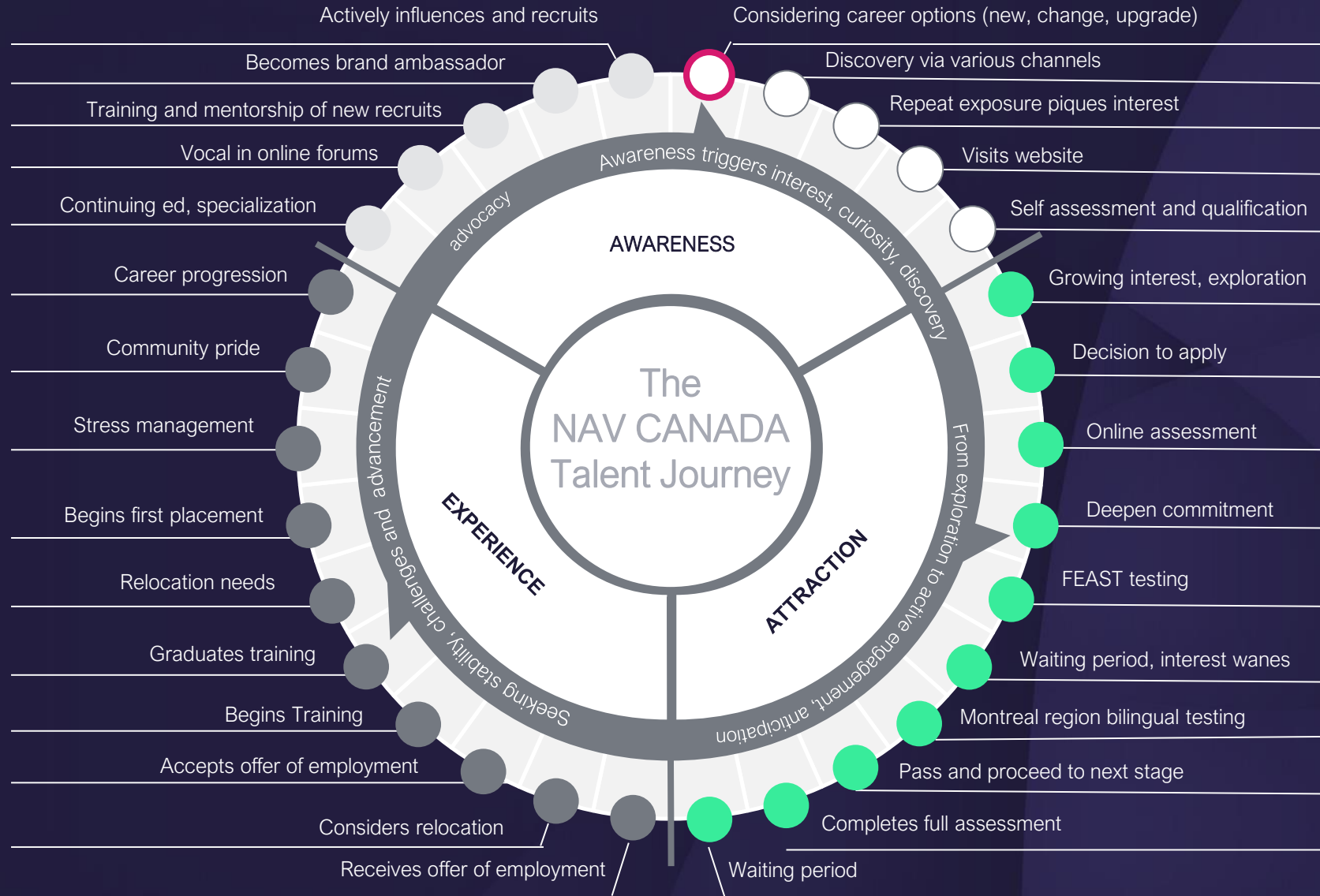
THE CHALLENGE

• Increase of ATS students –
from 120 to 450 hires per year

• Brand awareness –
NAV CANADA unknown to many
Canadians

• Candidates needs have
changed –
Talent pool was not meeting the
demand

MULTI-PRONG RECRUITMENT STRATEGY



RESULTS: INCREASE IN TALENT POOL

Pre-COVID
(2019)

~11,000

2023

11,211

2024

31,503

2025
(Jan to Mar
only)

15,691



OUR SOLUTION



Apply today at
NAVCANADA.CA

you can't beat that view.

<https://www.youtube.com/watch?v=AxlIGvcVgz4>

5 MARKETING TRENDS THAT LED US IN THE RIGHT DIRECTION



TREND 1

non-negotiable: Good data



57%

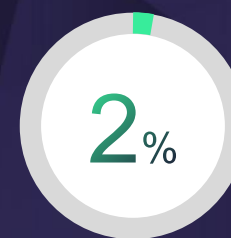
of marketers had
data-related
problems
understanding
their customers



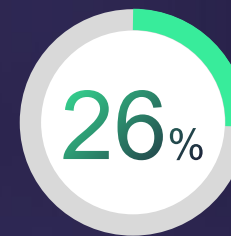
TREND 2

younger audiences take the spotlight

Marketing to Gen Z
went up by



Marketing to GenZ
dropped by





TREND 3

brand-first marketing is so back

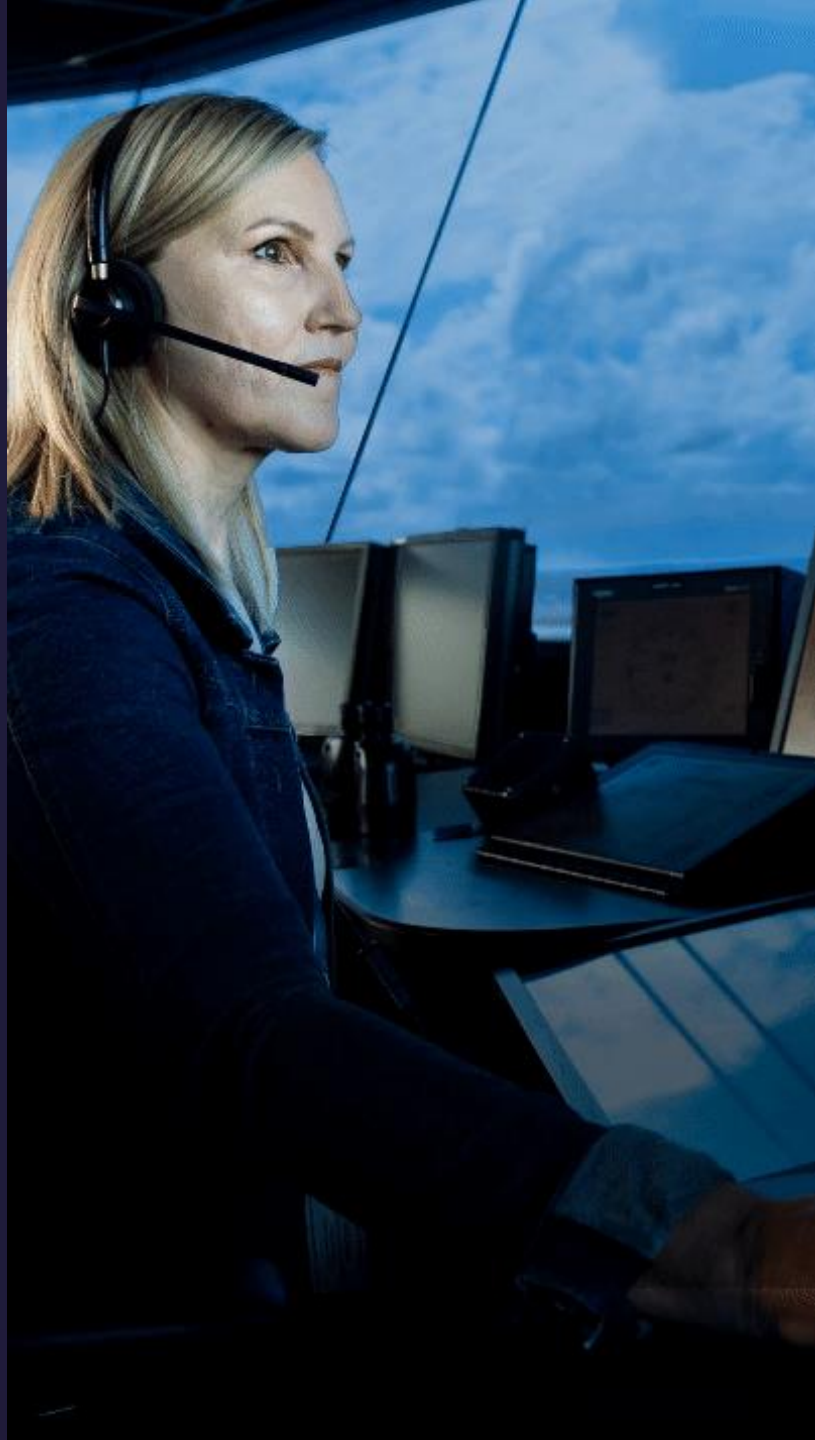
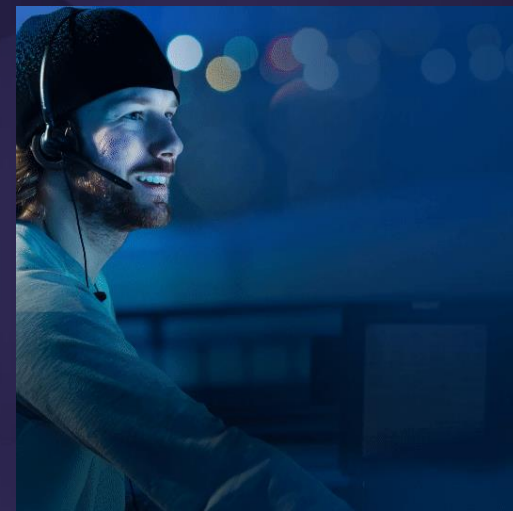
Building a **can't miss customer experience** was of marketers' top focus

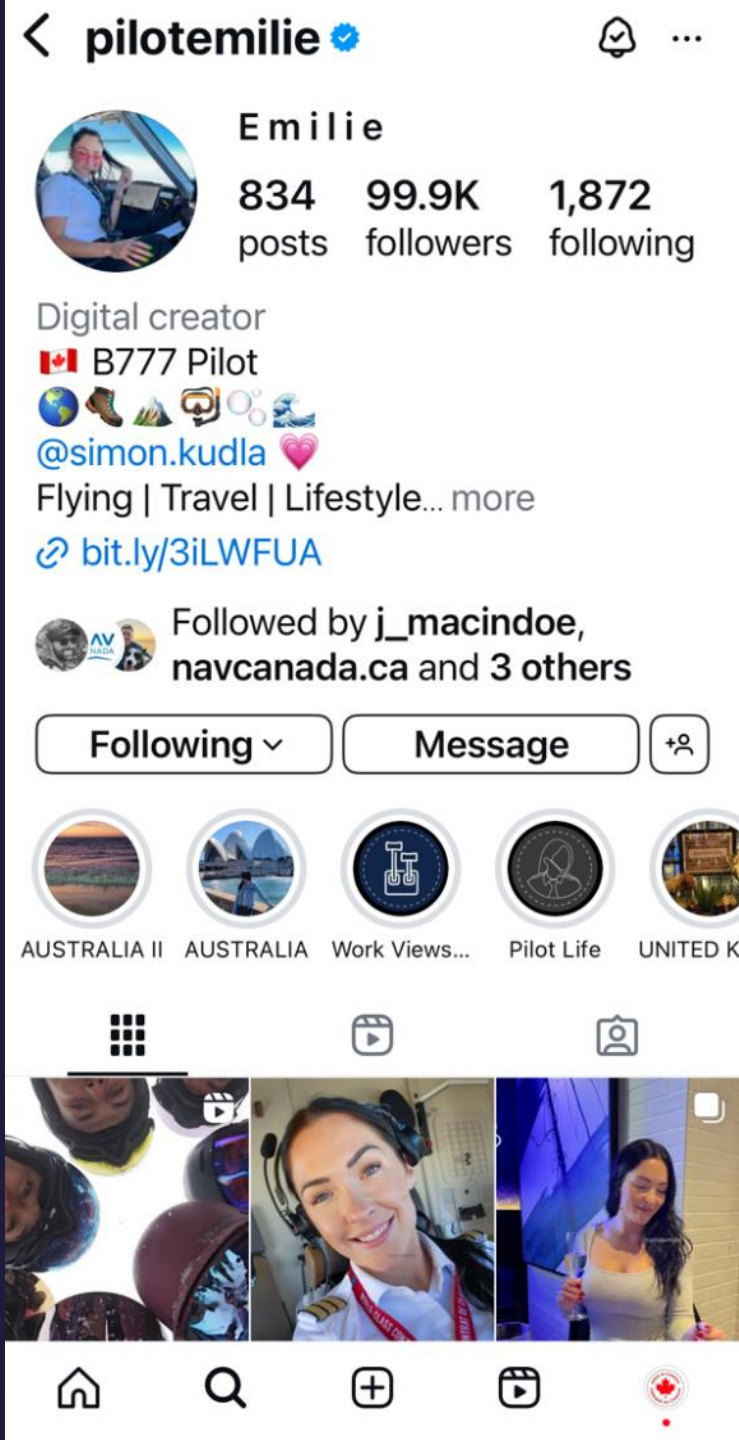
38%

TREND 4

visual storytelling reigns supreme

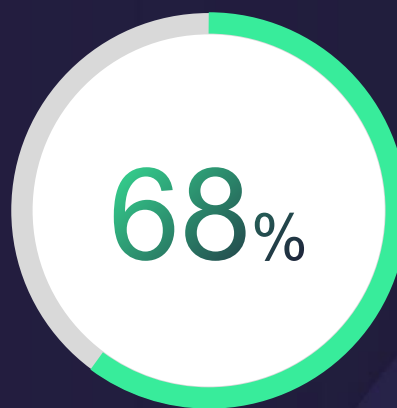
Short-Form Video,
images and live-
streaming are getting
more investments
than other formats





Trend 5

niche influencers lead the change



68% of influencer success came from creators with followers under 100K



EMPLOYER BRANDING STRATEGY: THE CONSTANT RACE FOR TALENT



Marina Morić

Head of Human Resources, Croatia Control and,
Chair, CANSO HR Working Group

CREATING THE EMPLOYER BRANDING STRATEGY



CANSO

CREATING EMPLOYER BRANDING STRATEGY

The ultimate purpose of employer branding is to present and position the company as a desirable employer in the labour market.

"Why should a talented and experienced person want to work at Croatia Control?"



EMPLOYEE VALUE PILLARS AT CROATIA CONTROL

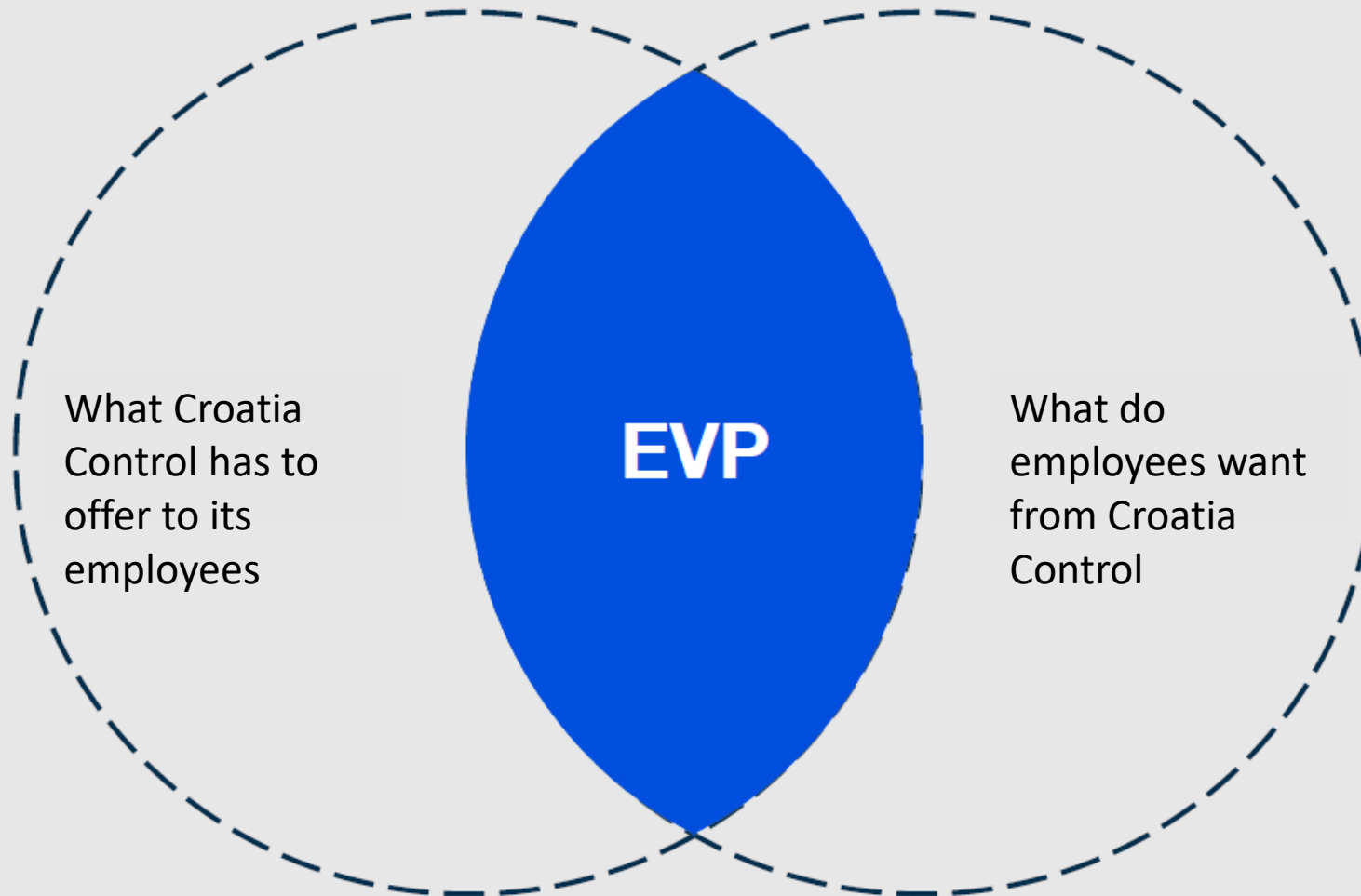
EVP Pillars are the foundation and center of everything that follows in the process of employer positioning

UNIQUENESS

EXPERTISE

SECURITY

EMPLOYEE VALUE PROPOSITION

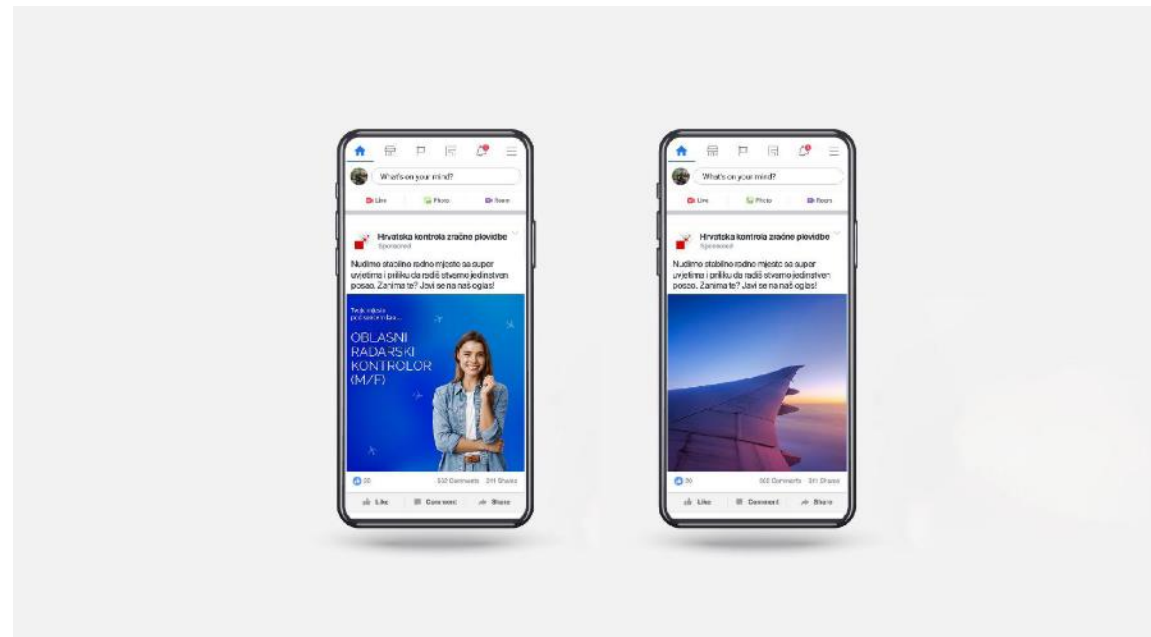
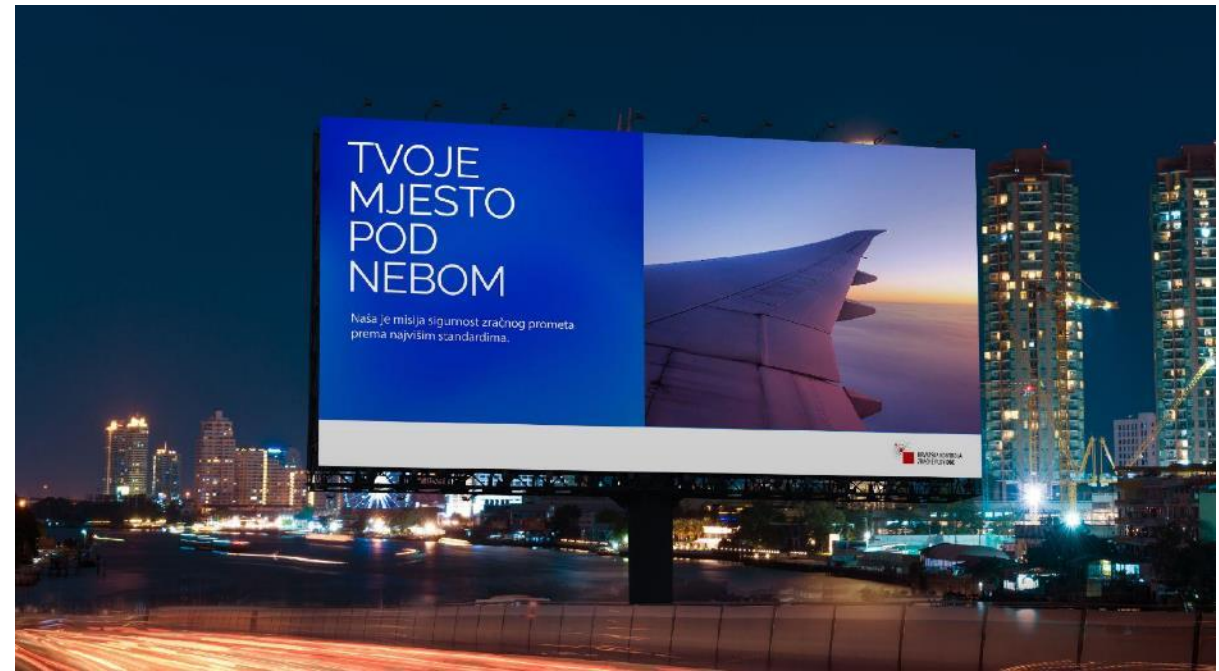
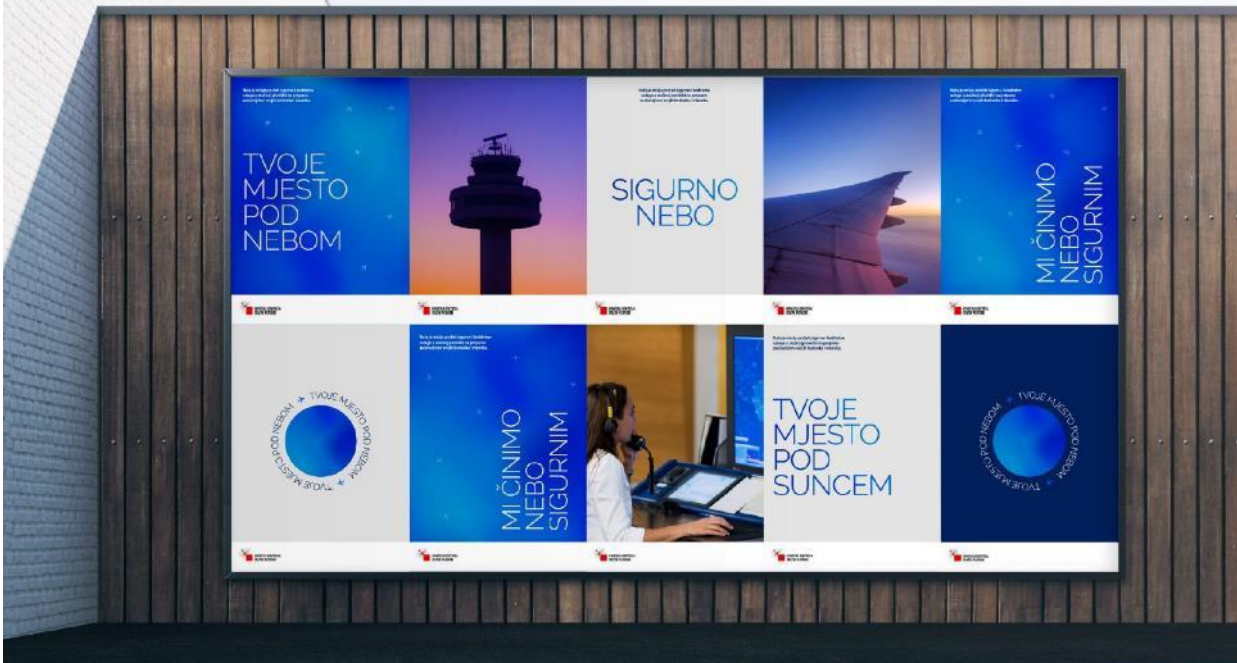


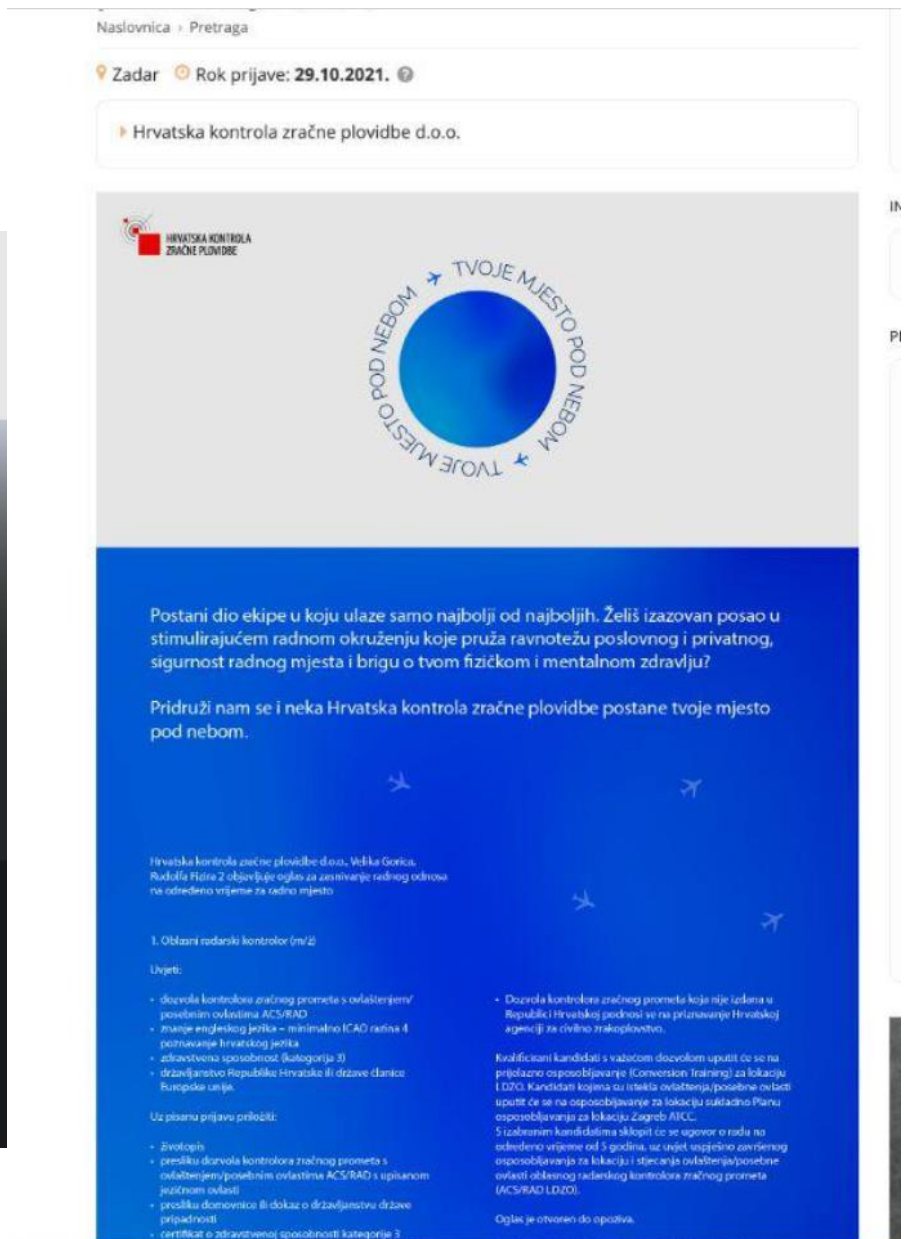
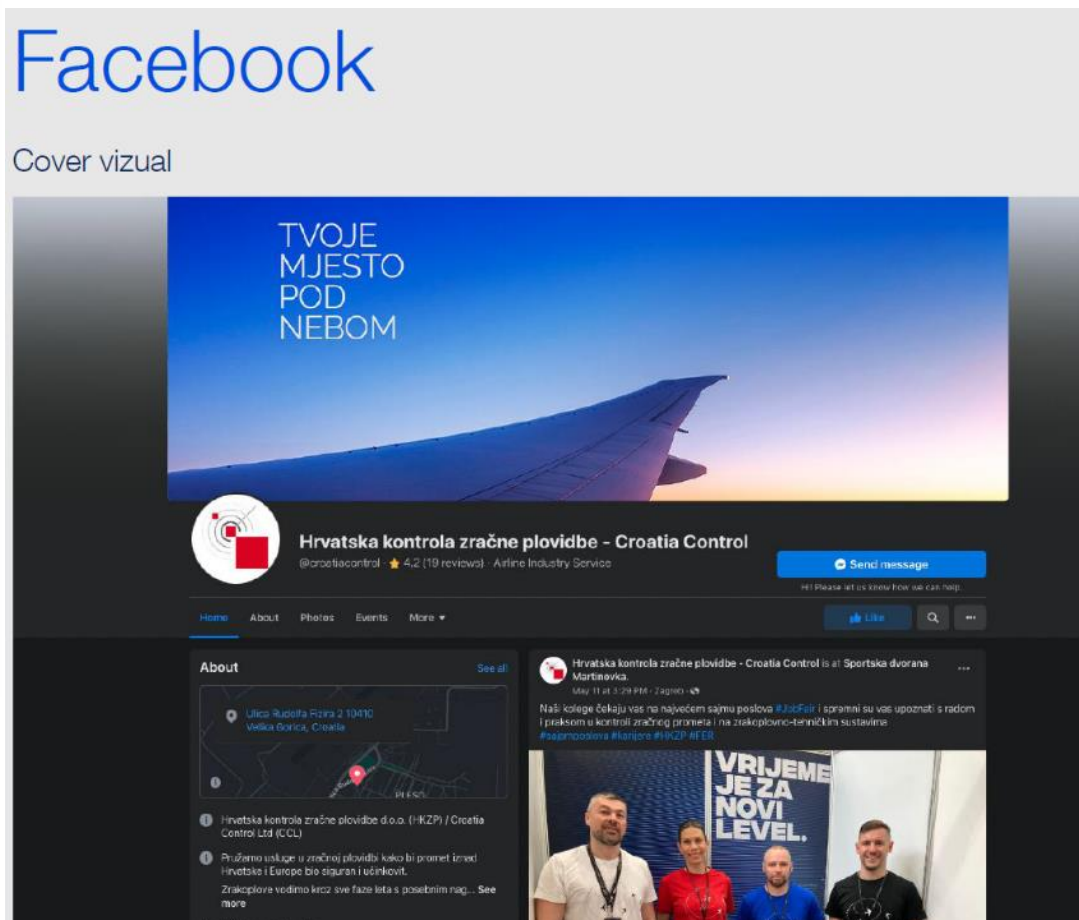
EMPLOYER BRANDING SLOGAN

TVOJE MJESTO POD NEBOM.

Engl: YOUR PLACE IN THE SUN.

VISUAL IDENTITY





NEW RECRUITING CAMPAIGN



**IT'S TIME FOR A NEW
LEVEL**



Vrijeme je za novu generaciju kontrole zračnog prometa! Saznaj što sve tražimo, prijavi se i testiraj svoje sposobnosti. ✈️

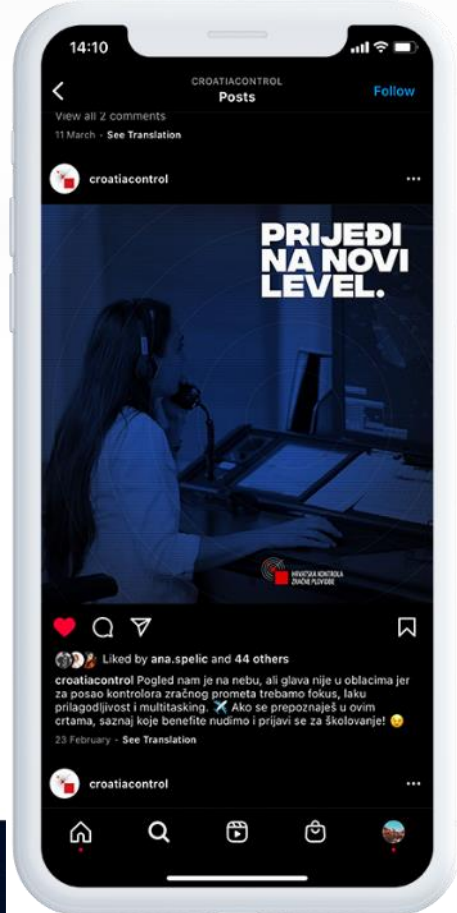


CROCONTROL.HR/PRIJAVI-SE
Odvaži se na prijavu
Prijave otvorene do 27. veljače

APPLY NOW

Sara Vatrak a... 10 comments 29 shares

Like Comment Share



IT'S TIME FOR A NEW LEVEL

Attracting people who are ready for a new level of responsibility

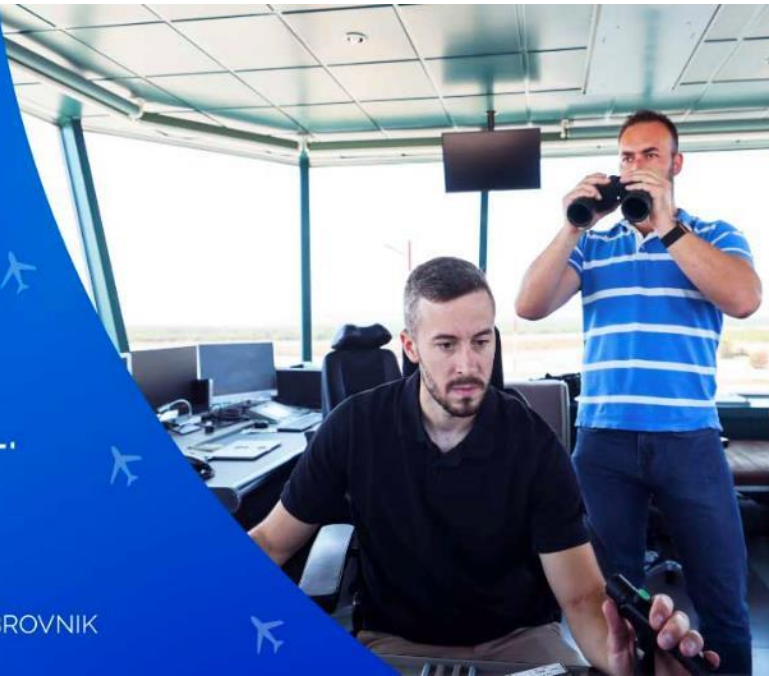


HRVATSKA KONTROLA
ZRAČNE PLOVIDBE

VRIJEME JE ZA NOVI LEVEL.

Jesi li na visini zadatka?
Prijavi se i saznaj.

VELIKA GORICA, SPLIT, ZADAR, DUBROVNIK



HRVATSKA KONTROLA
ZRAČNE PLOVIDBE

VRIJEME JE ZA NOVI LEVEL.

Preuzmi kontrolu nad svojom
karijerom i pripremi se za uspon.

VELIKA GORICA, SPLIT, ZADAR, DUBROVNIK



VRIJEME JE ZA NOVI LEVEL.

Postani dio tima koji čuva sigurnost neba nad Hrvatskom.

VELIKA GORICA, SPLIT, ZADAR, DUBROVNIK



HRVATSKA KONTROLA
ZRAČNE PLOVIDBE

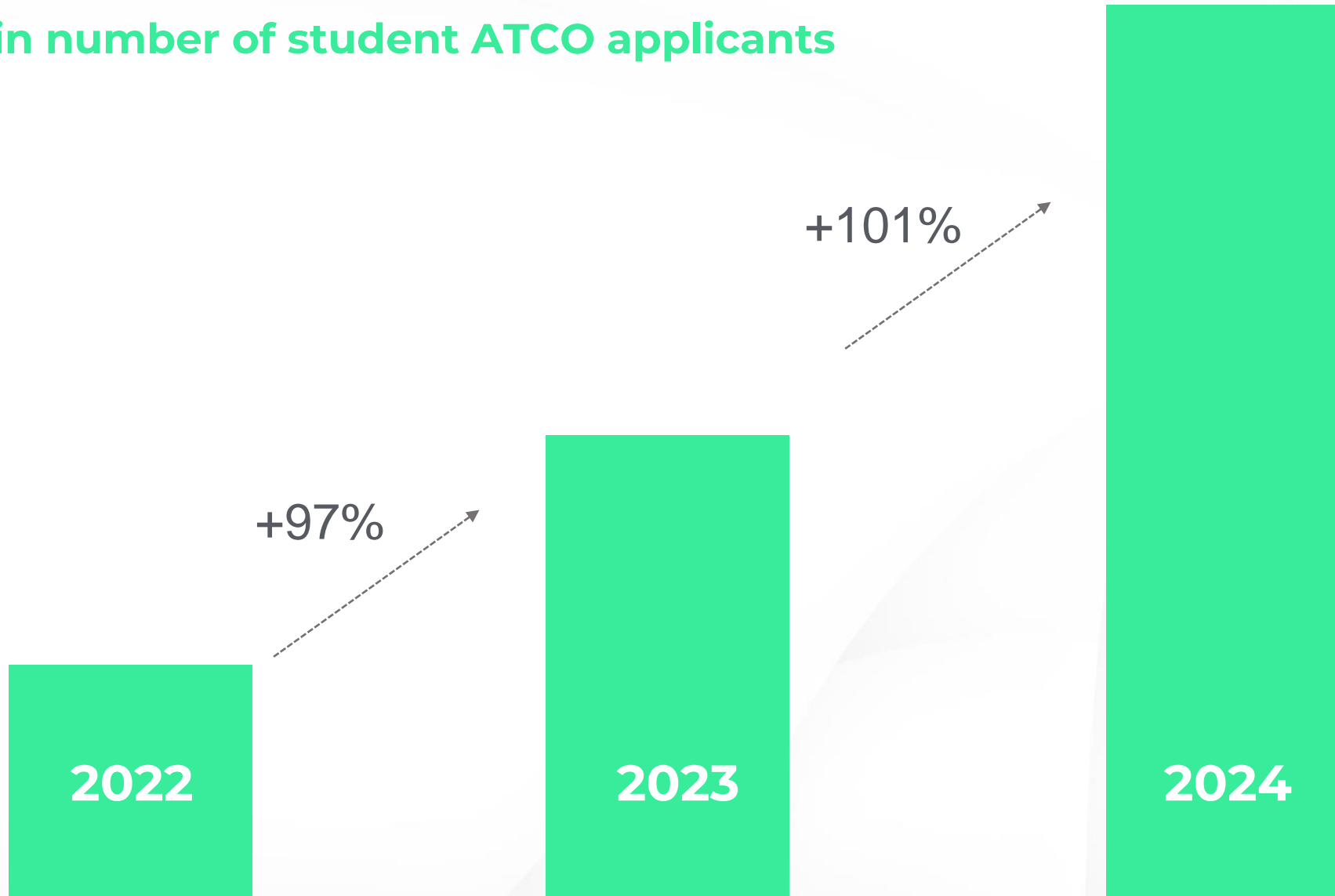
CHANNELS OF COMMUNICATION

- Social Networks – Facebook, Instagram, LinkedIn
- Google Adds
- City lights
- Radio
- Local newspaper



RESULTS OF THE CAMPAIGN

Increase in number of student ATCO applicants



EMPLOYER BRANDING STRATEGY STEPS

Steps to achieve targeted communication

- DEFINING THE IDENTITY – THE **EMPLOYER BRAND**
- TRANSLATING SPECIFICS INTO **EVP STATEMENT**, SLOGAN AND OTHER COMMUNICATION ELEMENTS
- DEVELOPING BASIC COMMUNICATION MATERIALS AND ACTIVITIES WHICH CAN ENABLE **CANDIDATE ATTRACTION**





THANK YOU





Helen Fuge

Head of Talent & HR Services
NATS



Jodie McMenamin

Director Operations Training
NATS

Trainee Air Traffic Control Selection

Helen Fuge (Head of Talent & HR Services)


Jodie McMenamin (Director Operations Training)



Our attraction





Attraction


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Watch the show

Available on [YouTube @NATSaero](#)




**NATS Altitude 35** - Advice for Future Trainee Air Traffic Controllers




A Career Like No Other


Advice for Future Trainee Air Traffic Controllers




Helen
Head of Talent & HR Services




Harriet
Trainee air traffic controller




Rachael
Air Traffic Controller instructor



Anne Marie
Air Traffic Controller

**Watch on**

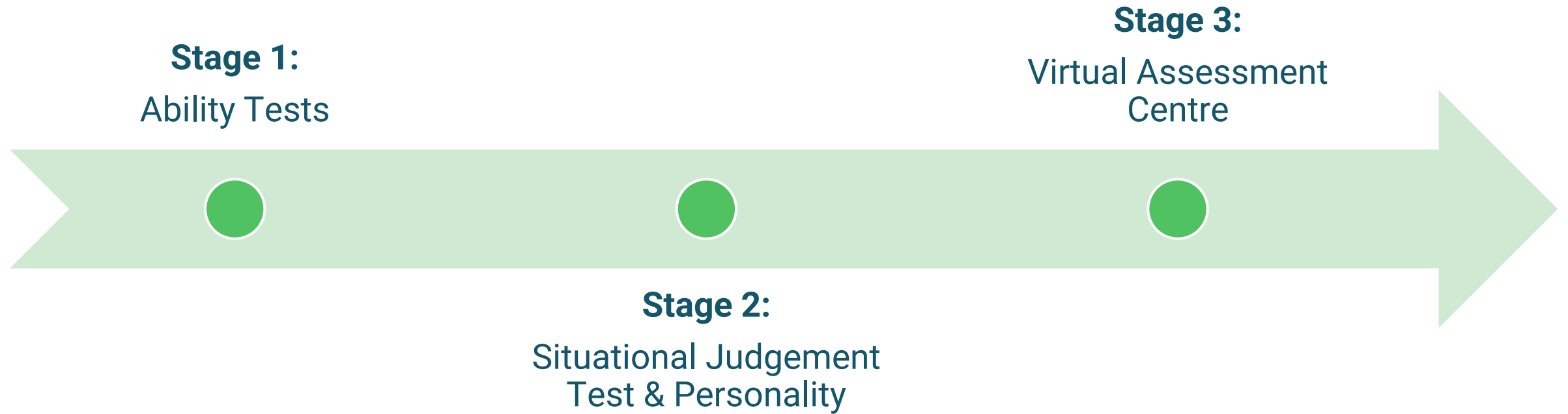
**YouTube**



A thick vertical white line is positioned on the left side of the slide, extending from the top edge down to the level of the section header.

Our selection

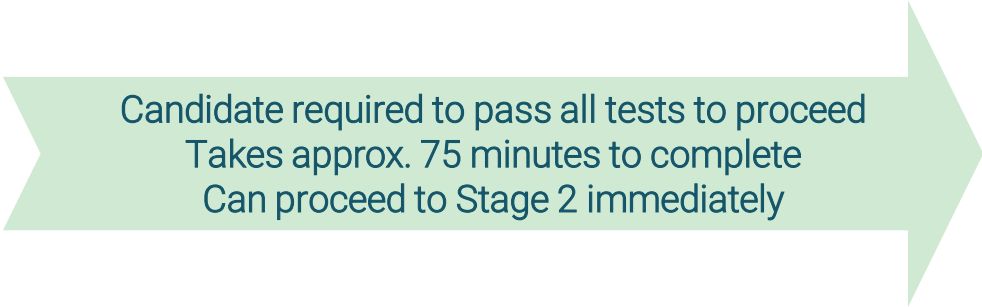
Recruitment & Assessment Overview



Stage 1: Ability Tests

Nine ability tests based on job analysis of mental abilities required of TATCs and ATCOs:

- 1) Spatial orientation
- 2) Working memory
- 3) Deductive-logical thinking
- 4) Inductive-logical thinking
- 5) Ability to concentrate
- 6) Complex planning
- 7) Monitoring ability
- 8) Reaction speed
- 9) English language – to ICAO Level 4



Candidate required to pass all tests to proceed
Takes approx. 75 minutes to complete
Can proceed to Stage 2 immediately

Stage 2: Situation Judgement Test & Personality Questionnaire

Important opportunity to measure wider abilities and personal qualities.

Situational Judgement Test:

Based on job analysis with College, Units and TATCs

Presents scenarios where (non-technical) judgement is required

17 scenarios, each with four response options

Candidates rank response options

Personality Questionnaire:

- Job analysis identified personality traits for TATC and ATCO tasks
- Identifies areas to explore through questions in the interview

Candidates are required to pass the Situation Judgement Test and complete the Personality Questionnaire to progress to stage 3.

Stage 3: Virtual Assessment

Overview:

- Conducted online via Microsoft Teams
- Between 4 and 12 candidates attend each assessment centre
- Stages 1 and 2 must be passed to attend Stage 3

Four Key Elements in Assessment Centre:

1. Interview: Competency & Personality Based
2. Ability Test: Re-sit 6 tests from Stage 1
3. ATC Knowledge Test
4. Group Discussion Exercise



Stage 3: Interview

- Duration: 90 minutes
- Assessors work in pairs (operational and business assessors)
- Scoring conducted immediately afterwards
- Interview two candidates in morning

Measures:

4 'fixed' competency-based questions

- Tenacity and dealing with setbacks (x2)
- Proactive approach to learning (x2)

4 'selected' competency-based questions

- Based on personality profile (Conscientiousness & rule adherence; Decisive & confident; Tenacity & dealing with setbacks; Proactive approach to learning)



Stage 3: Group Discussion

- Approx 90 minutes
(Dependant on number of candidates)
- Assessors observe one candidate each (different to the one/s they interviewed)
- Scoring immediately afterwards
- No correct answer - a vehicle for observing competencies in action

Measures:

- Focus on 3 most relevant competencies
 - Decisive & confident
 - Planning, decision making and problem solving
 - Team working





Our training

On-boarding and Induction

- Bursary scheme
- Early Contact from Training Welfare Team
- Accommodation Support and Cohort Communication
- Induction Programme
- Introduction to the TATC Apprenticeship
- Embedded HF Support from Day 1



Apprenticeship Benefits

Introduced in October 2023



- Broadens recruitment pool
- Attracts individuals from non-academic learning pathways



- Standardises our learning and assessment process
- Increases use of data and evidence



- Supports our strategic intent of providing learner centric experience and collaboration across functions



- Able to drawdown on the UK Government Apprenticeship Levy

The Apprenticeship scheme aims to increase success rates (including first time pass rates) placing emphasis on individual learning plans, which provides learners with tailored support and an enhanced programme which will reduce live training times.

Thank you

Do you have any questions?



Mabel Kwan

Managing Director, Alton Aviation and,
Vice President, Women in Aviation Singapore Chapter

WOMEN IN AVIATION INTERNATIONAL

SINGAPORE CHAPTER



April 2025





Women in Aviation International Singapore Chapter is a non-profit organization dedicated to the empowerment of women through programs and networks, for a diverse and inclusive aviation and aerospace industry

The background of the slide is a photograph of two women jumping joyfully on a beach at sunset. The women are silhouetted against a vibrant orange and yellow sky. The beach is wet, and the sunset colors are reflected in the shallow water. The overall mood is one of freedom, joy, and achievement.

CONNECT

A networking platform amongst women in aviation and aerospace, as well as students aspiring to join the industry



A photograph of two women dancing on a balcony. The woman on the left is wearing a dark blue short-sleeved top and a grey skirt with a white floral pattern. She has dark hair and glasses. The woman on the right is wearing a white sleeveless top and a light-colored pleated skirt. She has dark hair. They are both smiling and holding hands, with their arms raised. In the background, there is a green table with a white and green patterned tablecloth, a vase of yellow flowers, and a potted plant. A window with white patterned glass is visible on the right.

ENGAGE

We strive to promote careers of women in aviation and aerospace, connecting interested members with experienced mentors, and provide scholarships for students



INSPIRE

Encourage more women to join the industry by showcasing the spectrum of fulfilling and exciting career opportunities





OUR PEOPLE

OUR TEAM

OUR MISSION

At Women In Aviation, Singapore Chapter, our mission, is to foster a balanced and inclusive aviation industry in Singapore. We are dedicated to empowering students and young women by inspiring them to pursue rewarding careers in aviation. We strive to create a nurturing environment where women can cultivate their skills, build strong networks, and thrive professionally.

OUR BOARD MEMBERS



LOU-ANN SEET
WAI SG President





MABEL KWAN
WAI SG Vice President





MOUSHUMI KIRTANIA
WAI SG Treasurer





SARAH SAMUEL
WAI SG Board Director
Communication







MICHELLE LOW
WAI SG Board Director
Membership & Mentorship




OUR COMMITTEE LEADS





FAHMIDA ANJUM
GIAD & Corporate Social
Responsibility CSR (Project
Give Flight) Lead







CYNTHIA TAN
Outreach Lead







SHARON KOH
Individual Membership Lead







LISA TAN
Marketing Communication
Lead







ANNA PATSY ONG
Mentorship Lead







MARGARET CHONG
Event Lead







MUI CHEN TAY
Corporate Membership Lead







HUI LING TEO
Co-Sustainability Lead






DR KENNETH LOW
Co-Sustainability Lead






SOPHIE MONTENOT
Scholarship Lead





A hand is shown holding a glowing, multi-layered ring that resembles a DNA helix or a stylized letter 'C'. The ring is bright white and yellow, contrasting with the dark purple background. The hand is positioned on the right side of the frame, with the fingers wrapped around the ring. The background is a solid, deep purple color.

**... and many more committee members and volunteers
across our over 100-strong membership base, comprising
both men and women who believe in our mission**

A low-angle shot of a clear blue sky with several white paper airplanes in flight. From the bottom of the frame, several hands of different ages and skin tones reach upwards, some holding paper airplanes. A semi-transparent white rectangular box is centered in the middle of the image, containing the text "OUR FLAGSHIP PROGRAMS" in a dark blue, bold, sans-serif font.

OUR FLAGSHIP PROGRAMS

OUTREACH: Girls in Aviation Day

HIGHLIGHTS

- A day intended to interest girls aged 8 to 17 to pursue careers related to aviation
- 4th consecutive year organizing this flagship program – 1st year with 30 girls, 2nd year with 130 girls, 3rd year with over 200 girls and in 2024, we had more than 350 girls and 30 corporate sponsors and partners participating



Scholarship Program

HIGHLIGHTS

- Scholarship program to further WAI-SG's mission of talent development and outreach
- Initially for female undergraduates in STEM (Science, Technology, Engineering, and Mathematics) and Aviation studies in Singapore. Scholarship will cover tuition fees for one year
- To be professionally administered by a renowned local university
- Aims to go beyond financial support – access to WAI-SG's network and programs, and potential internship opportunities with WAI-SG's corporate partners



GEN Z CAREER IN AVIATION DAY

HIGHLIGHTS

- Inaugural industry career seminar targeted at Gen Z held in Jan 2025
- Objectives: (1) share industry trends & outlook, (2) create awareness and inspire females to join the sector and (3) promote internship and entry-level career opportunities from WAI-SG corporate partners & alliances
- Resounding success supported by over 20 corporate partners, with over 300 participants, and more than 50% females – a record female representation for an aerospace recruitment event



MENTORSHIP PROGRAM

HIGHLIGHTS

- First unique cross-industry mentorship program in Singapore to make an industry-wide impact by developing future women leaders
- Since the launch in 2022, the program has benefitted over 70 pairs of mentors and mentees, with the 3rd edition of the program just completed in early 2025
- Batch 4 currently underway with revamped framework and digital tools



Gala Dinner

HIGHLIGHTS

- Fund-raising and industry networking event to support WAI SG's programs
- Launched scholarship program at 2023 gala dinner for young women in aviation related studies
- Third gala dinner in 2024 attended by over 250 guests, with Minister for Transport, Mr. Chee Hong Tat, as the Guest of Honor. Signed 5-year MOU with CAAS to inspire career exploration and promote awareness in the aviation industry among young women





OUR PARTNERS

CORPORATE SPONSORS

AIRBUS

amadeus

ARUP

AVIATION
WEEK
NETWORK

BOEING

Collins Aerospace

dnata

JET AVIATION
A GENERAL DYNAMICS COMPANY

KPF

Pratt & Whitney
An RTX Business

SAESL

SAFRAN

sats

SINGAPORE
COMPONENT SOLUTIONS

SIA ENGINEERING
COMPANY

SINGAPORE
AIRLINES

Sj SURBANA
JURONG

ST Engineering

STRATEGIC & DIVERSITY PARTNERS

AVIATION
FESTIVAL
Asia

AVIATION
WEEK
NETWORK

ISTAT



CAAS
Civil Aviation Authority of Singapore



Ambasáid na hÉireann
Embassy of Ireland

AAR

AND MANY MORE ...



Some of the Events with Our Partners



SWE@NTU Seminars



Student Visit @ BOMBARDIER 2024



RSAF IWD 2024



Aviation Festival Asia Diversity Panels



ST Eng Airshow Networking 2024



OneAviation Career Fair 2023





Intentional

**Early
Awareness**

**Ecosystem
Approach**

**Celebrate
Success**

A photograph of several hands stacked on top of each other in a huddle, symbolizing teamwork and gratitude. The hands are of various skin tones and are wearing business attire. A semi-transparent white circle is overlaid on the center of the image, containing the text "Thank You!".

Thank You!



QUESTIONS AND ANSWERS



Ben Stanley

CEO
Firstfruits Services



Marina Morić

Head of Human Resources, Croatia Control and,
Chair, CANSO HR Working Group

AIRSPACE WORLD 2025

BROUGHT TO YOU BY **CANSO**

13-15 MAY 2025: LISBON, PORTUGAL

AIRSPACE WORLD

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FUTURE SKIES Tomorrow's Voices



Lisbon



13-15 May 2025



THANK YOU

