



# The Canadian construction workforce

## A national industry perspective

February 2020



Canadian Construction  
Association  
Association canadienne  
de la construction

# The construction industry

Employs **1.5 million**



**7.5 %**  
Canada's  
total workforce

**7 %**  
GDP

**\$141**  
billion  
in economic  
activity



# Construction



Canadian Construction  
Association  
Association canadienne  
de la construction

# The current Canadian landscape



National shortage of workers.

Q1 2019: the number of unfilled jobs in the construction sector outpaced those in all other industries.

Statistical Info from BuildForce Canada



Canadian Construction  
Association  
Association canadienne  
de la construction

# Women in construction



Attracting and retaining women will require a significant and consistent industry-wide approach.



# Indigenous opportunities



Based on the 2016 Census of the Population, an estimated 7.6% of non-Indigenous Canadians were employed in the construction industry, compared to 9.6% for the Indigenous population.

Info from BuildForce Canada



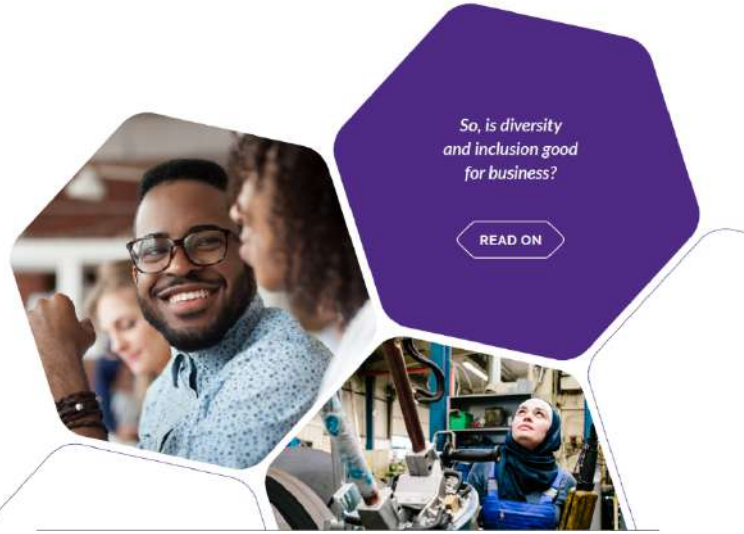
Canadian Construction  
Association  
Association canadienne  
de la construction

# Immigration is changing



From 2001 to 2016, the numbers of skilled workers immigrating to Canada continued to decrease – from some 446,000 in 2001-2005 to 350,000 from 2011-2016.

# A national strategy



Reposition the image of the industry

Business case for diversity

Celebrate our varied roles and enormous opportunities.





Canadian Construction  
Association  
Association canadienne  
de la construction



# A national strategy



Toolkit standardizing the message about construction career opportunities.

Targeted at grade 10 students.

# CONnexion industry and education event

## CONnexion – un événement de l'industrie de la construction et d'éducation



**Carleton**  
UNIVERSITY



**LRJ**

ENGINEERING | INGÉNIERIE



**OCA**

OTTAWA CONSTRUCTION  
ASSOCIATION

Unite // Lead // Evolve



Canadian Construction  
Association  
Association canadienne  
de la construction



Canadian Construction  
Innovations  
Innovations en  
construction-Canada

Unifier // Guider // Développer



Canadian Construction  
Association  
Association canadienne  
de la construction

## Advocacy efforts - CCA asks Government to:

- Fund 1,700 co-op jobs for university and college students
- Commit to a 25-year infrastructure plan.
- Work with the CCA to change the image of the industry
- Fix the security clearance process

# We need to work together

**Graham Construction**  
@GrahamBuilds [Follow](#)

Last week, our Toronto team held its ninth Charity #Golf Tournament and raised over \$40k for @CDNForceSupport. Thanks to all who came out!

#GrahamCares #GivingBack  
#CDNConstructionGives [bit.ly/2mtnkef](https://bit.ly/2mtnkef)



**CdnConstructionAssoc** @ConstructionCAN · Oct 17  
You should be proud of yourselves @canbmoncton ! Your Building for the Future Fund has raised over \$150K to inspire students from 32 schools in the region to see a future in the trades. #CDNConstructionGives



N.B. facing shortage of almost 3,000 trades workers by 2028: constructi...  
According to the association, 7,400 skilled workers are expected to retire in the next decade and only 4,500 new entrants are projected to be ...  
[globalnews.ca](#)

## Use #CDNConstructionGives



Canadian Construction  
Association  
Association canadienne  
de la construction

# CCA Partner Association Initiatives

**COME BUILD YOUR FUTURE.**  
*We'll be there! Drop by and see us, we're hiring!*

**CHANTIER DE L'EMPLOI**  
 Complexe Capitale Hélicoptère

**18/19 OCTOBER 2019**

MONCTON NORTHEAST CONSTRUCTION ASSOCIATION • CONSTRUCTION ASSOCIATION OF NEW BRUNSWICK • SAINT JOHN CONSTRUCTION ASSOCIATION • FEDERICTON NORTHWEST CONSTRUCTION ASSOCIATION

**CANB**  
 ASSOCIATION DE LA CONSTRUCTION DU NOUVEAU-BRUNSWICK

INFORMATION CENTRE •

HOME INFORMATION MEMBERSHIP RESOURCES YOUTH/TEACH CON

HOME / JOBS & CAREERS / BCCA INTEGRATING NEWCOMERS

ENGLISH 中文 FRANÇAIS العربية FILIPINO ESPAÑOL

**bc ca** INTEGRATING NEWCOMERS  
*Join Canada's construction workforce*

**INFORMATION FOR EMPLOYERS**

f in

A future in Canada is waiting.

## Building for the Future Fund

Building for the Future is an initiative administered by CANB - Moncton Northeast, CANB - Saint John and CANB - Fredericton Northwest.

### What can the fund be used for?

The fund is to support the teaching of construction trades in our local schools. The goal is to expose as many students to the construction trades and ensure the teaching of new courses and the use of relevant technology. We think this is necessary in providing students with career options but also a basis of essential skills that can be applied in their everyday lives.

Up to now, the fund has been mostly accessed to provide consumable needs for class projects. We have also provided some financial supports for tools, different pilot projects and curriculum development.



# Women in Construction Trades

# Women in Construction

THE FUTURE IS FEMALE



# 10-YEAR WORKFORCE OUTLOOK FOR CANADA

2029

**257,100**  
RETIREMENTS



**227,600**  
NEW ENTRANTS

**50,200 (+4.5%)**  
EMPLOYMENT  
CHANGE



Build Force Canada – Construction & Maintenance Looking Forward - 2020 National Summary







WHAT IS THE MOST IMPORTANT CHALLENGE THAT WOMEN FACE TODAY?

**“BEING  
TREATED EQUITABLE,  
BASED ON ABILITY  
TO CONTRIBUTE,  
BASED ON SKILLS.  
BEING ACCEPTED AS,  
EQUAL.”**

National Geographic November 2019 Issue

# Scholarships



**University  
of Manitoba**



**RED RIVER COLLEGE**

# Talent Fits Here™

TalentFitsHere.com



Creativity  
Big thinking  
Culture  
Opportunity  
Opinion  
Collaboration  
**Fits Here**  
Design  
Curiosity  
Acceptance  
Pride  
Flexibility  
Your values