



**MANITOBA
CONSTRUCTION
SECTOR COUNCIL**

2022 ANNUAL REPORT

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2022 - 2023 MCSC ANNUAL REPORT

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MESSAGE FROM MCSC BOARD CHAIR

Colleen Munro

Hugh Munro Construction Ltd.

I used to think the MCSC was a well - kept secret. I can now attest to Manitobans recognizing the organization as a leader in working with industry to train new employees desperately needed today in our workforces.

MCSC has continued to engage industry to identify skill and training gaps and deliver skill based training. The organizing of job fairs, women in trade conferences and engagement with high school students have brought awareness to construction as a career.

MCSC staff has emphasized the need for training and mentorship providing both with qualified instructors. Training has been prioritized for indigenous, women, youth, newcomers, underrepresented groups & all other Manitobans.

Local job seekers can start training for our industry and ladder themselves into different levels of construction. Trade talk videos have been added explaining to the new workforce potential careers they can choose within our industry

The growth of mcsc has been the continued support of our core funding partner, the manitoba provincial government. Programs have been delivered in remote indigenous communities and the graduations of students meant success for our province.

MCSC continues to work with educators, government and educational institutions to recognize prior learning, to develop new courses and create paths for youth and adults returning to school for further education.

Micro credential courses, which have been promoted by MCSC, allows students to gain skills required to enter the workforce.

Our external funding partners, post secondary partners, association partners and industry partners strengthen our businesses & all Manitobans in a timely manner .

Thank you to the board who has generously devoted their time in moving the sector council forward by providing valuable discussions and advice to our organization.

Last but not least a huge thank you to the MCSC executive director Carol Paul and all of the staff who make up the incredible team and manage through all obstacles to succeed on the boards mandate.



MESSAGE FROM THE EXECUTIVE DIRECTOR

Carol Paul

Executive Director

This past year marks the end of a four-year contract and the beginning of a new contract that includes a 41% increase in funding from the province! This increase is a testament to the great work of the Manitoba Construction Sector Council staff team and board of directors. The province listened to industry needs by providing additional funding to address the industry's skill gaps and labour shortages.

In 2022-3 MCSC delivered industry driven training in remote indigenous communities where 92 graduates found employment. In addition, MCSC coordinated delivery of the Clan Mothers Healing Village where 8 Indigenous women, impacted by sexual violence, completed their grade 12, MCSC carpentry training and are employed with Clan Mothers social enterprise.

MCSC hosted the Manitoba Women in Trades Conference featuring over 50 presenters and 425 attendees. This led to the development and delivery of an employer workshop to support the recruitment and retention of women and a workforce diversity strategy. In addition, MCSC presented at the Canadian Apprenticeship Forum, Supporting Women in Trades Conference in Halifax, NS with Manitoba Status of Women. The presentation featured the success story of 60 Indigenous women who found employment in remote communities across Manitoba.

As a result of industry partnerships, 15 micro-credentialed courses were delivered over the past year including glazier, drone technology, framer, finisher, water and wastewater installation, design build, safety, concrete forms, mould and asbestos, and blast hole drilling. MCSC completed the development and dissemination of a VR/AR game on the safe use of chainsaws in collaboration with industry stakeholders with funding through Workers Compensation Board, Research Workplace and Innovation Program.

MCSC trained, mentored, and found employment for 56 newcomers in construction. Over 3,000 youth were introduced to construction through school presentations and career fairs. In 2022, eight summer camps were hosted with over 100 youth! To increase engagement, MCSC created Trade Up Manitoba immersive technology games featuring all trades identified in home build and commercial build projects.

The annual general meeting gives staff and board a chance to reflect on the milestones achieved and celebrate the number of underrepresented people employed in the construction sector across the province. Thank you to the board of directors and the incredible work of the staff team who made this all happen! We look ahead with excitement to the coming year!

MCSC TEAM

2022 - 2023



Carol Paul
Executive Director



William Kirkness
Project Manager



James Murphy
Community and Youth Liaison



Ramir Diaz
Coordinator of Education
& Training



Alex De Girolamo
Finance Manager



Harleen Kaur
Program Assistant



Nermine Awad
Content Marketing / Creative Designer

La Donna Ogungbemi-Jackson
Workforce Development Consultant
Province of Manitoba



MCSC BOARD OF DIRECTORS

2022 - 2023



Colleen Munro

Board Chair
Hugh Munro Construction



Lanny McInnes

Vice Chair
Manitoba Home Builder's Association



Joan Harris-Warren

First People Development Inc.



Chris Lorenc

Manitoba Heavy Construction
Association



Don Hurst

Manitoba Heavy Construction
Association



John Highmoor

Tri-core Projects Manitoba Ltd.



Chris Fortier

Excel-7 Design Ltd.



Shawn wood

Construction Association
of Rural Manitoba



Natasha Farren

Flynn group of Companies



Andrew Reimer

All-Fab Building
Components Inc.



Greg McDonald

Randall Homes



Mark Brzuskiwicz

Bird Construction



Darryl Harrison

Winnipeg Construction Association



Amanda North

Real Property Management

EDUCATION NEWCOMERS

Newcomers are an integral part of the Manitoba Construction Sector Councils' activities. With the influx of Ukrainians and other newcomers entering Manitoba over the past year, MCSC is aware of the diverse newcomer talent and potential for employment in the construction sector. From entry level general labour positions to project management, MCC's Coordinator of Education and Training supports all newcomers seeking employment. As Manitoba grows, employers recognize the importance of newcomers and are working to create a more inclusive workforce.

MCSC collaborated with many newcomer agencies this past year. These partnerships extend MCSC's reach to newcomers seeking employment and allow for mentorship opportunities to ensure a smooth transition to construction employment.

I hope you are doing well I am writing to thank you for your help and support. I landed a position as a construction estimator at Transcona Roofing which has a great ambience and friendly people.
Thank you again for your time.
Best regards.

I'm writing to let you know that i have got a job as a project manager of a residential builder. I'm really thanks for MCSC to giving me support and information about the construction in Manitoba. It's really help me to know more and step into the sector. Also, I'm very appreciate with the help of Ramir, He provide me a lot of courses detail related to construction sector here. He really gets me connected.
Once again, Thank you very much.

56
NEWCOMERS

11
CAREER COUNSELLORS

CONSTRUCTION COURSES

01

Construction law

02

Estimation

03

Document use

04

Industry ethics

05

Supervisor training

06

Glazier training

CAREER AWARENESS
PRESENTATIONS

MENTORSHIP

EDUCATION

INDIGENOUS PROGRAMS

Manitoba Construction Sector Council (MCSC), Manitoba Status of Women, the Province

of Manitoba, and Four Winds are advancing the number of Indigenous people employed in the construction sector across the province. Training includes job readiness, certified safety and construction training that aligns to projects in and around the communities. The Indigenous Liaison has 38 years of construction and HR experience and is from the north. The instructors are Indigenous leaders and journey people willing to travel and reside in remote communities where students have community support and are close to their families.

CLAN MOTHERS

SAGKEENG

YORK LANDING

BUNIBONIBEE

92 EMPLOYED
IN DIFFERENT
COMMUNITIES

PINAYMOOTANG

CROSS LAKE

BARREN LANDS

BERENS RIVER

WASHAGAMIS BAY FIRST NATION

EDUCATION

INDIGENOUS PROGRAMS



EDUCATION COURSES

1 Job readiness

2 Safety training

3 Design Build Grey & Ivy

4 Water & Wastewater Installer

5 Framer

6 Blast Hole drilling

EDUCATION

INDIGENOUS PROGRAMS

MANITOBA STATUS OF WOMEN PROJECT



EDUCATION

INDIGENOUS PROGRAMS



EDUCATION

INDIGENOUS PROGRAMS



ENGAGEMENT

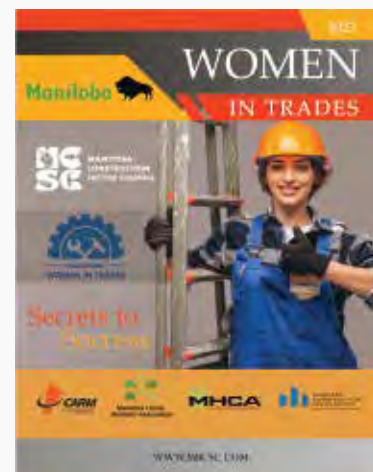
DRONE WORKSHOP RED RIVER COLLEGE



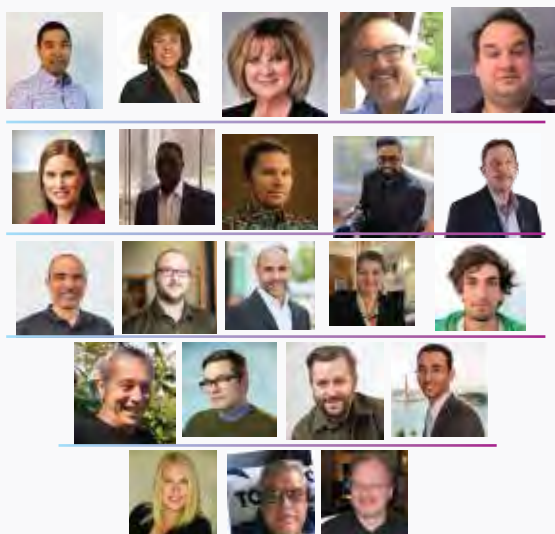
WOMEN LEADERS IN CONSTRUCTION



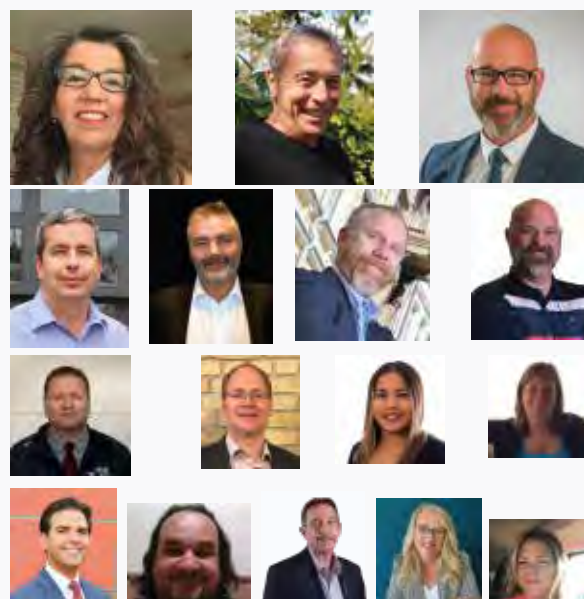
WOMEN IN TRADES



IMMERSIVE WORKING GROUP 2022-2023



EDUCATORS WORKING GROUP 2022-2023



GAMES

ENGAGEMENT SOMETHING WE LOVE

MCSC partnered with the new startup company, Something We Love, to develop a residential and commercial build game to showcase the many skilled trades required to build a home and a commercial building. This game-based learning tool will demonstrate the building of a house and commercial building from the ground up.

RESIDENTIAL BUILD



Students learn who are the main trades people on the job site by interacting through eight different stages of the building process. Scan QR code below to access both residential and commercial builds.



COMMERCIAL BUILD



ENGAGEMENT

BIT SPACE DEVELOPEMNET



Funded by WCB Research Workplace and Innovation Project, MCSC partnered with BIT Space Development to complete the two-part Safety Chainsaw Resource. This 2-part resource will include 360-degree panoramic tours representing 3 worksites and an interactive game environment that simulates chainsaw scenarios in virtual reality. This unique chainsaw training opportunity complements existing safety awareness, and will align with provincial regulatory codes, and other non-virtual chainsaw training programs.



INTERN STUDENTS



Valeriia Bielous

Red River College
Polytech LTC WEP program



Harleen Kaur

MITT Student
Business Administrative Assistant



AWARENESS YOUTH

INTRODUCING YOUTH TO TRADES

Classroom presentations, career fairs and summer camps are designed to create awareness with students, teachers, career counsellors and administrators about career opportunities in construction.

The numbers are back up to where they were before the Covid-19 interruption!! Over 3,500 students from all over the province were enlightened by our Trade up Manitoba messaging regarding construction career opportunities.

From grade 4 to post-secondary students, all were given the message “the Manitoba construction industry has a wealth of opportunities for youth and now is the time to explore a career opportunity as a construction trades person, estimator, project manager, safety officer or company owner. The sky is the limit!”

Although MCSC was able to provide virtual presentations during covid, the Community and Youth Liaison finds the in-class presentations are best; students are much more engaged. Teachers also commented that they prefer in-person presentations where MCSC can offer more hands-on activities including the VR try a trade, the iPad construction games and trade talk videos. These resources are invaluable tools for teachers and counsellors to use for career exploration after the presentations.

When students are surveyed before and after the MCSC school presentations, 35% of students are more likely to consider a career in construction because they are more aware of the vast opportunities and high wages available in a construction career!

**CAREER AWARENESS
PRESENTATIONS**

**OVER
3000**

SUMMER CAMPS 8

**OVER
100 YOUTH**

CAREER FAIRS

14

AWARENESS

CARPENTRY SUMMER CAMP – 15



WELDING SUMMER CAMP – 15



AWARENESS

KIDS CODING SUMMER CAMP – 10

Coding Camp champ
at 1000 Waverley



Electrical summer camp 2022 with Sapotaweyak Cree Nation youth at the IBEW Local 2085.
Youth wiring their own lighting circuit and seeing it work for the first time.

Coding camp at
Garden City Collegiate



Coding Camp champ
at 1000 Waverley



ELECTRICAL CAMP IBEW – 15



Electrical summer camp 2022 with Sapotaweyak Cree Nation youth at the IBEW Local 2085.
Youth wiring their own lighting circuit and seeing it work for the first time.



AWARENESS

TRADE TALK VIDEOS



INTERIOR SYSTEMS MECHANIC
FEATURING: BRANT MCKENDRY



MANITOBA STATUS OF WOMEN PROJECT
Pinaymootang #Fairford first nation
Pimicikimak #cross lake first nation
York Landing #first nation



CLADDING INSTALLER
FEATURING: EVELYN SHERRARD



MCSC EXPANDED REACH TO SCHOOLS
THROUGH CHATTER HIGH.



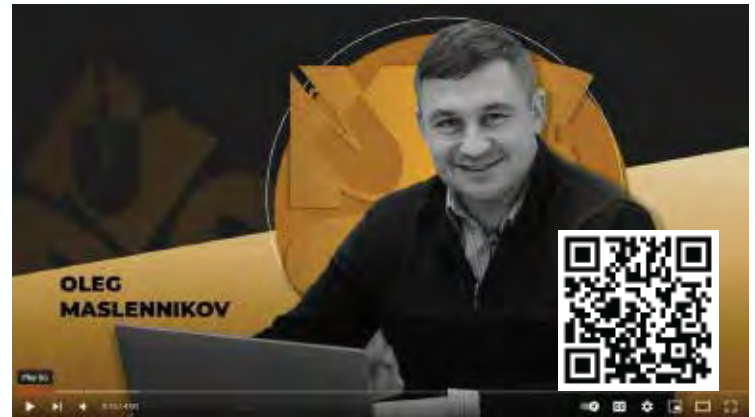
EXTERIOR INSULATION FINISHING SYSTEM
FEATURING: RYAN GRIFFITHS



AWARENESS

NEWCOMERS STORIES

MCSC developed 3 newcomer videos as part of a series to capture the success stories of the newcomers working in construction in Manitoba



COMMUNICATION STRATEGY

OUR COMMUNICATIONS TEAM



Rob Wozny
Co-Founder
Sounds Strategy



Lisa Saunders
Managing Partner
Co-Founder
Sounds Strategy



Janelle Johnson
Communications &
Content Specialist
Sounds Strategy



Brian Rougeau
Website Developer
Bonhomie



MCSC Communications Plan (2023–2028) Update 06.21.23

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www.mcsc.mb.ca

Purpose is to repurpose Website

- Produce once, Post often
- Create great accessibility for external sharing
- Leverage high-profile “real estate”



Instagram



Purpose is to repurpose Website / Social Media

- Embedding Social Media feeds (greater real-time storytelling)
- Developing job portal (for all stakeholders)
- Reaching maximum capacity of website

COMMUNICATION STRATEGY

Purpose is to repurpose

Instagram

- See consistent engagement (30% -40% open rate)
- Grow newsletter list (up 100% to 564 Contacts)
- Anchor primary content (Web articles)



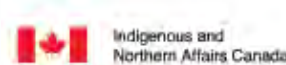
CORE FUNDING PARTNER



BOARD OF DIRECTORS



EXTERNAL FUNDING PARTNERS



POST SECONDARY PARTNERS



INDUSTRY PARTNERS



SECTOR COUNCIL PARTNERS



COMMUNITY PARTNERS

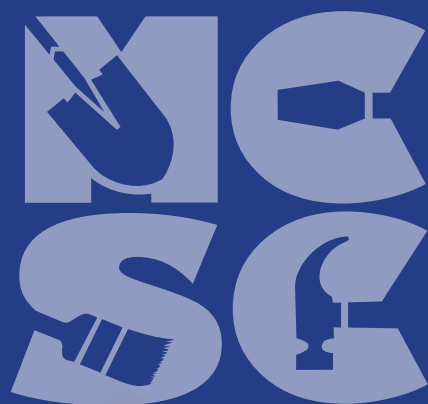


INDIGENOUS PARTNERS



COMMUNICATION & TECHNOLOGY PARTNERS





**MANITOBA
CONSTRUCTION
SECTOR COUNCIL**