



CONSTRUCTION ASSOCIATION
OF NEW BRUNSWICK

CANB

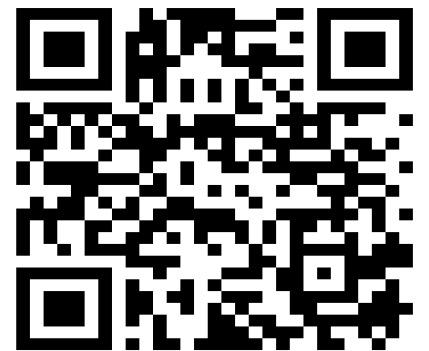
ASSOCIATION DE LA CONSTRUCTION
DU NOUVEAU-BRUNSWICK

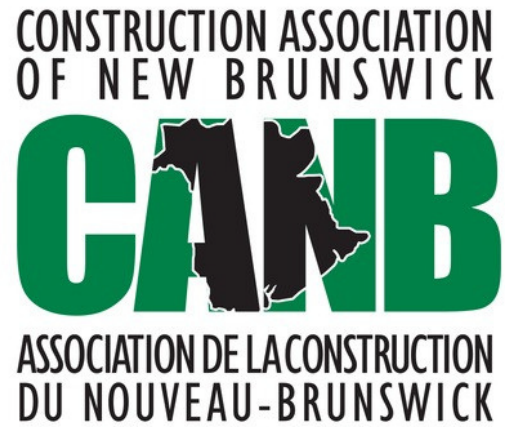
LAND ACKNOWLEDGEMENT

WOLASTOQUEY NATION

To learn more about the National
Centre for Truth and Reconciliation

SCAN ME





Skilled Trades Consortium (STC) Updates and Research

Francis Bennett
Tara Cranna

February 25, 2025



OUR PILLARS

- **ADVOCACY**
- **GOVERNANCE**
- **RELATIONSHIPS**
- **BUILD THE WORKFORCE**



Construction Association of NB

OUR VISION

Grow the New Brunswick economy through a proactive, innovative and resilient construction industry.

OUR MISSION

CANB will lead the construction industry in New Brunswick through advocacy, collaboration, and innovation.



Skilled trades are the backbone of the NB provincial economy; they build our infrastructure, power our industries, and create the very fabric of our communities. By investing in workforce development programs, training, and education, we can ensure a steady supply of qualified workers who can usher essential growth, help address the housing crisis, and lead to greater economic stability in our Province.

Andrew Myers, President - The Construction Association of New Brunswick



BUILD THE WORKFORCE : SKILLED TRADES CONSORTIUM

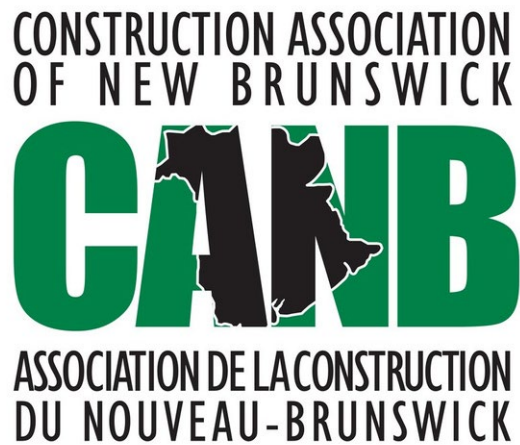


HOW WE GOT HERE?

In 2022, CANB along with NBBTU and Skilled Trades NB commissioned a jurisdictional scan of skilled trades delivery in N.B. Through industry consultation, a consortium model similar to sector councils was preferred to ensure underrepresented groups were being targeted by existing programs.

WHAT IS THE CONSORTIUM?

The Consortium is working with government, industry partners and other stakeholders throughout New Brunswick to create a province-wide streamlined approach to increase opportunities and labour market participation in the skilled trades.



Consortium Team

**John-Ryan
Morrison**



Executive Director
Provides leadership, operations management, and effective financial management of the Consortium on behalf of the Board of Directors.

**Dr. Francis
Bennett**



Senior Director
Responsible for leading the creation, development, implementation, and evaluation of activities of a new construction arm of the CANB.

**Tara
Cranna**



Policy Lead
Responsible for the research and the development of policies and legislation to support the growth of skilled trades awareness and labor market participation.

OUR CONSORTIUM GOALS

01. Develop a new consortium model to support the construction focused Skilled Trades.

02. Improve the strategic alignment and eliminate duplication of effort across the consortium members.

03. Address gaps and develop new programming.

04. Improve outcomes for the N.B. construction industry.

05. Facilitate the prioritization and endorsement of Provincial and Federal government funding requests.

06. Create opportunities across N.B. in both official languages.



9500

*Anticipated
Vacancies by
2032*



OUR PROJECT PROGRESS



Complete
Staffing
Activity



Develop
Consortium
Model



Establish
Governance
Structure



Research
Report



Member
Recruitment



Develop
Skilled Trades
Strategy



Develop
Funding
Model



Expansion
Plans

OUR CONSORTIUM MEMBERS

Technical Advisory Committee	Technical Advisory Committee	Executive Committee	Executive Committee
Equity Deserving Representation	Inclusion NB - Andrea Randon	Equity Deserving Representation	JEDI- Stanley Barnaby
Equity Deserving Representation	Joint Economic Development Initiative - Nisa Kennedy	Equity Deserving Representation	NB Multicultural Council – Ben McNamara
Equity Deserving Representation	NB Multicultural Council - Dimitri Papadakis	Equity Deserving Representation	Avenue NB - Nathalie D'Amours
Equity Deserving Representation	Women's Equality Branch - Megan White	Provincial Government Rep.	Skilled Trades NB - Barb LaPointe
Housing Organization Rep.	Housing Hub of NB - Nadine Fullarton	Provincial Government Rep.	Working NB - Janet Scott
Provincial Government Rep.	CCNB - Jacques Heroux	Provincial Government Rep.	EECD - Ransford Lockhart
Provincial Government Rep.	NBCC - Kirby Rushton	Skilled Trades Employer	Flynn Canada - Serge LeBlanc
Provincial Government Rep.	EECD - Serge LeBlanc	Skilled Trades Employer	Osco Construction - Carrie Watson-Mawhinney
Provincial Government Rep.	EECD - PAJNB - Guillaume Bernard	Skilled Trades Employer	Ermen Plumbing - Derek Ermen
Provincial Government Rep.	EECD - H.S. Trades Teacher - Hardy Cameron	Skilled Trades Organization	NBBTU - Jean Marc Ringuette
Provincial Government Rep.	EECD - COE Lead - Nathan Langille	Skilled Trades Organization	CANB - John-Ryan Morrison
Provincial Government Rep.	EECD - Learning Specialist Skilled Trades - Virgil Graham	Skilled Trades Organization	Merrit Contractors - Krista Collins
Provincial Government Rep.	PETL - Immigration NB - Sristi Panta	Skilled Trades Training Rep.	JATC of NB - Rick Smith
Provincial Government Rep.	PETL - Skilled Trades NB - Darren Hanscomb		
Provincial Government Rep.	PETL - Skilled Trades NB - Erika MacLeod		
Provincial Government Rep.	PETL - Skilled Trades NB - Lindsay Mills		
Provincial Government Rep.	PETL - Working NB - Andre Lang		
Skilled Traders Employer	J&D Electric - Chris Wilson		
Skilled Trades Employer	Focal Point Landscaping - Dave Milburn		
Skilled Trades Employer	Trane Technologies - Rob Carvell		
Skilled Trades Organization	Electrical Contractors Association NB - Krista Lewis		
Skilled Trades Organization	MAP Strategic Workforce Services - Hélène Savoie-Louis		
Skilled Trades Organization	NB Road Builders Assoc. - Tom McGinn		
Skilled Trades Organization	NB Roofing Contractors Association - Jamie Slipp		
Skilled Trades Organization	Skills Canada NB - Courtney Donovan		

NEXT STEPS

(as of Feb 26th)

01. Gather information from the Technical Advisory Committee (TAC) to identify potential goals and associated Strategies and Actions for the Strategic Plan.
02. Document agreed upon Goals and identify Strategies and Actions in collaboration with the Executive Committee (EC).
03. Establish the Data and Evidence we will use to track progress.
04. Work with partners and other stakeholders to actuate the targeted Strategies and Actions outlined in the Strategic Plan.
05. Establish a funding plan with partners to ensure short- and long-term sustainability.
06. Actuate a PDCA Cycle in conjunction with the TAC and EC to ensure continual progress and long-term labor market growth.



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OUR CURRENT RESEARCH

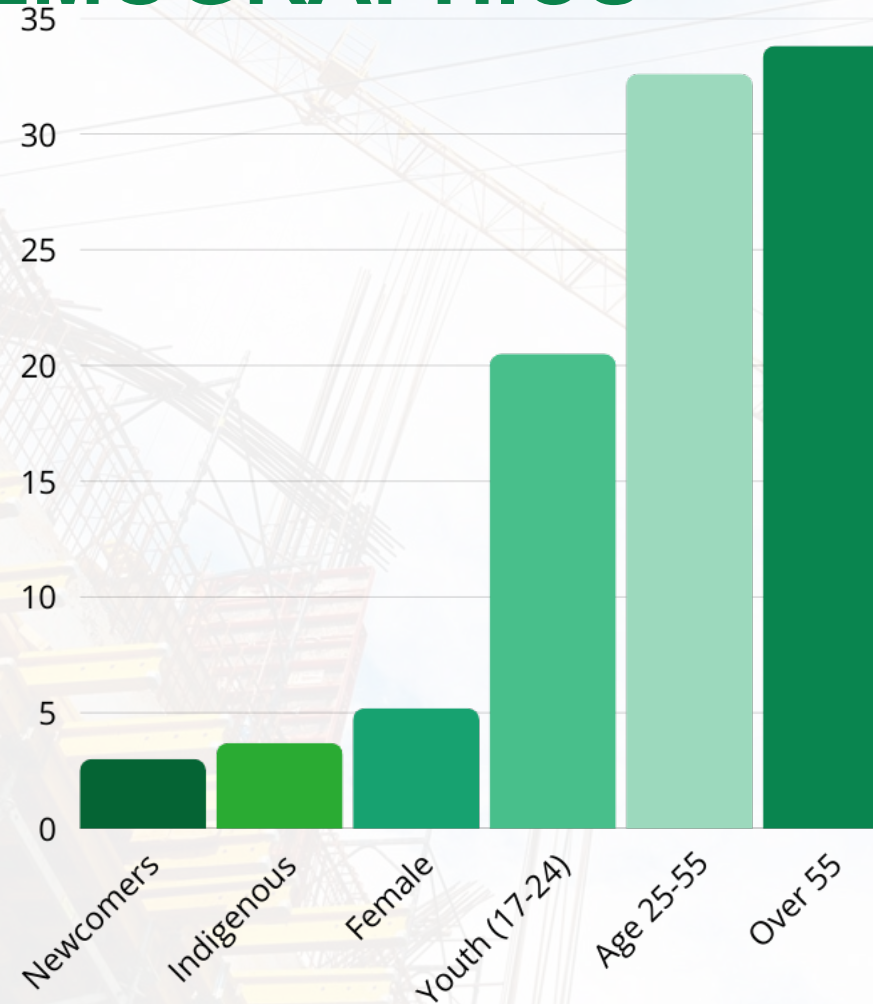


OUR FOCUS

DEMOGRAPHICS

Labour Force Diversification

- The latest census shows Women, Indigenous People and Newcomers remain underrepresented in the construction workforce in NB.
- While industry efforts to increase the recruitment of groups under-represented in construction continue, increasing recruitment for these groups will be important to meet its future labour challenges.



Building a Sustainable Labour Force

- There are currently 1200 + vacancies in the NB construction industry.
- + 6100 are expected to retire over the next 9 years.

Persons with Disabilities

Nationally:

Among persons with a disability aged 25 -64 years who were not currently employed, it was estimated that *42%* had work potential.

Provincially:

- NB has second highest rate of disability in Canada at *35.3%* of its population
- Persons w/ a disability aged 25-64 as of 2021 with Apprenticeship/Trades education: *13%* men, *5%* women
- *69.6%* of persons with a disability aged 25-64 years in the province were either working or looking for work (2021)

Available Tools and Programs:

- CAF has a 2024 report on hiring, retaining, and training apprentices with disabilities with 3 main steps: educate yourself, seek advice, and hire/train/retain.
- Electricity Human Resources Canada has toolkits available for employers.

National Organizations Examples:

Inclusion Canada; Canadian Association for Supported Employment; Job Ability Canada

Provincial Examples:

AvenueNB ; AbilityNB

JURISDICTIONAL SCAN



- Nationally, strong public awareness campaigns exist, but the current policies and programs are lacking.
- Provincial programs are generally more scattered, region-specific, and many are still in their infancy.
- **We need a PROVINCE-WIDE, INDUSTRY-LED, skilled trades strategy.**



STC Survey Results



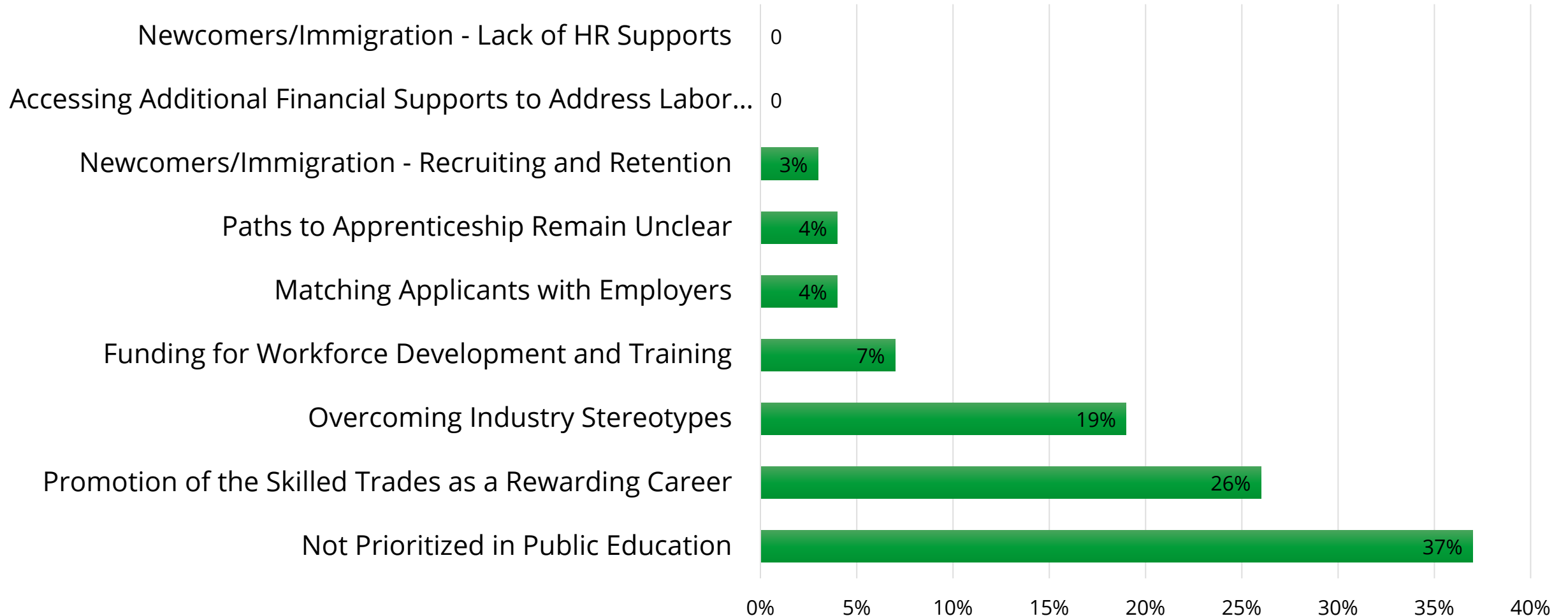
SURVEY RESULTS

What is your main reason for joining the Skilled Trades Consortium?

- To support labor market growth.
- To make recruitment **and** retention better.
- To ensure the voice of construction industry is heard.
- To promote the skilled trades in NB and collaborate with likeminded people and organizations.
- Bring a DEI perspective to the skilled trades sector and break down industry barriers.
- Bridge the gap between high schools, colleges, and skilled trades employment.
- Encouraging the next generation of students to explore and consider careers in skilled trades.
- Help reduce stigma associated with skilled trades careers.

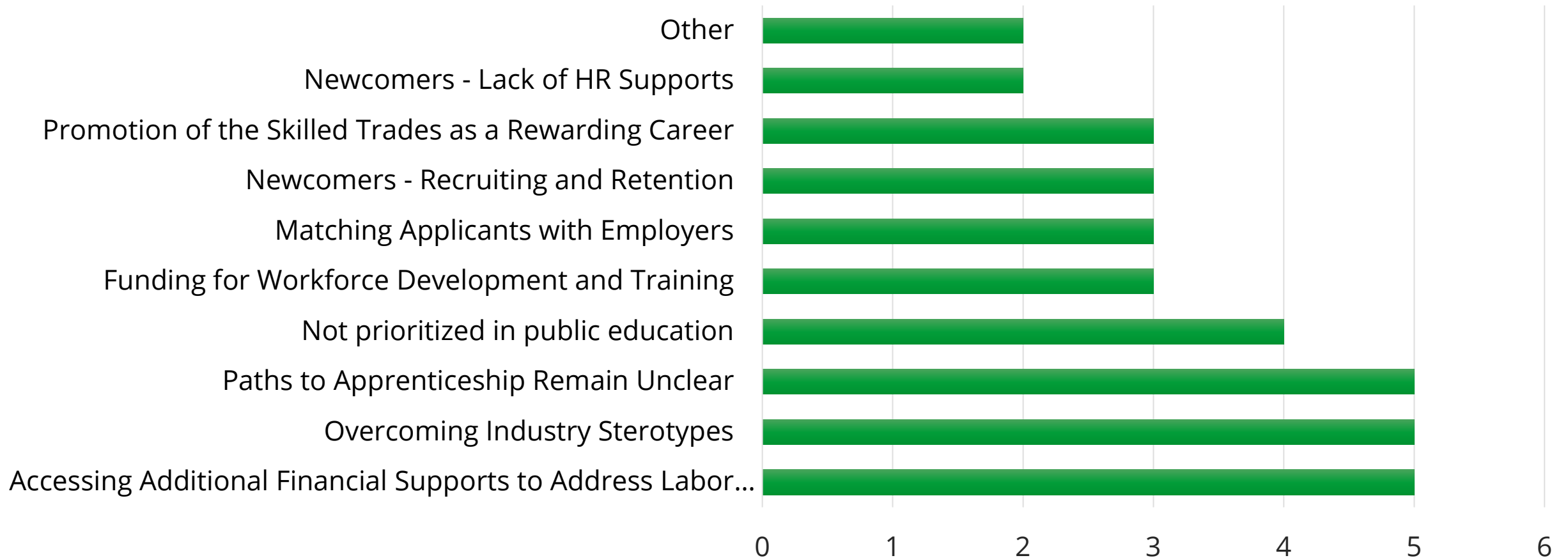
SURVEY RESULTS

What do you believe is biggest challenge NB is facing to address the labor market shortage in the construction related skilled trades?



SURVEY RESULTS

Identify the single biggest challenge you believe your organization is facing to address the labor market shortage in the construction related skilled trades?



SURVEY RESULTS

Do you believe all New Brunswick K-12 students have equitable opportunity to enter the construction related skilled trades?



■ Yes ■ No ■ Unsure

If you answered no, please identify what you believe is the primary barrier preventing equitable opportunities for New Brunswick K-12 students.

- Lack of exposure to the skilled trades.
- Issues with shop space, qualified teachers, and funding.
- Lack of knowledge and/or understanding of the construction sector and available trades programs.
- Lack of promotion within schools, as well as not being promoted equally across all groups.
- Lack of experiential learning opportunities.
- Stigma surrounding the benefits of university versus college.

SURVEY RESULTS

Do you believe all individuals in New Brunswick over the age of 17 have equitable opportunities to enter the construction related skilled trades?



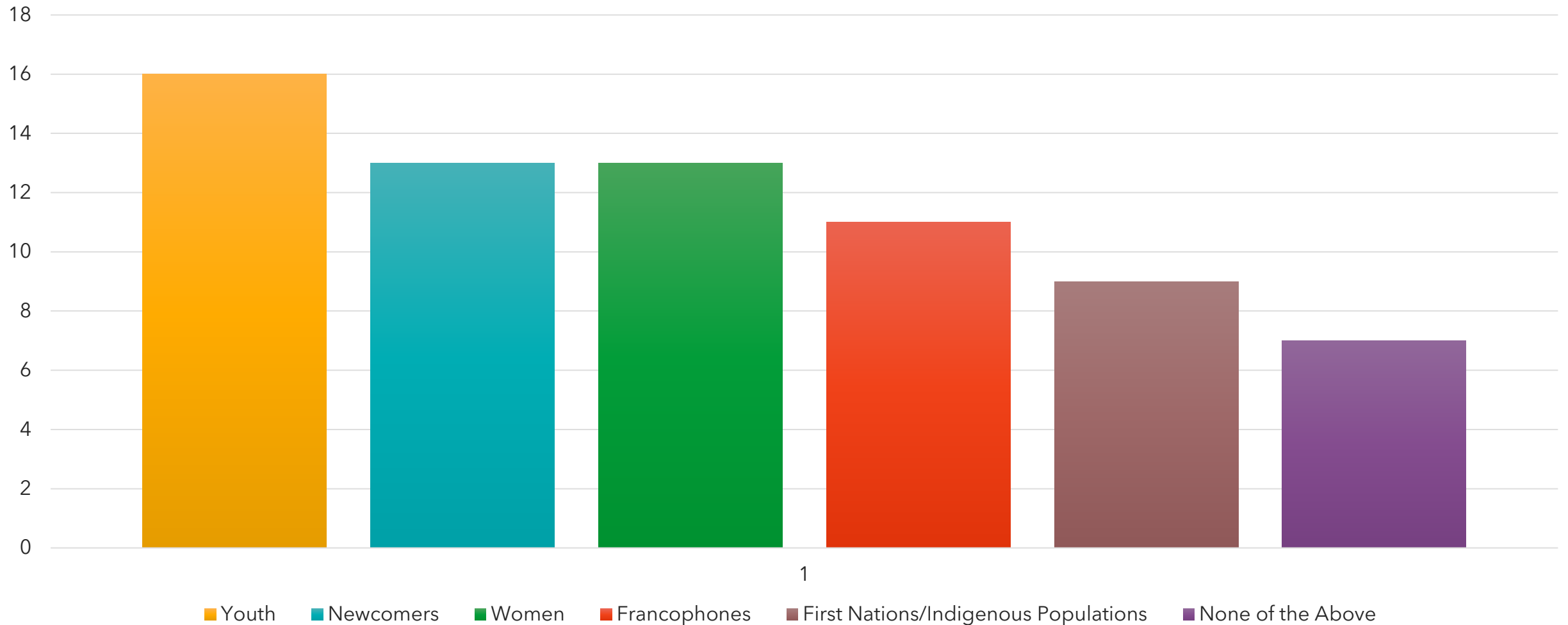
■ Yes ■ No ■ Unsure

If you answered no, please identify what you believe is the primary barrier preventing equitable opportunities for individuals over the age of 17 in New Brunswick.

- Lack of pathways available/lack of understanding of available pathways (e.g., apprenticeships).
- Preconceived beliefs and stigmas about skilled trades careers.
- Unconscious employer bias against certain groups.
- Financial barriers.
- Regional challenges.
- Ultimately, different barriers for different groups.

SURVEY RESULTS

For which equity deserving group(s) does your organization have direct programming in place to support recruitment into the construction related skilled trades?



SURVEY RESULTS

Identify the most important area of focus you would recommend the STC prioritize to support labor market growth in the construction related skilled trades?

- Increasing exposure to the skilled trades for children and youth.
- Cultural promotion of skilled trades and cultural change – fighting against negative stereotypes.
- Newcomers/Immigration pathways.
- Apprenticeship and training program expansion.
- Workforce development through targeted training and support initiatives.
- Recruitment and retention of persons with disabilities.
- Using accurate data to inform policy decisions that will support future workforce development.
- Developing a platform that matches potential employees with employers.
- Ensuring training programs align with needs in housing and infrastructure projects.
- Skilled Trades Exhibition Center.

SURVEY RESULTS

Identify the second most important area of focus you would recommend the STC prioritize to support labor market growth in the construction related skilled trades?

- Funding for, and promotion of, workforce development and training.
- Newcomers/Immigration pathways.
- Increasing exposure to the skilled trades for children and youth.
- Cultural change – fighting against negative stereotypes.
- Addressing systemic barriers to the skilled trades for diverse groups.
- Apprenticeship and training program expansion.
- Increased employer connections to graduates.

Kickoff Event & 3 Initial Priority goals

- 01. Establish a Skilled Trades Training and Exhibition Centre**
 - A centralized hub for innovation, education, and industry engagement.
- 02. Simplify and accelerate entry into the skilled trades**
 - Cutting through red tape to support faster, clearer pathways into rewarding careers.
- 03. Educate the public about the benefits of skilled trades careers –**
 - Changing the narrative through marketing, financial commitment, outreach, storytelling, and community engagement.



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Goals, Strategies, Actions

Goals	Strategies/Actions
1. The Establishment of a Skilled Trades Training and Exhibition Center	Research on the Halifax & other Models <ul style="list-style-type: none">• Identify requirements, costing, venue selection, project planning, and timeline.• Conduct an environmental scan for potential locations.
	Secure Partnerships and Funding <ul style="list-style-type: none">• Engage Skills Canada for federal funding access.• Identify corporate fundraising leaders and possible supports.
	Pilot and Scale <ul style="list-style-type: none">• Select an initial venue.• Expand to multiple venues considering regional and linguistic needs.
2. Simplify and Accelerate Entry into Skilled Trades	Data Collection & Analysis <ul style="list-style-type: none">• Gather and analyze real-time labor market data for Francophone populations and individuals with disabilities.• Identify key data sources (e.g., MyBlueprint, PowerSchool, non-profits).

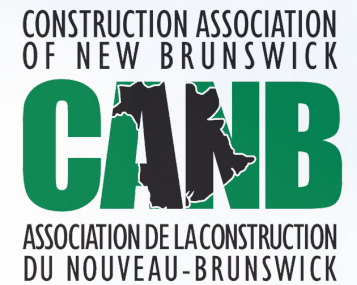
Goals, Strategies, Actions

Goals	Strategies/Actions
3. Educate on the Benefits of Skilled Trades Careers	Launch a Targeted Awareness Campaign <ul style="list-style-type: none"> Identify and establish "Champions" at each school to lead outreach efforts. Develop clear, positive messaging and distribute through multiple platforms.
	Facilitate Industry and Client Consultations <ul style="list-style-type: none"> Engage contractors and industry leaders to define minimum hiring requirements for various trades. Align school curriculum with workforce needs to ensure students gain relevant skills.
	Streamline Funding Application & Allocation <ul style="list-style-type: none"> Identify funding avenues and opportunities and provide an overview. Establish clear criteria for proposal vetting, tracking program impact, and reporting outcomes.
	Develop an Employer Engagement Strategy <ul style="list-style-type: none"> Create a system for employers to access skilled trades resources and connect with students. Utilize Working NB data to map employer needs and available workforce supports.

THANK YOU!

QUESTIONS?

LET'S WORK TOGETHER



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