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SECTOR COUNCIL



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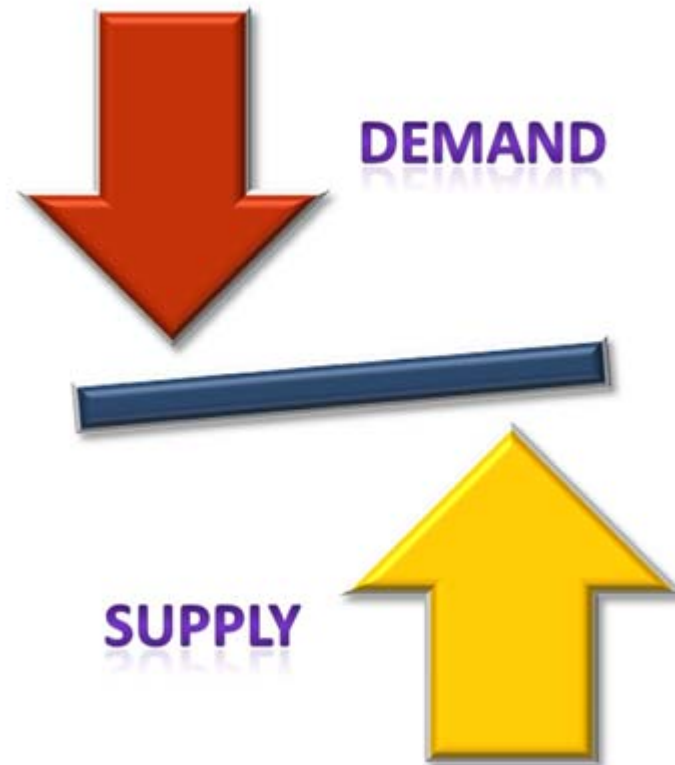
Recruitment and Retention of Women: *Good Practices in the Construction Sector*

Saskatchewan
Women in Skilled Trades Summit
May 6, 2011



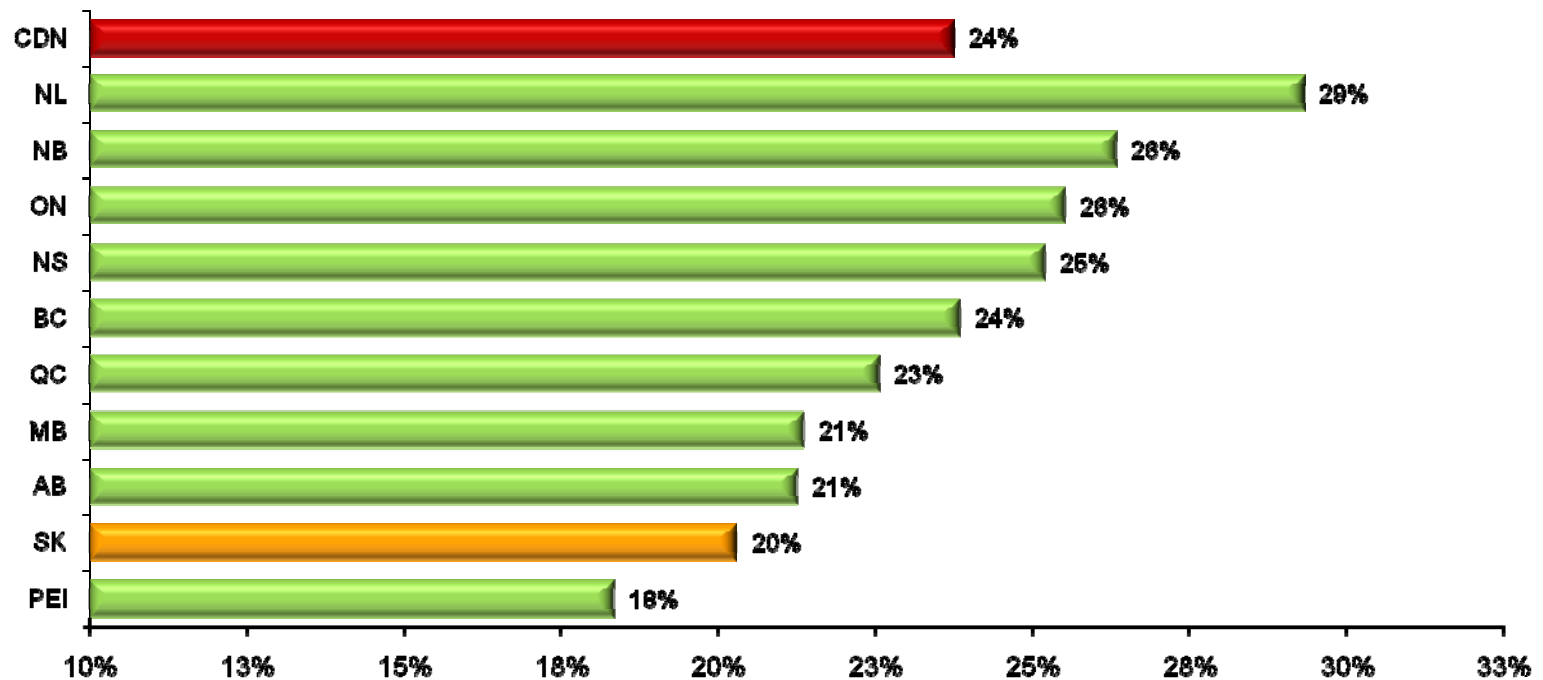
Why are we talking about women in the trades?

- The industry looks at this issue from a demand perspective
- Other groups are looking at it from a supply perspective
- The ideal situation is when demand and supply match and it is a win / win for everyone



What's in it for the industry?

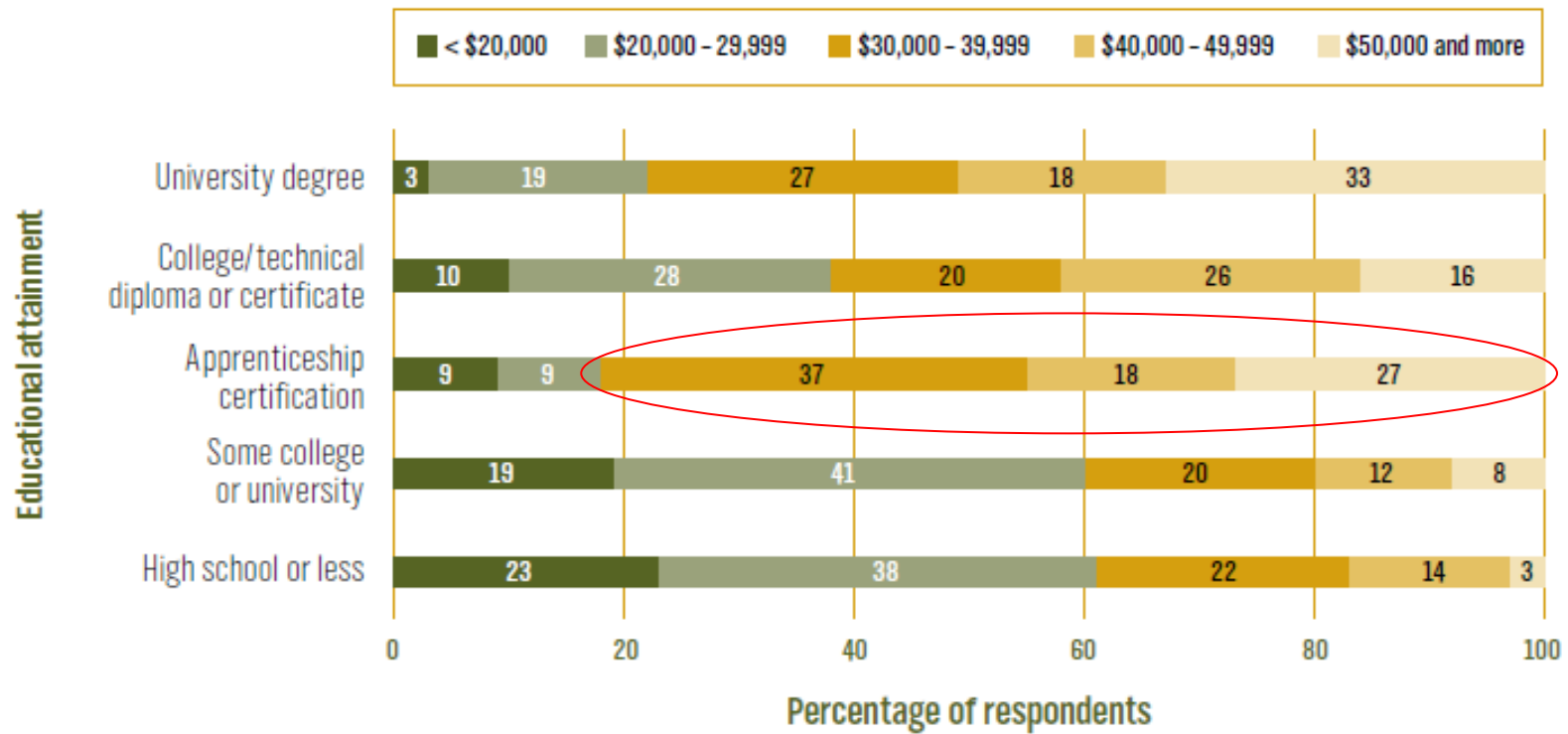
Next Decade: Cumulative Retirements as a % of 2010 Labour Force



Source: Construction Sector Council



What's in it for women?



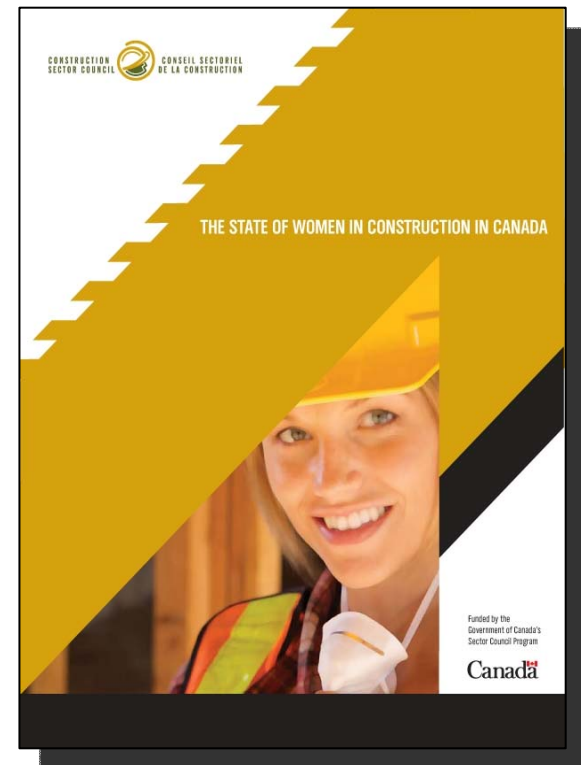
Source: Construction Sector Council



What we set out to do...

To gain an understanding of:

- The current participation of women in construction trades
- Whether the barriers to women's participation have changed
- What initiatives have been successful in increasing women's participation
- The proportion of women interested (or even applying for work) in the trades
- What is success with respect to women participating in construction
- What is a realistic benchmark
- What best practices can we look to
- What needs to be done



How do we compare to other industries?

Table 2-3: Female labour force participation by industry in 2006

Industry ⁵	Women (%)
Agriculture, forestry, fishing and hunting	29.6
Mining and oil and gas extraction	18.3
Utilities	24.7
Construction	12.2
Manufacturing	29.1
Wholesale trade	33.1
Retail trade	55.2
Transportation and warehousing	25.0

Statistics Canada – 2006 Census



What is women's participation in construction?

- Women represent approximately 4% of the construction trades
- Some trades the representation is around 1% - 2% (e.g. plumbers, gasfitters, carpenters)
- Some trades have shown significant increases in the percentage of women (e.g. tilesetters, plasterers/ drywallers/finishers, insulators, ironworkers, and drill blasters)
- Women have higher representation in management and other related occupations:
 - construction managers - 7.9%
 - estimators – 10.5%
 - engineering inspectors and regulatory officers – 20.3%
 - health and occupational safety inspectors - 34.6%

Source: Statistics Canada, Census 2006



Are women entering construction trades?

Table 2-1: Proportion of women in registered and completed apprenticeships in 2007

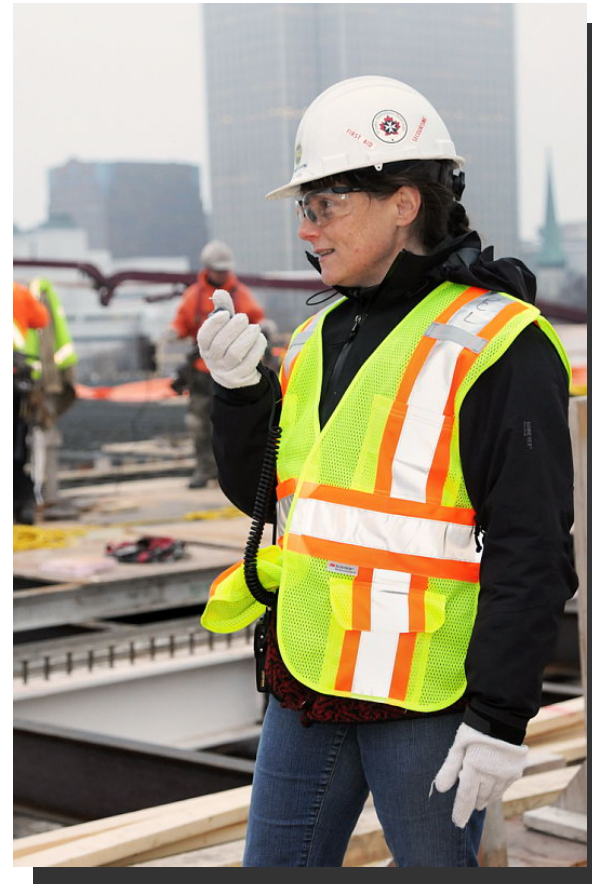
Trades groups	Apprenticeship registrations (% women)	Apprenticeship completions (% women)
Total major trades groups	10.6	11.3
Building construction trades	3.7	1.8
Electrical, electronics and related trades	3.0	1.5
Metal fabricating trades	2.8	1.6
Motor vehicle and heavy equipment trades	2.7	1.8
Industrial and related mechanical trades	1.9	0.9
Other trades	52.0	62.1
Food services	64.6	79.1

Source: Statistics Canada (Registered Apprenticeship Survey); see appendices B and C



Why women's participation is not increasing – views of women

- Gender stereotypes
- Weak pathways to careers in construction
- Discrimination in hiring
- Difficulty getting hired as apprentices
- Safety – ill fitting safety equipment, less tolerance for unsafe working conditions
- Harassment
- Physical facilities
- Barriers to progression in training – not exposed to full range of experience during apprenticeship
- Leadership and support from management
- Barriers post-pregnancy



Can we increase the percentage of women?

- 13% of women surveyed indicated that there was some likelihood they would consider a career in construction **trades**
- 19% of women surveyed indicated there was some likelihood they would consider a career in construction **management**
- Respondents most likely to consider working in the construction trades (88%) or management (80%) agreed that they had the skills or aptitude
- Construction careers are consistent with the factors that are influential in women's career choices



Women's programs success factors

- Expose girls to trades and technology
- Introduce girls to role models
- Implement gender equity policies
- Institutional accountability practices
- Pre-apprenticeship programs
- Industry / community partnerships
- Job coaching
- After-program support
- Preparation for work in male-dominated workplaces
- Substantial training component
- Lengthy work placements
- Advocates for women and support in securing employment as an apprentice



What do we need to do to support girls/women?

- Expose girls to trades and technology opportunities early in their education
- Introduce girls to role models
- Prepare them for work in the trades
 - workplace preparation and work-hardening
- Provide ongoing support
- Provide mentoring and coaching
- Expose them to the full breadth of the trade and training



What do we need to do at the workplace?

- Show leadership from the top
- Assess HR policies and practices
- Implement non-discriminatory hiring policies and practices
- Introduce gender equity and family friendly policies
- Communicate policies and procedures throughout the organization
- Create well-articulated and supported avenues to report issues
- Provide diversity training to supervisors and tradespeople
- Implement institutional accountability
 - mandate hiring and retention of women (key performance indicators)
- Create a respectful workplace culture
- Provide mentoring and coaching
- Avoid targeting women as the reason for change



What can industry stakeholders do?

- Promote business case for diversity
- Promote opportunities for women in construction
- Share best practices
- Introduce incentives like scholarships to increase appeal and signal the value placed on women in the workplace
- Promote and support effective women's programs



What is industry doing?

- Skilled Trades Employment Program for Women
- Scholarships
- Respect in the Workplace
- Vermillion / YWCA Skills Training Program
- Many other programs where industry partners with community organizations and government programs



Skilled Trades Employment Program for Women

- British Columbia Construction Association
- Job mentor assesses women's skills and aptitudes
- Women are placed in construction jobs
- Job mentor maintains contact with the participant and the employer
- On the job the woman is matched with a "buddy" to answer questions and welcome them to the job



Scholarships

- Canadian Construction Women – Grants of \$5000 to women wanting to advance their career in construction
- British Columbia construction companies initiated sponsorship fund - \$200 to students who complete the Trades Discovery Program and \$1000 entrance scholarship for students continuing in apprenticeship



Respect in the Workplace

- Construction Owners Association of Alberta
- Policy that provides best practice for three interrelated components to address harassment, violence, and bullying
- Tools to assist employers in:
 - Assessing levels of respect at worksite
 - Set policy
 - Create awareness
 - Conduct training to foster workplace respect



Vermilion/YWCA Skills Training Program

- Pre-apprenticeship trades program (16 weeks)
- Partnership between industry and YWCA in Calgary
- Vermilion Energy Trust – key contributor
- Serves low income women
- YWCA provides support for housing, childcare and a living wage



A win / win....

- The job market is going to become tighter
- Competition for the best and brightest will be intense
- The construction industry needs to create a welcoming and respectful environment if it is going to attract the workforce it will require
- It will take the efforts of all stakeholders to attract, prepare, support, and retain a highly skilled and diverse workforce
- The industry will benefit from the skills and approach women bring to the job
- Women will benefit from participation in a fulfilling career and lifestyle
- It's a win / win!



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Thank You

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