
**BRIDGES AND FOUNDATIONS PROJECT ON URBAN ABORIGINAL HOUSING
AND THE SASKATOON & REGION HOME BUILDERS' ASSOCIATION**

APPRENTICESHIP CONSULTATIONS

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-FINAL REPORT-

December 15, 2004

Prepared For

Bridges & Foundations: CURA Project
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ACKNOWLEDGEMENTS

The Saskatoon & Region Home Builders' Association is extremely grateful for the opportunity provided by the Bridges & Foundations CURA (Community-University Research Alliance) Project. Without this opportunity, the Association would not have been able to move forward with numerous other education and training initiatives also focused on housing, affordability and urban First Nations and Métis people in Saskatoon. We acknowledge the opportunity offered through the Bridges and Foundations agreement and the participation and efforts of our many partners.

The views expressed within this report are those of the Saskatoon & Region Home Builders' Association and not necessarily those of the funding body. All views expressed are based on the experiences throughout the *Apprenticeship Consultations* agreement.

EXECUTIVE SUMMARY

The *Apprenticeship Consultations* agreement was entered into between Bridges & Foundations and the Saskatoon & Region Home Builders' Association to further the goal of First Nations and Métis involvement and recognition in the residential construction industry. The Association has coordinated many partnerships, with various organizations, to help build bridges and eliminate barriers limiting First Nations and Métis involvement in the industry.

In order to fulfill the objective of increased First Nations and Métis involvement and recognition in the residential construction industry, a strategy was developed to educate Aboriginal people and employers within the residential construction industry about the numerous mutual benefits and opportunities that might be derived from working together.

The Association employed a number of methods to inform all people of the many opportunities, excellent lifestyle and career opportunities available in the residential construction industry, as well as initiatives intended to increase the opportunities available. Among the efforts and initiatives used to assist in the Association communications to stakeholders and community partners included:

- Carpentry Subtrade Certification
- Construction Careers Steering Committee Participation
- Schools^{Plus}
- The Employers Circle Job Fair
- Employer Orientations
- The Trades Training Project
- Residential Construction Job Coach
- Industry Development Coordinator
- Advertisement in Eagle Feather News
- HomeStyles 2004
- A Career Symposium
- Transportation Solutions
- Brochures
- School Tours

Recommendations include:

1. The provision of support and mentorship from the industry through schools and on job sites.
2. Increasing the availability of training in the province.
3. Providing scholarships and business development programs.
4. Sharing success stories among Aboriginal communities.
5. Providing early intervention and education.

In conclusion, the *Apprenticeship Consultations* agreement has facilitated many of the activities working toward First Nation and Metis recognition and participation in the residential construction industry.

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1.0 INTRODUCTION

The Saskatoon & Region Home Builders' Association is a non-profit trade association organized in 1955 to represent the residential construction industry. The Association works proactively with governments, community groups, housing agencies and its members to promote sound housing policy for the industry and the consumer, access to home ownership for all people in Saskatoon and area, and quality and innovation from the professional building industry.

The Association entered into an agreement with Bridges & Foundations on June 20, 2003 entitled *Apprenticeship Consultations*. The agreement was designed to assist in the realization of the goal of increased First Nations and Métis involvement and recognition in careers and trades in the residential construction industry.

The Association's expertise in the fundamentals of trades training, residential construction, and its drive to work with Aboriginal organizations to realize affordable housing options and strong cross cultural relationships, amalgamated well with the objectives of Bridges and Foundations.

2.0 BACKGROUND

The residential construction industry has been challenged with chronic shortages of skilled labour. The issue is generally not the number of applicants but the skills available. New technology, building systems and materials create skill gaps between those with experience and those attempting to enter the industry¹.

This situation is only set to escalate as a large percentage of trades and residential construction professionals are nearing retirement age. With nearly 58% of Saskatoon's population reaching retirement age in the next ten to fifteen years and only 40% of the population to replace them², positive steps must be taken in the interests of housing and sustainability of the industry. This trend is also noted in studies performed by SaskTrends Monitor, which is reporting at least 50,000 and possibly 100,000 extra people will be leaving the Saskatchewan labour force over the next ten to fifteen years.

A demographic trend that complements the decreasing labour force is the growth in the First Nations and Métis population. According to SaskTrends Monitor, over the next ten to fifteen years 30,000 to 40,000 young First Nations and Métis people will be entering the labour force age group.

While there is definitely a skilled labour shortage, there is also a shortage of entrepreneurs and eventual successors to own and operate the corporations and small businesses that comprise the residential construction industry in Saskatoon & Region. According to Statistics Canada, 80% of all organizations operating within the residential construction industry in Canada have four employees or fewer and in most cases the average ages of owners places many within ten years of retirement age.

While much of the residential construction industry is built on small business, it is estimated that approximately two thirds of all start-up businesses fail within the first five years³. It is of utmost importance to build a skilled and knowledgeable workforce for the province of Saskatchewan that can continue to grow the economy both as part of the skilled workforce and as successor owner/operators.

¹ Construction Sector Council. "The Industry." <http://www.csc-ca.org/english/industry.html> (Retrieved 18 June 2004)

² Statistics Canada: "Population" <http://www.statcan.ca/english/Pgdb/popula.htm> (Retrieved 17 June 2004)

³ Ibrahim A.B., & Soufani, K. (2002). Entrepreneurship education and training in Canada: A critical assessment. *Education & Training*, 44 (8/9), 421-430.

3.0 METHODOLOGY

In order to fulfill the objective of increased First Nations and Métis involvement and recognition in the residential construction industry, a collaborative strategy had to be employed. The strategy was to educate First Nations and Métis people, and employers within the residential construction industry, about the numerous benefits that would result from engaging in mutually beneficial partnerships for building careers and homes.

3.1 EMPLOYERS

Employers within the residential construction industry had to be oriented as to the benefits and opportunities that exist when hiring First Nations or Métis employees. The Association's work plan included demographic and labour market statistical analysis, encouragement to participate in the Saskatoon Tribal Council's Employers Circle program, and the promotion of the employer services by the Industry Development Coordinator at the Association office and Residential Construction Job Coach at Construction Careers Saskatoon. Details of these individual initiatives are outlined throughout the latter sections of the report.

3.2 FIRST NATIONS AND MÉTIS COMMUNITIES

The Association efforts to build from synergies and develop partnerships with the First Nations and Métis communities included communicating with youth, parents, educators, and career counselors. The approach to include all stakeholders was taken as many parties have influence on the career planning decisions of youth; inclusiveness was considered the best way to increase the potential for long term success.

Focus was also placed on adults thinking of a new career direction and seeking background on opportunities and requirements. Information is available on the careers within the residential construction industry and the resources that are available to assist in achieving those goals. The pressing need is to put this information into the hands of youth, parents, individuals, teachers and counselors. This approach assists in reaching those individuals that have not considered a career in residential construction either due to lack of readily available information or a negative perception of the industry, compensation and nature of the employment. Many perceive incorrectly that residential construction is not steady employment.

4.0 SUMMARY OF FINDINGS

4.1 SUBTRADE CERTIFICATION

An application to the Apprenticeship and Trade Certification Commission for the designation of the carpentry subtrades was submitted in March 2004. The carpentry subtrades include concrete former, interior finisher, exterior finisher and framer. The goal of this initiative is to attract more young people to the residential construction industry and to facilitate a more expeditious process for entry into the trades.

The certification of subtrades will allow an apprenticeship process that may be taken in phases, allowing the student to move to employable status within one year. Subtrade certification will provide a more attainable credential for individuals while still providing the necessary steps towards apprenticeship certification. Subtrade certification will create an outlined and established career map as well as the steps to take in order to achieve a specific career goal with tangible results. Subtrade certification will provide students with proof of their achievement. Also, the professional training will make employees more valuable to employers. Another result should be a more professional image of the residential construction industry.

In November 2004, the Apprenticeship and Trade Certification Commission approved the subtrade designation of framer, with concrete former, interior and exterior finisher being referred to the pilot project phase. Efforts on the part of the Association consultant are currently being undertaken to advance the pilot project forwards as well as complete the steps required for the framer designation.

4.2 CONSTRUCTION CAREERS STEERING COMMITTEE

The Association's Executive Director, Alan Thomarat, officially became a member of the Construction Careers Steering Committee in the fall of 2003. This opportunity allows Mr. Thomarat to provide input from the perspective of the residential construction industry, furthering partnerships with Construction Careers Saskatoon and the numerous other organizations that participate on the Steering Committee.

4.3 WORK EXPLORATION OF THE TRADES - SASKATOON CATHOLIC SCHOOLS

The Home Builders' Schools^{Plus} partnership is a cooperative program that allows students to gain experience in trades through work-based training in addition to class room content. The program enhances awareness of trades-based careers, career planning and pathways to the trades, academic requirements and opportunities, apprenticeship training and work place safety training. The work-based training will be offered in the second phase of instruction with a journey person mentor, in order for the students to be indentured for their time towards Level I certification in carpentry or other trades.

This initiative is an important step towards encouraging and educating students about the benefits and career options offered in the residential construction industry. Further, this program will be instrumental in assisting students to consider the trades as a viable career option.

Joe Duquette School offers an ideal opportunity to implement this project and reach a high concentration of Aboriginal youth. The school currently offers a program for carpentry training, which would be enhanced by increased options to other trades training and more work-based learning.

The Home Builders work education program will be offered to approximately twenty grade 11 and 12 students who have expressed a strong interest in pursuing a trades related career, demonstrated the academic potential to pursue the required academic training, and demonstrated positive employability skills through their school record.

4.4 EMPLOYERS CIRCLE JOB FAIR, SASKATOON TRIBAL COUNCIL (STC)

On February 12, 2004 the Saskatoon & Region Home Builders' Association participated in the STC Employers Circle Job Fair. It allowed the Association to reach a wide range of Aboriginal youth and job seekers and provide them with information regarding opportunities in residential construction and subtrade certification.

The Saskatoon & Region Home Builders' Association is encouraging builders, renovators, contractors and all the trades people to participate in STC Employers Circle Job Fairs as they are an excellent mechanism to reach a talented labour pool.

4.5 EMPLOYER ORIENTATION

To facilitate employer orientation, the Association hosted several Employers 'Forums', with the first held on June 23, 2004. The group orientation sessions informed members of the Saskatoon & Region Home Builders' Association about the numerous education and training initiatives offered to assist the labour force development needs of their businesses. Cultural sensitivity and a presentation by the Saskatoon Tribal Council regarding Employer Orientations were also offered. The sessions offered a thorough one-on-one exchange. Group presentations and builder and renovator meetings helped to enlighten employers of the need to be involved in the Association's programs and improve their own training and development procedures. Employers were encouraged to play a larger role in assisting the Association in working with youth and the promotion of the trades. The Association's objective in hosting the forums was to encourage employers to partner in overall recruitment efforts, promote subtrade initiatives and attract more people.

Despite support for the Association's initiatives and subtrade certification, response to the group employer orientation session and actual program participation was weak. Businesses and builders cited a busy building season and numerous other demands on their time. To improve the session and serve members of the Association in the best way possible, the format was modified to accommodate alternative techniques for including employers in labour force development activities.

The employer orientations are all now held on a one-on-one basis, taking place at a mutually convenient time for each employer and at their own place of business. Appendix A shows a sample of the information provided to employers during the orientation. The focus of the orientations is on the various Education & Training initiatives shared between the Association and their many partners. These include:

- **Construction Careers Saskatoon (CCS)** – The program, in partnership with Saskatchewan Indian Institute of Technologies (SIIT), three levels of government and other training institutions, is available to any unemployed or underemployed individual in the construction industry. Job coaches work directly with workers and owners, providing employability skills, counseling, career advice, safety training, and basic tools, clothing and equipment. Direct benefits to employers also include shorter learning curves, better and more detailed recruitment of participants, and adoption of more professional human resource practices.
- **Home Builders’ Work Education Program** – This program is being introduced as a cooperative pilot project allowing high school students to gain experience in the trades through a combination of class room content and work-based training. The program includes candidates that are very interested in the trades, demonstrate academic potential to further the apprenticeship process, and have positive employability skills.
- **Women’s Council** - The Saskatoon & Region Home Builders’ Association Women’s Council is a newly formed council that encourages a greater role for women in the residential construction trades and professions. Women are an under represented segment of the work force and now is the time to take advantage of the opportunity to encourage women to consider the industry’s trades and professions. Women bring a unique perspective and skill set towards areas relating to the industry which needs to be recognized by employers. Not only do women comprise half of the available workforce, they also are the principle decision makers in home buying, renovations and decorating. Some of the issues identified by the council’s initial meeting include more support for women/girls in their academic endeavors, assessing and eliminating all financial barriers, breaking down stereotypes of women in the trades, as well as improving the image of careers in the trades, specifically residential construction.

The Employer Orientation sessions continue to create opportunities for First Nations, Métis and non-Aboriginal people to gain the required hours to progress through the apprenticeship process while also promoting the need for employers to provide opportunities to those individuals who are entering into or currently working on an apprenticeship program.

The opportunities and relationships built through the employer orientation session complement the work of the Residential Construction Job Coach from Construction Careers Saskatoon outlined in the Trades Training Project initiative.

4.6 HOME BUILDERS' TRADES TRAINING PROJECT

The Saskatoon & Region Home Builders' Trades Training Project establishes a means through which First Nations and Métis employees, those on social assistance, employment insurance recipients, and reach back clients can access trades training, employment opportunities and personal and financial support. The project focuses on providing the resources needed for these individuals to gain the training and job skills needed to build a career in the residential construction industry and offer a stronger link between the available jobs and the available workers.

The Homebuilders' Trades Training Project enhances collaborations between the residential construction industry and the First Nations and Métis communities through strong partnerships seeking mutually beneficial solutions to unemployment, poverty, poor housing and other social and health concerns. In addition to Bridges & Foundations: CURA and participation of numerous companies within the residential construction industry, the pilot project is establishing a process for improving relations between students, employers, teachers and organizations on labour force development initiatives for the industry. Other organizations involved include the Saskatchewan Indian Institute of Technologies, Joe Duquette and Holy Cross High School, Career & Employment Services, the Department of Community Resources & Employment and Saskatoon Public Schools.

As stated, the focus of the pilot project is to create employment opportunities for the aforementioned target groups within the residential construction industry. The initiative provides employees the opportunity to develop a network of potential employers while gaining valuable experience working towards their apprenticeship hours. The emphasis is on creating fulfilling and rewarding careers for the individuals, not temporary disposable jobs, and the job placement efforts of SIIT and the Association serves to eliminate barriers to finding employment for aboriginals.

This project provides the residential construction industry with well trained workers in all areas of the trades and professions, and encourages individuals to enter the trades and residential construction industry by providing information and training as well as a placement service for employees and employers.

To foster the alignment of opportunity and need, the positions of a Residential Construction Job Coach and an Industry Development Coordinator were created. The two positions work together to bring together residential construction employers and employees for mutually beneficial opportunities.

Residential Construction Job Coach

The position of Residential Construction Job Coach is an expanded offering through Construction Careers Saskatoon and the Saskatchewan Indian Institute of Technologies. In the past, other job coaches focused on the needs of the commercial construction industry. The Home Builders Trades Training Project made possible the creation and recruitment of a position to focus on the residential construction industry needs. This position focuses on opportunities within the residential construction industry while

assisting participants with the development of employability skills more suitable to home building and renovations. Responsibilities include ensuring each individual is job-ready by providing pre-employment training, improving employability skills, offering safety training and career advice, as well as providing the basic equipment necessary to begin a career in residential construction.

Industry Development Coordinator

Also made possible by the Home Builders Trades Training Project is the position of Industry Development Coordinator (IDC), administered and managed by the Saskatoon & Region Home Builders' Association. The position of IDC is essential for the coordination of all stakeholder's efforts in the residential construction industry and would also have not been possible without the support provided initially by Bridges & Foundations and the subsequent input of CanSask Career & Employment Services.

This position, first staffed in June 2004, promotes residential construction trades to Aboriginal and non-Aboriginal youth and job seekers while coordinating and improving relationships between industry, the education systems, students and parents. The Coordinator also concentrates on educating employers about the benefits of and opportunities for hiring First Nations and Métis labourers and apprentices. The IDC is continuously building partnerships and coordinating activities such as the Employer Orientations sessions, technical seminars, school tours for youth, and Association presentations at schools and workplaces.

This position also works collaboratively to assist in the building of further partnerships between Aboriginal and non-Aboriginal organizations as opportunities and needs within the Aboriginal population and the residential construction industry are brought closer together. The Industry Development Coordinator and the Residential Construction Job Coach, through SIIT/CCS, partner to assist both Aboriginal youth seeking employment and employers with the opportunities that are available in the residential construction industry.

4.7 INDUSTRY PROMOTION ACTIVITIES

In addition to regular half-page features in the Homes section of the StarPhoenix, the Association promoted the various initiatives through several communication mediums. This included Shaw Cable, The Renovation magazine of Trader Publications, and Eagle Feather News. All of these, especially advertising in Eagle Feather News, were a way to promote trades, subtrades and careers in residential construction to Aboriginal youth and to provide information on how to utilize the opportunities and services available through the Bridges & Foundations Bursary Program and the Home Builders' Association.

The criterion for the Bursary Program was set as qualified Aboriginal candidates enrolled in apprenticeship programs leading to a designated subtrade or trade certification in residential construction. Advertisements emphasized the need for the individual to be enrolled in trades-based education focused on completing the apprenticeship process. The goal of all the promotions was to augment and promote the partnerships and joint

efforts with SIIT, Construction Careers Saskatoon, the Apprenticeship and Trade Certification Commission, the school systems, and Bridges & Foundations: CURA activities.

A series of three promotional brochures were also developed to highlight the many positive opportunities a career in residential construction provides, and identify myths and present industry facts (see Appendix B). The brochures target a wide audience, including youth, parents, educators, employers and the public to promote careers in the residential construction industry. The brochures dispel many of the myths and negative misperceptions of the residential construction industry and trades-based occupations. Each also offers support material for the presentation, promoting trades, subtrade initiatives and school seminars and tours.

Over the past six months the brochures were distributed to countless employers, youth, teachers, career counselors and parents. It is important that the information be available to students at an early age as well as to parents and other people who influence their decisions.

4.8 HOMESTYLES 2004

The Saskatoon & Region Home Builders' Association held its annual home building trade show March 19 to 21, 2004. The Association presented materials and educational information at their display booth at the event. Included in the information packages were the Application Form for the Bridges & Foundations Bursary and related documents. Promoting the industry, careers and residential construction information, as well as distributing the Bridges & Foundations application forms at HomeStyles 2004, offered access to over 19,000 people attending HomeStyles. The general public was also very keen to see the numerous career options that are available within the residential construction industry for youth, women or individuals that were seeking a career change.

4.9 SASKATOON & REGION CONSTRUCTION CAREERS FORUM

See Your Future Build Your Future is the Association's first annual career symposium to be held in conjunction with HomeStyles 2005. This symposium will be youth oriented but will still appeal to all ages of people looking to find new career options. The goal of the career symposium is to inform people about residential construction careers, offer mini seminars on how to be a successful employee, provide information on renovations, technical housing issues, as well as the opportunity to take advantage of the hands-on, interactive Skills Canada skills competition between training and apprentices.

The Construction Careers Forum begins March 18 and continues through to March 20, 2005. Participating schools and their students will have access to background industry information on career paths and the good quality lifestyle opportunities that residential construction careers offer. Special presenters including Mike Holmes, Shell Busey and Cheryl Gillespie will participate in the presentation to local students. It is hoped that the interactive, hands-on Skills Canada project will create additional interest around the

industry. Additional options are being explored to add to the Career Forum, including computer assisted (CAD) displays, house building simulation and painting techniques.

4.10 TRANSPORTATION

Transportation is an on going issue that is under consideration by Construction Careers Saskatoon, other partners and the Association. Both parties have considered bus transportation but new sub divisions under construction are not secured by public systems; hence, this is not an adequate solution. CCS and the Association have also discussed the option of a privately run transportation system. Ideally participants would meet at one location to be picked up by a bus or van and from there people would be dropped off at their job sites or collection points near work sites. The research for a cost effective transportation provider has been difficult. Car pooling among CCS participants is not feasible due to the low numbers of people having drivers licenses and/or a vehicle. The transportation problem certainly is one that requires a long term and sustainable solution and additional funding from outside sources or employees may assist the search for an innovative solution.

4.11 SCHOOL TOURS

In the past two years, the Association has conducted tours of residential construction work sites and show homes to students in high school construction/industrial arts classes. The tours allow students to see examples of the process involved in building a home and they gain exposure to various trade opportunities.

The Association, through the Industry Development Coordinator, is working to increase the number of school tours available to all of the high schools in Saskatoon and surrounding area. The Association has also commenced the scheduling of presentations to industrial arts classes, construction 20 and 30 classes and parent/student career nights at local high schools.

5.0 RECOMMENDATIONS

5.1 MENTORSHIP

Many individuals do not fully understand the apprenticeship process and have little understanding of indenturing and the curriculum components of apprenticeship certification. Individuals have expressed that they often do not know where to begin in the apprenticeship process, where the best access to information is, what the academic prerequisites are, and what careers are available.

The provision of support and mentorship from the industry through schools and on job sites would assist in reducing the number of candidates deterred from considering the industry because of a general lack of access to information. Reliable and available information for First Nations and Métis people, and all students, is a critical component of the labour force and industry development process. While there are programs available, it appears that there are still needs not being satisfied both for employers and employees, and the industry's survival depends on better communication.

5.2 AVAILABILITY OF TRAINING

The number of seats available for training and upgrading must increase. Individuals should not have to wait for years to increase their education levels, make career choices and improve their quality of life. More educational opportunities are required in the entire province, but especially in Saskatoon and Regina, both of which lost key trades training programs in carpentry and other areas in the early 1990s.

All levels and trades programs should be within different facilities in Saskatoon and area. The need to relocate for education is an additional barrier to youth and adds unneeded stress on a family, both emotionally and financially. Some youth often choose not to travel to Prince Albert or Moose Jaw and instead avoid construction as a career or leave the province.

5.3 SCHOLARSHIPS & BUSINESS DEVELOPMENT PROGRAMS

Scholarships and business development resources must be available to individuals to assist them in making their dreams a reality. This could include management and entrepreneurship training as well as on-going scholarship funds to assist throughout the span of the apprenticeship process.

A sense of entrepreneurship must be fostered within all individuals to assist in owning and operating their own business. In order to reduce small business failure, training should be provided to improve management skills. Focus should be placed on strategic planning, marketing, cash management, networking, negotiation, and general management skills.

If individuals were assured of funding, especially on an ongoing basis, they would be less likely to pursue other options elsewhere. This would also assist in determining the timing for funding as it could be placed on a consistent schedule timed with the yearly return to school.

Small business loans and the ability to increase capital are important resources to have available. As individuals may encounter difficulty in accessing funding through traditional means, alternative funding sources should be available. This should also include mentorship and ongoing resources to assist as new challenges are encountered and overcome.

5.4 CELEBRATING SUCCESS

Success stories should be shared among Aboriginal communities so that more youth feel positive and confident about their potential for success. If individuals see friends and peers succeed they will also believe in their own abilities. It is often doubt that stands in the way of many individuals accepting a new challenge. This doubt must be replaced with confidence so possibilities are not limited before they even begin.

5.5 EARLY INTERVENTION AND EDUCATION

The mindset of youth, educators and parents must change to accept and encourage participation in the excellent career opportunities the residential construction industry offers. Without increased marketing and educational programs the misperceptions of the opportunities for employment in the residential construction will persist, and this will have drastic consequences for satisfying housing needs and maintaining affordability.

Initiatives must also continue in the areas of cultural sensitivity training to shift the negative perceptions that some employers still hold towards hiring a First Nations or Métis employee. It is believed that education programs and the provision of strong references in resumes will begin to assist employers in becoming more willing to hire First Nations and Métis people, and to recognize them as equal members of the labour force with significant contributions to offer.

6.0 CONCLUSION

The *Apprenticeship Consultations* agreement has accomplished a great deal over the span of the contract. The positions of Residential Construction Job Coach and Industry Development Coordinator are instrumental in facilitating many of the activities working toward First Nation and Métis recognition and participation in the residential construction industry. Each position is working to achieve mutually beneficial long-term solutions that will continue to assist in increasing the participation of First Nations and Métis people in the residential construction industry.

Changing perceptions and increasing knowledge regarding career choices within residential construction will help provide long-term employment solutions for First Nations and Métis people in Saskatoon, and ensure that the industry has access to a skilled labour force to satisfy housing demand. By working with employers and other partners there will be increased opportunities for the First Nations and Métis people to take advantage of, allowing for a more representative workforce, better career choices and improved quality of life for all aboriginal peoples.

The Saskatoon & Region Home Builders' Association is grateful for the new partnerships and collaborations aimed at bridging the gap that limits First Nations and Métis involvement in the industry. The Association is committed to creating a more representative residential construction industry for inclusion of more aboriginal people, women and minorities. The Saskatoon & Region Home Builders' Associations' new partnerships with many organizations are enduring and meaningful and will increase First Nations and Métis involvement and recognition in the residential construction industry for the benefit of employees, employers, consumers and the community at large.

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(Retrieved 17 June 2004)

APPENDIX A
Employer Orientation



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Industry Development Coordinator

The Industry Development Coordinator (IDC) is responsible for providing awareness of available opportunities to working candidates from Construction Careers Saskatoon, students, CES clients and Women in Trades to the Saskatoon & Region Home Builder members and other residential construction companies. Through the Industry Development Coordinator, the Association will provide quality client/member service in order to build strong working partnerships and to foster the growth and potential of the residential construction industry. The IDC is a resource to seek and address short and long term labour force needs

Construction Careers Saskatoon - SIIT

Employers benefit to receive work ready employees who are equipped with proper safety equipment and training, necessary tools and enthusiastic individuals with proven interest and commitment to the residential construction industry. A job coach is readily available to participants and aids in developing participants' skills and knowledge. The participant database consists of Level I – Level IV Apprentices, Labourers, Electricians, Plumbers, Finishers, Concrete Formers, etc. Call Susan Zwarych @ 955-5142

Saskatoon Catholic Schools – CWE 20/30A

This is an excellent opportunity to mentor our youth for a successful career in residential construction. The Saskatoon & Region Home Builders Association members and Saskatoon Catholic Schools through Holy Cross High School have partnered together to allow students to gain experience in residential construction. Students are taught 70 hours in class (pre employment training and safety training) and require 130 hours of work based experience. This is a unique opportunity for employers and youth that offers young people excellent career choices in Saskatchewan. Call Susan Zwarych @ 955-5142.

Saskatoon & Region Home Builders Assoc Women's Council

While women are a large segment within the workplace, they are under represented in the residential construction industry. The Saskatoon & Region Home Builders Association has formed a Women's Council to promote opportunities in trades and professions in our industry. Now is the time to promote the benefits of women in trades. Women bring a unique perspective and skill sets towards areas relating to the industry. An example of this is the Women in Trades initiative which includes classroom learning as well as a final project of building two cabins. To participate in the Saskatoon & Region Home Builders Association Women's Council please contact, Industry Development Coordinator, Susan Zwarych @ 955-5142.

APPENDIX B
Promotional Brochures

Our

RENO GUIDE

The Saskatoon & Region Home Builders' Association is committed to promoting quality, choice, good service and affordability in the residential construction industry.

Consumer protection is an ongoing commitment of the Association, thus the development of RenoGuide. RenoGuide members exist to provide industry-leading work and quality service to the Saskatoon area! By teaching students safety and quality commitment, we are ensuring a healthy future for the industry.



SAFETY FIRST

Safety is becoming an increasingly important factor in the residential construction industry. The Saskatoon & Region Home Builders' Association is committed to the implementation of Safety Programs for all of its' members to ensure a safe working environment and a prosperous future for the industry! SAFETY IS JOB ONE!

WEB POSTINGS

Target your audience...
Lower recruitment cost...
Lower recruitment times...

Reach hundreds of job seekers...

Indirect access to many other programs...
Post your current career openings on our website:

www.saskatoonhomebuilders.com

MEMBERS POST ABSOLUTELY FREE!

Where can I get more

For more information on the residential construction and renovation industries, or any of the programs mentioned, please contact the Saskatoon & Region Home Builders' Association office at the address below or visit the following websites:

**Construction Careers Saskatoon /
Saskatchewan Indian Institute of Technology:**

www.siiit.ca/ConstructionCareerProjects.html

**Saskatchewan Apprenticeship and Trade
Certification Commission:**

www.saskapprenticeship.ca/index.php

**Saskatchewan Institute of Applied Science &
Technology:**

www.siastr.sk.ca/siastr/educationtraining/apprenticeship/



**#11, 3012 Louise Street
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www.saskatoonhomebuilders.com**

**Call us today for more information on
RESIDENTIAL CONSTRUCTION!**



Building for YOUR COMMUNITY'S future...



Photo by Darrell Nookes

- How residential construction benefits our communities!
- Great opportunities for everyone!
- What we do for Saskatoon & Region!
- Our professional initiatives!



Building Confidence & Communities

What is the Saskatoon & Region

The Saskatoon & Region Home Builders' Association is the voice of the residential construction industry. We represent only top quality professionals who offer industry-leading service in a variety of areas of residential construction.

We exist not only to represent the interests of our members, but also to promote affordability, choice and quality in housing for all people in Saskatoon & Region.



We are leading the way to new levels of safety, quality and consumer protection in the industry. Together with our partners in business, government and the community we are building for the future and helping Saskatoon & Region remain an area of choice to live and raise a family. Together, we are:

Building Confidence and Communities!

Residential Construction & the



Beautiful communities
Take a walk through a new neighbourhood in Saskatoon or visit a developer's showhome. These are great examples of how local companies help to make our city a beautiful place.

Defense from the underground economy
Members of the Saskatoon & Region Home Builders' Association agree to comply with a strict code of ethics, thereby ensuring that you, the consumer, are protected from the underground economy of "pick-up contractors." We offer a commitment to professionalism and consumer protection.



High quality of life for industry workers and everyone in your community.

By offering great career opportunities, workers in the industry can build a way of life of which they have always wanted. At the same time they build homes and communities of which we, as consumers, have always dreamed.



Education & Training

Trades Training Project - allows individuals to develop a network of potential employers and gain experience to build a career in residential construction.



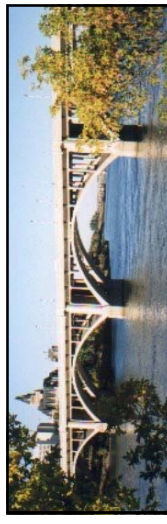
Schools Plus - students gain experience in the trades through work-based and classroom training.

High School Carpentry Apprenticeship Program (HCAP) - program allowing students to bank hours towards a Level I status in carpentry.



Construction Careers Saskatoon - project providing counseling, career advice, development of employability skills and a liaison between job seekers and employers. This program is open to all unemployed or under-employed individuals seeking a career in the construction industry.

Bridges & Foundations - The Saskatoon & Region Home Builders' Association is currently administering bursary funds for First Nations and Métis students in an apprenticeship program leading toward a designation in a residential construction trade or sub-trade.



This is my



...and my

According to Skills Canada, “the average age of a fully qualified tradesperson is over 48 years old...That means that in the next 7 to 10 years, there is going to be almost a 100% turnover in many skilled trades.”

It is essential that young people enter the residential construction industry to ensure its sustainability in the future. It is up to everyone in the industry to work together to address the labour shortage by promoting the great opportunities that residential construction provides to young people.

This is my



Education & Training ...

- **Trades Training Project** - allows individuals to develop a network of potential employers and gain experience to build a career in residential construction

- **Schools Plus** - students gain experience in the trades through work-based and classroom training. *Here is your next generation of skilled workers...*



- **High School Carpentry Apprenticeship Program (HCAP)** - program allowing students to bank hours towards a Level I status in the carpentry trade.



- **Construction Careers Saskatoon** - Saskatchewan Indian Institute of Technologies is the headquarters of Construction Careers Saskatoon which provides counseling, career advice, development of employability skills and a liaison between job seekers and employers. This program is open to all unemployed or under-employed individuals.

- **Bridges & Foundations** - The Saskatoon & Region Home Builders' Association is currently administering bursary funds for First Nations and Métis students in an apprenticeship program leading toward a designation in a residential construction trade or sub-trade. This bursary can include the use of **wage subsidies & bonuses!**

MYTHS & TRUTHS

MYTH: It's really not even worth having the students at the worksite...

TRUTH: Students coming out of the Education & Training Programs will already have acquired pre-employment training such as safety skills, WHMIS, and other necessary training. They can be a valuable asset at the worksite!

MYTH: Students are lazy and won't even show up to work...



TRUTH: The Education & Training Programs are self-motivated programs and participants are enthusiastic individuals who have taken the initiative to pursue a career that truly interests them. You can be sure that your employees will put the effort in!

MYTH: I'm just wasting time and money on someone who will leave as soon as their training hours are complete...I'm basically just training my competition...

TRUTH: Many of those in the programs have strong roots in Saskatoon and area. They are motivated individuals looking for long-term career opportunities. Treat them as part of the team and they will want to stay as part of the team.



MYTH: The labour shortage doesn't really affect me. I have enough employees...

TRUTH: That may be the case, but if the industry doesn't act now, it will begin affecting everyone. Now is the time to take action to avoid problems down the road.

Our

RENO GUIDE

The Saskatoon & Region Home Builders' Association is committed to promoting quality, choice, good service and affordability in the residential construction industry. Consumer protection is an ongoing commitment of the Association, thus the development of RenoGuide. RenoGuide members exist to provide industry-leading work and quality service to the Saskatoon area! By teaching students safety and quality commitment, we are ensuring a healthy future for the industry.

SAFETY FIRST



Safety is becoming an increasingly important factor in the residential construction industry. The Saskatoon & Region Home Builders' Association is committed to the implementation of Safety Programs for all of its members to ensure a safe working environment and a prosperous future for the industry!

SAFETY IS JOB ONE!

WEB POSTINGS

Target your audience...
Lower recruitment costs...
Lower recruitment times...
Reach hundreds of job seekers...

Indirect access to many other programs...
Post your career openings on our website:

www.saskatoonhomebuilders.com

MEMBERS POST ABSOLUTELY FREE!



These are my

...this is my



...and this is my



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Call us today for more information about any of our initiatives!



Building for YOUR COMPANY'S future...



- Benefits of the Education & Training Programs!
- Great opportunities for employers!
- Myths and truths about hiring students!
- Our initiatives!

Building Confidence & Communities



This is my

Residential construction is a career path that fulfills dreams. By building beautiful dream homes for people, you help to realize not only their dreams, but also your own. Your career can give you the freedom to pursue your own aspirations. Whether it is owning your own business, or staying close to home and raising a family, all of this, and more is possible with a career in residential construction!

This is my



...and my future.



Not only can you realize your dreams, but you'll have fun doing it. There's nothing worse than getting up in the morning and dreading going to work. If you want a hands-on career, you will draw great satisfaction from the residential construction industry, while maintaining a great quality of life!

Where can I get more information???

For more information on these programs and more, please contact the Saskatoon & Region Home Builders' Association office at the address below or for more information on apprenticeship, please visit the following websites:

Saskatchewan Apprenticeship and Trade Certification Commission:

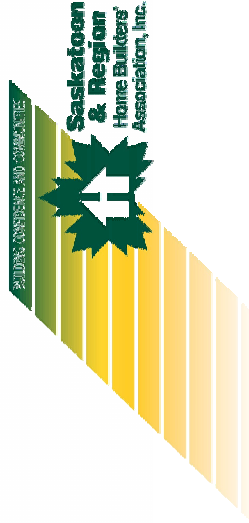
www.saskapprenticeship.ca/index.php

Saskatchewan Institute of Applied Science and Technology:

www.siastr.sk.ca/siastr/education/training/apprenticeship/

Saskatchewan Indian Institute of Technologies/Construction Careers Saskatoon

www.sitit.ca/ConstructionCareerProjects.html



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Call us today for more information on how you can start on the path to a rewarding career in RESIDENTIAL CONSTRUCTION!

Building MY future..



...IN RESIDENTIAL CONSTRUCTION!

- How YOU can start a promising career!
- The opportunities of residential construction!
- Apprenticeship information!
- Myths and truths about the industry!



Building Confidence & Communities

Education & Training

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MYTHS & TRUTHS

MYTH: I can't build a career or "go anywhere" with residential construction...

TRUTH: The industry offers many exciting opportunities to build your own rewarding career. Many people in residential construction end up as entrepreneurs running their own businesses!

MYTH: It's a dirty job with no glamour...

TRUTH: Take a stroll through some of the new neighbourhoods around the city or visit a developer's showhome and you will see how residential construction can offer some very glamorous outcomes!

MYTH: I'm not going to get paid much in residential construction... the wages are poor...

TRUTH: Residential construction offers great wages, year-round employment, job security and a very comfortable lifestyle!

MYTH: Residential construction is a man's job...women just don't do that sort of thing...

TRUTH: Wrong! More and more women are discovering the rewarding careers that residential construction offers. Many of the leading professionals in the industry are very successful women who have discovered the joys of a career in residential construction!

Earn While You

Through a combination of on-the-job training and classroom study, you can learn a trade or sub-trade while earning a wage. Apprenticeship pairs you with certified Journeypersons and enables you to perfect your trade using a hands-on approach! Mix in some classroom time and in a few years, you too can become a certified Journeyperson. All while earning a wage!!

Career	Average Hourly Wage
Accounting Clerk	\$15.27
Retail Salesperson	\$9.92
Carpenter	\$16.88
Electrician	\$16.91
Plumber	\$17.34

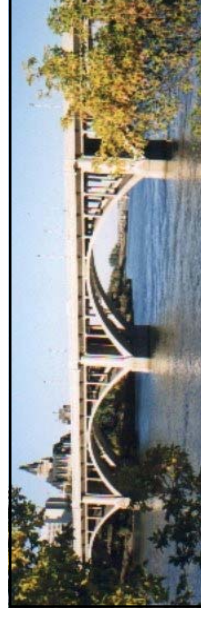
Source: 2002 Saskatchewan Labour Wage Survey

Consider this: The average university student may expect to be paying off student loans decades after graduation. As an apprentice, you make great wages throughout your education and don't have to come out with any debt!



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Hundreds of careers... Which will you choose???

- Delivery Personnel
- Roofer
- Concrete Finisher
- Audio/Visual/Security
- Inspector & Appraiser
- Plumber
- Framer
- Painter
- Siding Installer
- Fireplace Installer
- Electrician
- Cabinetry
- Landscaper
- Heating & A/C Contractor
- **AND MANY MORE!!!**