

BUILD TOGETHER

WOMEN OF THE BUILDING TRADES



CBTU SMCC

CANADA'S BUILDING TRADES UNIONS
LES SYNDICATS DES MÉTIERS DE LA CONSTRUCTION DU CANADA

- ❖ Canada has **1.3 million** construction workers (8% of workforce).
- ❖ **500,000** of these workers are Building Trades Unions members.
- ❖ **4%** of skilled construction trades workers in Canada are women.
- ❖ **300,000** workers will need to be recruited from outside of the construction industry to meet labour shortage requirements between now and 2025. *This is a huge opportunity!*

* Source – BuildForce Canada

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- Historically, women have worked in construction since World War I & II, due to massive conscription of men that led to labor shortages which could only be filled by employing women.
- Think cultural icon: Rosie the Riveter.

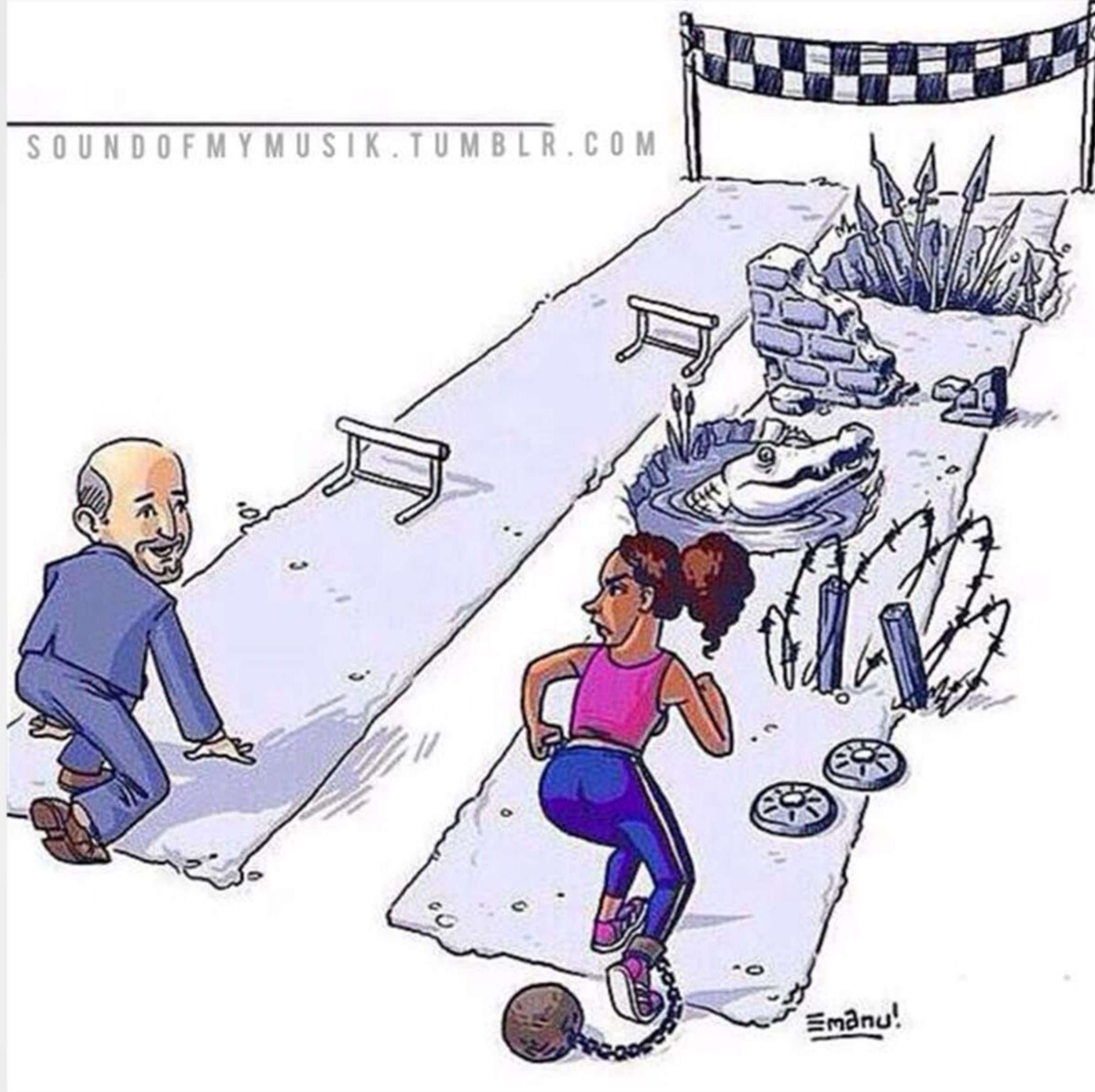


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Societal Perceptions



Last resort
University is better
Dead end
Not for women

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Authenticity

- program with direct involvement from women who work on the tools.
- Someone who has a 9-5 office job promoting trades is not very credible.



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Our message

- Construction is a career CHOICE.
- Women CAN do this.
- Union construction jobs offer good pay, good benefits, great training, lots of room for advancement.

- **Exposing Women to the Trades**
 - Classrooms, career fairs, networking events, trade shows
- **Mentoring Women in the Trades**
 - Recruitment is important but so is retention
- **Making space for Women in the Trades**
 - Create workplace cultures that are inclusive of women
- **Challenging policy makers & industry**
 - identify the barriers as well as the conditions for success and replicate

One Year of Action

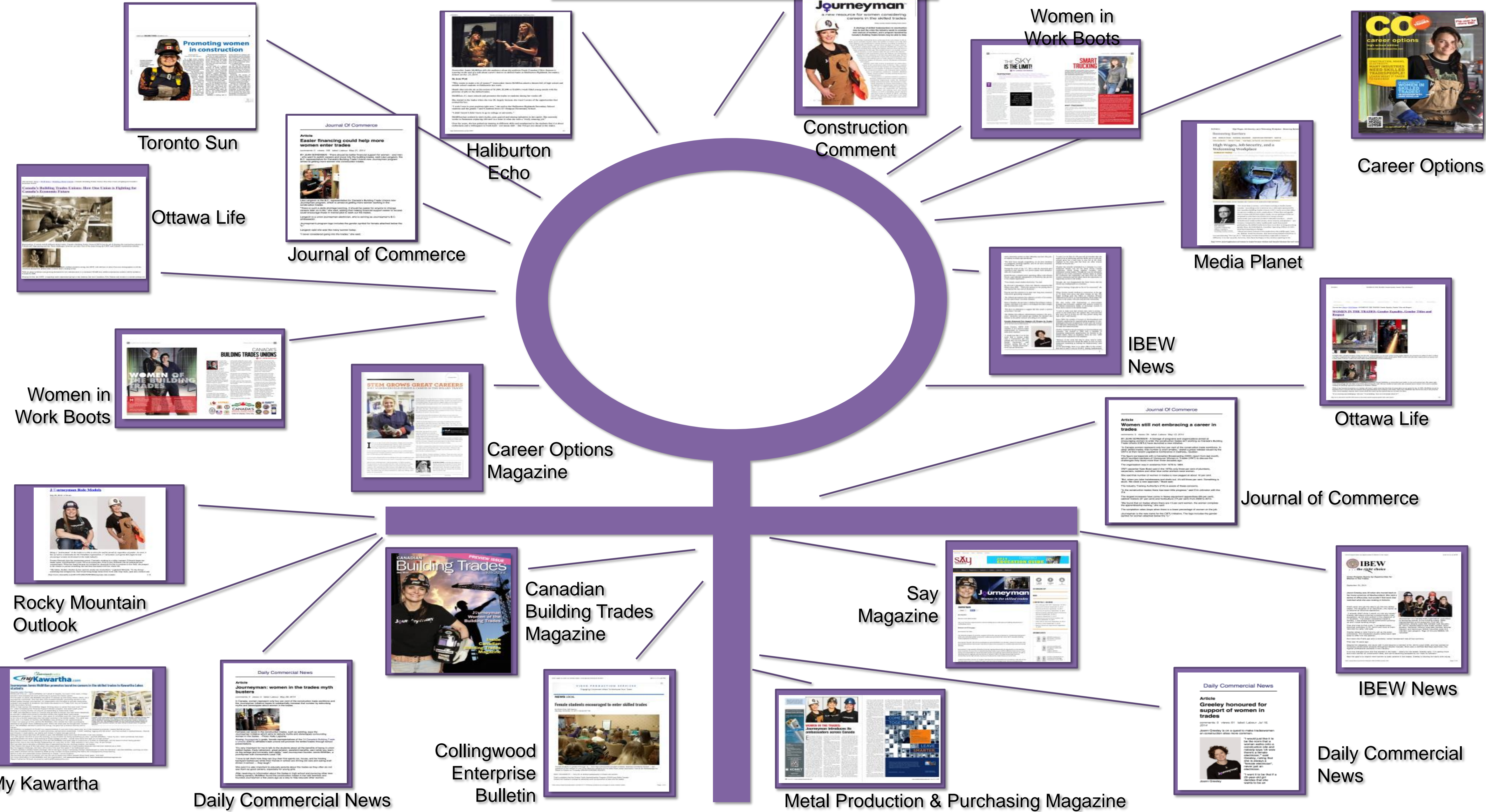
FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<p>25/02 EVENT: Career Opportunities for Women in Trades Stittsville, ON</p> 	<p>03/3 NEWS: J♀urneyman supports Hamilton breast cancer fundraiser</p> <p>05/3 EVENT: Women in Trades Forum – Why Women, Why Trades, Why Now? Sudbury, ON</p>	<p>08/4 EVENT: 2014 Women in Trades Conference Toronto, ON</p> <p>12/4 EVENT: Skills Alberta – Regional High School Qualifying Competition Edmonton, AB</p> <p>14/4 EVENT: Alberta Carpenters Training Centre Presentations Edmonton, AB</p> <p>24/4 EVENT: After Grad Barrie, ON</p>	<p>07/5 EVENT: Skilled Trades Conference for Women & Youth Stephenville, NL</p> <p>08/5 EVENT: Grade 10 Career Day Burlington, ON</p> <p>12-16/5 EVENT: Skills Canada Alberta Provincial Competition Edmonton, AB</p> <p>15/5 EVENT: Girls Exploring Trades and Technologies Conference (GETT) Edmonton, AB</p>	<p>04-07/6 EVENT: 2014 Skills Canada National Competition Toronto, ON</p> <p>12-14/6 EVENT: Atlantic Canada Construction Labour and Employee Relations Forum 2014 St. John's, NL</p> <p>02/6 NEWS: J♀urneyman contributes to the Toronto Fitness Challenge Event</p>	<p>01/7 MEDIA:  GVCA</p> <p>18/7 MEDIA:  Daily Commercial News</p> <p>29/7 MEDIA:  Ottawa Life</p>	<p>11-12/8 EVENT: All Canada Progress Meeting Trade Show 2014 Ottawa, ON</p> <p>19/8 EVENT: 10th Annual Boilermaker Eastern Canadian Tripartite Conference St. Andrews-by-the-Sea, NB</p> <p>13/8 NEWS: J♀urneyman receives \$100,000 from stakeholders in Alberta</p>	<p>15-21/9 EVENT: J♀urneyman to Sponsor Forum for Young Canadians Ottawa, ON</p> <p>17/9 EVENT: IBEW 2014 Women's Conference San Antonio, TX</p> <p>22/9 EVENT: Nailed - Ladies Who Lunch And Habitat For Humanity NCR Ottawa, ON</p> <p>24/9 EVENT: Bold Vision Conference Charlottetown, PEI</p>	<p>08-10/10 EVENT: Aboriginal Youth Apprenticeship Conference "Opportunity Knocks" Niagara on the Lake, ON</p> <p>09/10 EVENT: Skilled Trades Conference for Women and Youth Happy Valley Goose Bay, NL</p> <p>09/10 EVENT: Techsporation Conference Barrie, ON</p> <p>17/10 EVENT: 57th Annual Convention of the Provincial Building and Construction Trades Council of Ontario Niagara Falls, ON</p>	<p>04-05/11 EVENT: The Canadian Institute's Women's Leadership Forum Calgary, AB</p> <p>06/11 EVENT: Skills Work! For Women Career Exploration Kitchener, ON</p> <p>13/11 EVENT: Pathways Event at Lindsay Collegiate Lindsay, ON</p> <p>13/11 EVENT: Skills/Compétences Canada – Ontario Seminar Alliston, ON</p>	<p>02-03/12 EVENT: Shutdowns Turnarounds Superconference Calgary</p> <p>03/12 EVENT: #WENTT (Women Entering non-Traditional Trades) Conference Toronto</p> <p>09/12 EVENT: Workforce Planning Hamilton want to hear from our J♀urneyman Reps! Hamilton</p> <p>06/12 NEWS: J♀urneyman™ electricians present \$500 to Women's Centre</p>

<p>25-27/4 EVENT: Women Building California and the Nation 2014 Sacramento, CA</p> <p>07/4 NEWS: J♀urneyman supports hockey fundraiser in Hamilton</p> 	<p>07/5 NEWS: Canada's Building Trades Unions launches J♀urneyman™ --a women in the skilled trades initiative</p> <p>01/5 MEDIA:  SAY magazine</p> <p>01/5 MEDIA:  Canadian Building Trades Unions magazine</p> <p>19/5 MEDIA:  Journal of Commerce</p> <p>21/5 MEDIA:  Journal of Commerce</p>	<p>01/6 MEDIA:  Journeyman</p> <p>03/6 MEDIA:  National Construction Magazine</p> <p>03/6 MEDIA:  Ottawa Life Magazine</p> <p>25/6 MEDIA:  Metal Production and Purchasing Magazine</p>	<p>21/8 MEDIA:  The Rocky Mountain Outlook</p>	<p>27/9 EVENT: MacLean's Student Life Expo Toronto, ON</p> <p>02/09 NEWS: J♀urneyman Founder recognized in the Top 20 under 40 MP&P program</p> <p>11/09 NEWS: Journeyman supports and sponsors Hard Hatted Woman - The Documentary Film</p> <p>11/9 MEDIA:  Removing Barriers</p> <p>30/9 MEDIA:  IBEW article</p>	<p>18/10 EVENT: J♀urneyman teams with Steel Toes & Stiletto's! Ottawa, ON</p> <p>22-24/10 EVENT: Trillium Lakelands District School Board presentations to Parents & Students Huntsville area, ON</p> <p>24/10 EVENT: J♀urneyman adds experience & voice to BC planning committee Vancouver, BC</p> <p>28/10 EVENT: "Your Future Starts Now" Conference St. Catharines, ON</p> <p>24/10 NEWS: J♀urneyman national representative meets BC Minister</p>	<p>17-18/11 EVENT: J♀urneyman Reps go back to high school! Toronto</p> <p>20/11 EVENT: Skills Work! For Women Career Exploration Luncheon Toronto</p> <p>25/11 EVENT: Building Opportunities Breakfast for Skilled Trades Employers Hamilton</p> <p>27/11 EVENT: Skills Work! For Women Career Exploration Guelph</p> <p>04/11 NEWS: The Iron Workers' Union launches an "Iron Worker Women" page</p> <p>07/11 NEWS: How would YOU spend \$500? J♀urneyman Rep donates it!</p>	<p>15/12 MEDIA:  The Saskatoon Star Phoenix</p>
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12 News items

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In the Media



Additional goals and objectives

- partnerships/sponsorships
- lobbying
- national mentorship program
- charitable & community organizations

Mentorship

- **Office to Advance Women Apprentices**
 - Working with contractors to help women get a foot in the door.
- **NB map mentorship program/Skill Plan**
 - Changing workplace culture
- Two pronged approach for success in retaining women in the industry

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