



BC's Home Building Skills Agenda

*MJ Whitemarsh, CEO
CHBA-BC*

PRO SPEC 2006

Panel on "New Directions for Trades Training and Certification"
Atlantic Home Building & Renovation Sector Council

Westin Nova Scotia, Halifax

Thursday, April 6, 2006

Canadian Home Builders' Association of BC

- CHBA-BC is the voice of residential construction in BC, and is dedicated to fostering an environment in which the industry operates effectively and professionally while maintaining affordability and profitability.

BC leads the way in jobs growth

Jurisdiction	Employment Growth	
	% Change 2001-2005	% Change 2004-2005
Canada	8.9	1.6
BC	14.4	3.5
Alberta	10.0	1.9
Ontario	8.4	1.4
Quebec	8.5	1.7

Recent survey of Canadian executives – "Threats to corporate profitability"

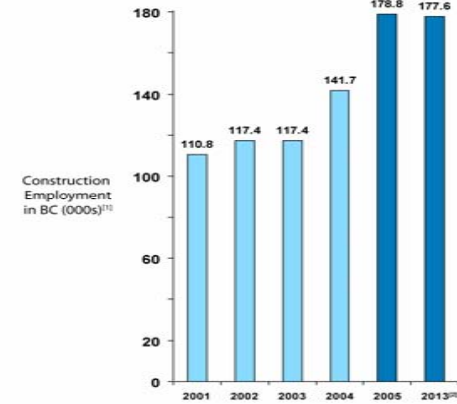
- 40% said "inability to retain talent" was the top threat
- Retention concerns exceeded issues such as macroeconomic forces/global economy, poor customer care, compliance with regulations and terrorism

A Kelowna employer...

- “Some days, you just hope that somebody shows up with a heartbeat”

Construction Employment in BC

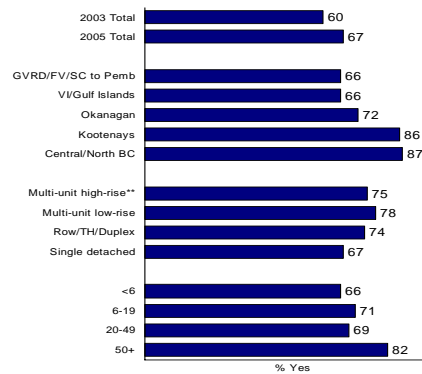
61% or 68,000 increase in construction employment in BC during 2001- 2005!



Notes:
1- Unless otherwise noted, all figures are from BC Stats (Statistics Canada, Labour Force Survey), January 2006.
2- COPIS BC Unique Scenario (Ministry of Advanced Education and Service Canada, BC/Yukon Region), 2005.

BC Builder/Renovator shortages

According to a Dec 2005 HPO survey, 67% of over 1,000 builders and renovators in BC were experiencing skill shortages



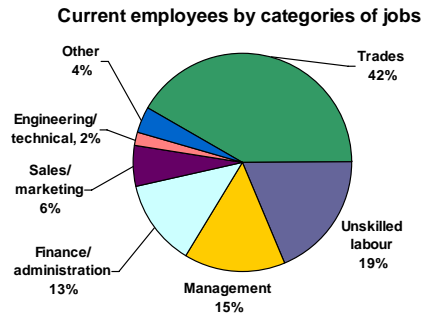
Top Shortage Areas – HPO Dec 2005 Survey

Q19b. Which specific skills or occupations do you require?
- Aided Responses Only -
2005

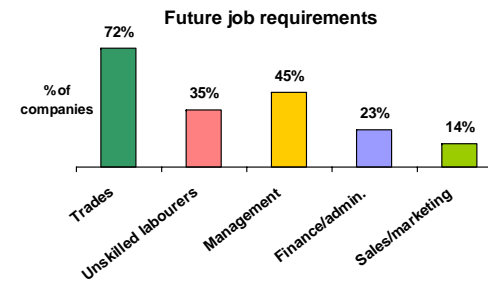
	Type Of Housing Built															
	Building Area								Multi- Multi-							
	GVRD/FV/VI/SC to Pemb	Gulf Islands	Okanagan	Kootenays	Central/North BC	Unit/High Rise	Unit/Low Rise	TH/detached	Single	Row/ Duplex	Multi-plex	Multi-plex	Multi-plex	Multi-plex	Multi-plex	Multi-plex
Base*	752	312	196	155	55	57	29**	140	235	681	474	132	64	70		
Total Carpenters (NET)	91	89	90	91	93	92	89	94	93	90	89	95	89	95		
Framer	66	68	59	71	74	58	69	76	76	66	64	71	72	79		
Carpenter (unspecified)	58	56	59	64	65	68	78	68	59	58	56	65	58	70		
Forming	39	37	35	48	51	46	58	55	51	38	36	41	49	57		
Journeyman carpenter	38	32	41	47	48	54	37	41	39	38	39	35	35	36		
Interior finisher	36	33	38	39	52	44	29	35	37	37	35	43	39	32		
Exterior finisher	32	32	28	35	43	43	26	35	35	32	31	37	40	26		
Drywall installer & finisher	36	36	28	46	41	45	58	45	41	35	34	33	51	53		
Side installer	30	33	28	24	24	22	20	40	37	30	26	37	43	44		
Bricklayer/stone mason	25	23	24	28	35	31	21	28	29	24	24	31	22	22		
Painter	24	26	21	21	27	20	20	28	28	24	23	23	38	30		
Concrete finisher	24	20	21	38	35	29	37	24	24	24	22	30	29	26		
Stucco applicator	24	23	8	37	51	31	25	22	26	24	24	31	18	11		
Plumber	22	25	17	17	25	30	20	24	21	22	23	20	20	27		

* Base (those experiencing difficulties finding qualified workers)
** Caution: small base size.

According to a recent CHBA-BC survey, over 4 in 10 jobs in our industry are trades jobs



Expected future job growth – almost 3/4s expect growth in trades jobs



What will help me train?



Quality craftsmanship requires a world-class workforce



Yet...

- In the last two decades the BC training system was not meeting our needs.

What did we do?

First...

- The BC Government led by Minister Shirley Bond created a new industry training model.
- Industries like ours were invited to step forward and design our own training system and programs.
- We created a Skills Task Force and held focus groups throughout the province – asked what was needed by home builders and renovators?

This led to the creation of a CHBA-BC Strategic Skills Plan



1. To promote and improve the image and value of the BC home building industry as a career of choice.
2. To ensure the BC home building industry has highly skilled and professional workers and entrepreneurs.
3. To support home builders to develop cost-effective human resource practices to retain and motivate employees.
4. To attain sufficient financial and human resources and leadership to fully implement the CHBA-BC Strategic Skills Plan.

Strategic Skills Plan Vision

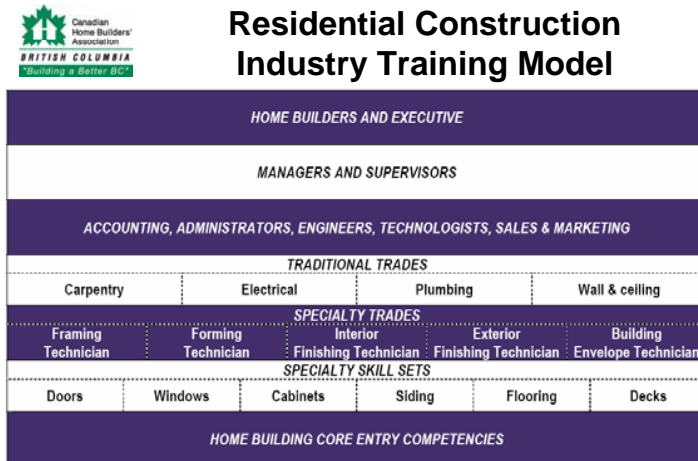
A world-class British Columbia home building industry, workforce and skills development system.

We have to promote ALL CAREER paths in residential construction

Residential Construction Careers

BUILDER / EXECUTIVE	PRESIDENT / OWNER EXECUTIVE / GENERAL MANAGER		
MANAGEMENT	ACCOUNTANT	OFFICE MANAGER	
	ARCHITECT	PURCHASING MANAGER	
	CONSTRUCTION MANAGER	SALES MANAGER	
	DIRECTOR	SITE SUPERVISOR	
TECHNICAL	ENGINEER	LAND SURVEYOR	
	BUILDING DESIGNER	MOBILE PROPERTY INSPECTOR	
	BUILDING TECHNOLOGIST AND BUILDING TECHNICIAN	TECHNICAL RESEARCHER	
OFFICE	ACCOUNTANT	LEGAL	
	ADMINISTRATION	MARKETING RESEARCH	
	HOME DESIGN	MARKETING SALES	
	ECONOMICS	MORTGAGE OFFICER	
GENERAL TRADES	INSURANCE	PURCHASER	
	INTERIOR DESIGN	PUBLIC RELATIONS AND COMMUNITY AFFAIRS	
	ARCHITECTURAL DRAFTSMAN	INSTALLER	PAINTER AND DECORATOR
	METAL WORKER	GLAZIER	PLASTERER
	CARPENTER	HARDWOOD FLOOR LAYER	PLUMBER
	CABINET MAKER	HEAT & VENT INSULATOR	ROOFER
	DOMESTIC COMMERCIAL CARPENTER	ROOFER	ROOFER, DAMP & WATERPROOFER
	ELECTRICIAN	LAYER	SECURITY ALARM INSTALLER
	ELEVATOR MECHANIC	LOG HOME BUILDER	INSTALLER
	FLOOR COVERING	WELDER	TELETYPE
SPECIALTY TRADES	FORMING TECHNICIAN	EXTERIOR FINISHING TECHNICIAN	
	FRAMING TECHNICIAN	BUILDING ENVELOPE TECHNICIAN	
SPECIALIST OCCUPATION	INTERIOR FINISHING TECHNICIAN		
	CARPENTRY INSTALLER	DAMP PROOFING WORK	
	CABINET INSTALLER	DETAIL WALL BOARDER	
	CLEANER	DETACHED SUPER SANDER	
	CONCRETE PUMP OPERATOR	FIBRE OPTIC INSTALLER	
	CONCRETE SPECIALIST	NETWORK CABLE	
	CONCRETE PREPARATION SPECIALIST	FIREPLACE INSTALLER	
	CRUMBER	RESILIENT FLOOR INSTALLER	
	DAMP PROOFER	SECURITY SYSTEM INSTALLER	
		WEEP-HOLE INSTALLER	

Residential Construction Industry Training Model



Residential Construction Framing Technician Program

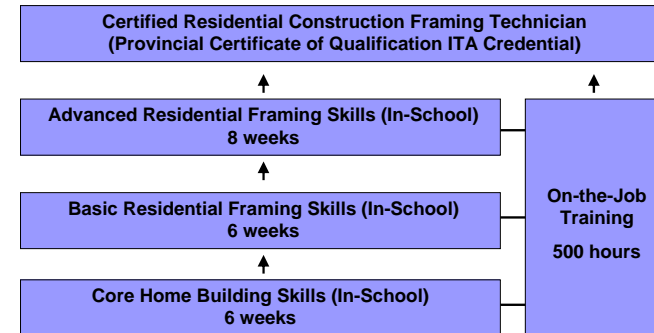
- The first home building specialty trade in Canada.
- 20 weeks or less of in-school training.
- Full certification in one year or less.
- Modularized and competency-based.
- Flexible, with multiple entry and exit points.
- Deliverable in different combinations of blocks of training.
- Combination of in-school and on-the-job training.
- Developed by home builders and training institutions

Residential Construction Framing Technician

Status quo doesn't work – The Framing Technician program:

- Increases the professionalism of home builders and the workforce.
- Reflects the reality of how work is organized and performed in the home building and renovation industry.
- Provides a modularized, competency-based provincial standard.
- Equips more of its workers with formal training, marketable skills and recognition through prior learning assessment.
- Provides more pathways for young people, unemployed persons and workers to advance within the industry.
- Better reflects new home building and renovation technologies, materials and techniques.
- Trains and credentials more workers for the industry.

Residential Construction Framing Technician Certification in 1 year or less



We spearheaded the creation of a Residential Construction Industry Training Organization

- Approved by the ITA in conjunction with industry representatives as the Industry Training Organization for the residential construction in BC
- Provides leadership to ensure that training programs match the supply of and demand for skilled workers and supports residential construction growth
- A key part of ITA's strategic shift to moving towards an industry-led training system
- Includes CHBA-BC, Independent Contractors & Businesses Association, Log & Timber Builders Association, Residential Hot Water Heating Association, employers, etc.

CHBA-BC led a drive for the BC government to create a training tax credit program

The Case for a British Columbia Human Resources Investment Tax Credit Program

Submitted to:
Honourable Condi Telfer, Minister of Finance
and Honourable Colin Hoenes,
Minister of Economic Development

Sponsored and Submitted by:
Applied Science Technologists & Technicians of BC
BC Construction Association
BC Road Builders & Heavy Construction Association
Canadian Home Builders' Association of BC
Canadian Home Builders' Association - Kamloops
Canadian Home Builders' Association - Nanaimo
Canadian Home Builders' Association - Victoria
Cottage Grove Development Ltd.
Council of Construction Trade Associations
Electrical Contractors Association of BC
General Vancouver Home Builders' Association
Mechanical Contractors Association of BC
RJR Construction Ltd.
TQ Construction Ltd.
Vancouver Regional Construction Association



Lessons Learned/Success Factors

- Industry-led processes
- Committed Cabinet Ministers
- Individual builder/renovator champions
- A commitment to a lot of work – not simply for a pilot project but to sustain full implementation
- Have to get the educators on side
- Industry engagement is paramount
- Need to have a person on the ground to do the work and connect the dots
- Innovative apprenticeship authority (ITA)....

A key critical success factor: Industry Training Authority

- 70% increase in registered trainees (almost 25,000) since 2004
- 26% increase in number of sponsors of apprenticeships to over 8,500 since 2004
- Nearly 3,200 youth in ACE IT or SSA, up from 800
- Several new industry developed programs
- Updated program standards and assessment tools
- Creation of framework for industry led training organizations (ITOs)



CHBA-BC Skills Agenda: Top 10 Accomplishments

1. Development and implementation of a **Strategic Skills Plan**, including an **innovative training model** for home building.
2. Approval of the world's first credentialed **Framing Technician** apprenticeship program by the Industry Training Authority.
3. The first **certified Framing Technician graduates** presented with credentials by Premier Campbell at this year's Georgie Awards.
4. Over **400 training participants** in the program to date.
5. Completion of **First Nation training pilots**.
6. A CHBA-BC HRD Committee that has overseen the first-ever residential construction **LMI** and an **inventory of relevant training programs** in BC.
7. Launch of the **HardHats pre-employment program** throughout the province.
8. Establishment of the **Residential Construction Industry Training Organization** to manage and provide leadership in industry training.
9. Approval of a new **Building Envelope Technician** training program by the ITA.
10. Plans to develop and launch **credentialed Formwork and Finishing training programs**.

For more information:

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