



CONSTRUCTION ASSOCIATION
OF NEW BRUNSWICK

CANB

ASSOCIATION DE LA CONSTRUCTION
DU NOUVEAU-BRUNSWICK



CANB CONSORTIUM FOR SUPPORTING WORKFORCE DEVELOPMENT IN NEW BRUNSWICK SKILLED TRADES INDUSTRIES

December 4, 2024

**Dr. Francis Bennett, PhD
Tara Cranna, PhD Candidate**



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



"This is one of the most necessary and ambitious projects CANB has ever undertaken for our members and the entire the construction industry in our Province."

John-Ryan Morrison, Executive Director, CANB



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 will work 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.

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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*

HOW WE WILL BUILD THE CONSORTIUM?

Tuckman's Model for Group Development



01.

Forming

Establish the
Board
Structures

02.

Storming

Gather
agreement on
membership,
process and
documentation

03.

Norming

Implement and
begin meetings

04.

Performing

Formalize the
Plan and
Implement

05.

Iterations

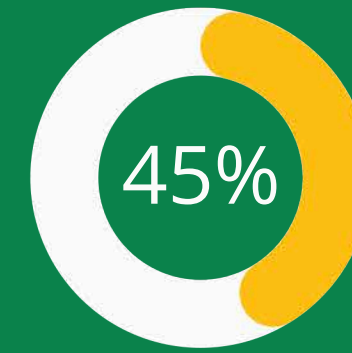
Recursize
cycles



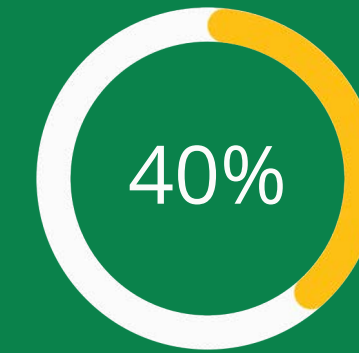
OUR PROJECT PROGRESS



Complete
Staffing
Activity



Develop
Consortium
Model



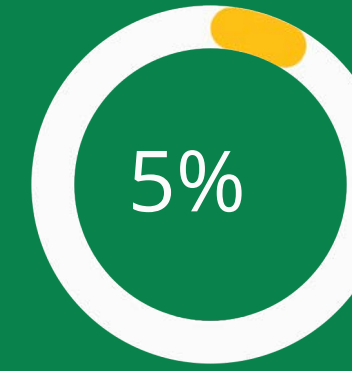
Establish
Governance
Structure



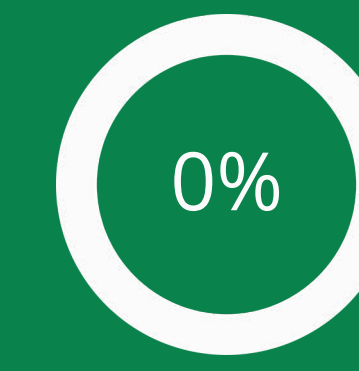
Research
Report



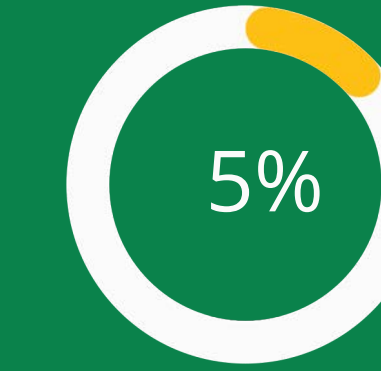
Member
Recruitment



Develop
Skilled Trades
Strategy



Develop
Funding
Model



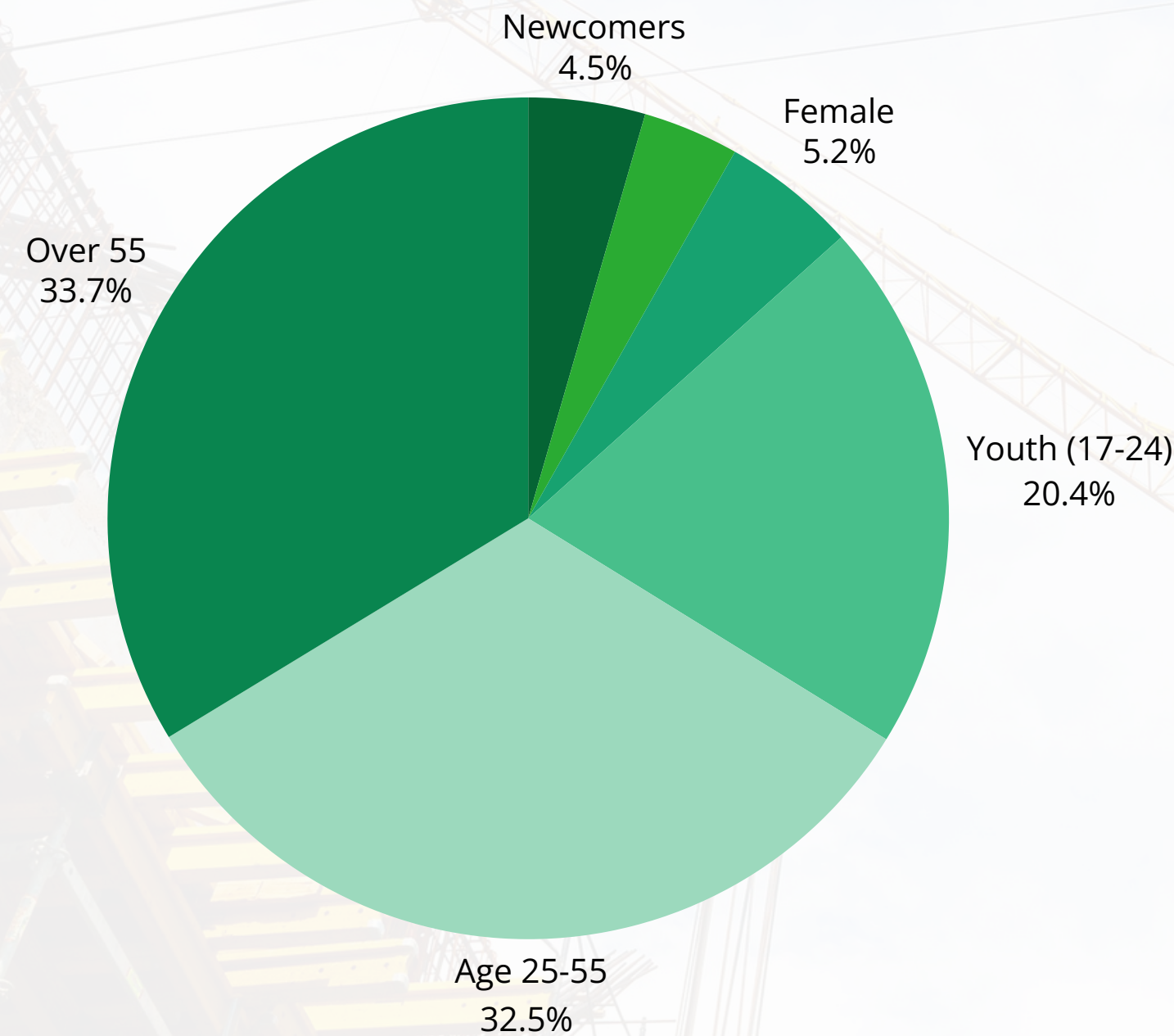
Expansion
Plans

OUR FOCUS DEMOGRAPHICS



Labour Force Diversification

- The latest census shows Women, Indigenous People and Newcomers remain underrepresented in the construction workforce in New Brunswick.
- While industry efforts to increase the recruitment of groups underrepresented 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 in the next 9 years.

OUR CURRENT RESEARCH

Research Question: What are other jurisdictions doing to promote the skilled trades and attract people from underrepresented groups?

Section 1: New Brunswick

Section 2: Canada

Section 3: International





PROPOSED CONSORTIUM STRUCTURE



Consortium Members			
<u>Technical Committee</u>		<u>Guiding Committee</u>	
Skills Canada	1	Skilled Trades NB	1
MAPS	1	Underrepresented Population	1
EECD - COE	1	NB Multicultural Council	1
Inclusion NB	1	Working NB	1
Skilled Trades NB	1	Francophonie Representation	1
Skilled Trades NB	1	NBBTU Staff	1
Immigration NB	1	Skilled Trade Employer	1
Working NB	1	Skilled Trade Employer	1
EECD - Learning Specialist English	1	CANB Staff	1
EECD - Learning Specialist French	1	Skilled Trade Organization	1
NBCC - Skilled Trades - English	1	Skilled Trade Organization	1
CCNB - Skilled Trades - French	1	ACOA	1
JEDI	1	Total =	12
Skilled Trade Employer	1		
Skilled Trade Employer	1		
Skilled Trade Employer	1		
Skilled Trade Organization	1		
Skilled Trade Organization	1		
Skilled Trade Organization	1		
Skilled Trade Organization	1		
NB Multicultural Council	2		
Total =	22		



NEXT STEPS



- Consortium structure model approved by CANB Board on December 4th.
- Open call to recruit Consortium committee members begins on December 5th with December 31st deadline.
- Host virtual Lunch and Learn on December 18th to allow potential members the opportunity to learn more.
- Application review and selection of the Consortium committee members - January 6 -10th.
- Two-day Consortium kickoff event. Mid February.

THANK YOU



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