

**BUILD
TOGETHER**
WOMEN OF THE BUILDING TRADES

**BUILD TOGETHER:
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BUILDING TRADES**



CBTU SMCC

CANADA'S BUILDING TRADES UNIONS
LES SYNDICATS DES MÉTIERS DE LA CONSTRUCTION DU CANADA
Value on Display. Every Day. Valeur sûre à tous les jours.



A SKILLS GAP IS COMING – AND THAT’S GOOD NEWS

In Canada, women represent only about 2% of the construction trade workforce. Studies and industry reports show that a large population of skilled trade workers are gearing up for retirement. An estimated 300,000 new workers will need to be recruited from outside of the construction industry over the next ten years to fill this gap.

This is an enormous opportunity for women seeking secure, well-paid, and fulfilling employment.

CONSTRUCTION: THE LAST FRONTIER

Construction is seen as the “last frontier” in terms of increasing numbers of female representation. Other traditionally male-dominated industries and sectors like the military, and law enforcement have surpassed 15% female representation. But the number of women in construction has remained unchanged for years. The tradeswomen of Build Together, together with industry support, are changing this.

For centuries, construction workers passed on the knowledge of their craft from father to son. This generational “passing of the torch” led to insular recruiting strategies in the past. Contemporary advertising strategies perpetuate the assumption by heavily gearing industry images and language towards men. The Build Together program has tailored strategies to actively recruit and retain women to the industry.

BUILDING TOGETHER FOR A NEW TOMORROW

Build Together is represented by tradeswomen of Canada's Building Trades Unions across the country. They are apprentices or journeypersons from the skilled trades under the Building Trades umbrella.

These representatives are responsible for:



HANDS ON EXPERIENCE – Both women and men need equal exposure to the trades to consider it as a career. Women typically get less exposure because they have historically been steered away from the trades. The Build Together program operates a classroom speaking program to connect students with strong female role models that are active in the industry.



MENTORING WOMEN IN THE TRADES – Support for women in the trades should not stop at recruitment. Mentorship is a key pillar of apprenticeship, and women need guidance from tradeswomen who are successful and thriving in the industry. Build Together is developing a structured mentorship program specifically geared towards the retention of women in the trades.



MAKING SPACE FOR WOMEN IN THE TRADES – Women face a number of unique challenges in the trades ranging from washroom facilities to inadequately fitting safety gear. Something as natural as pregnancy can leave employers and co-workers uncertain about how to support a woman in the trades. Build Together is working with industry to give a voice to women's issues on the tools and identify ways to create workplace cultures that are inclusive of women.

Challenging policy makers and industry – Government, training institutions, labour, and employers all have a role to play in supporting women in the trades. Build Together is working to identify the barriers for women in construction as well as the conditions for success and replicate them across Canada.



WHERE WE ARE AND WHERE WE'RE HEADED

TO DATE, BUILD TOGETHER HAS:

- Gained the support of Canada's Building Trades Unions as a national initiative
- Created online platforms where tradeswomen and industry network and support the cause
- Attended many events across the country such as trade shows, career fairs, mentorship dinners, as well as networking functions
- Spoken at conferences, schools, and events across the country
- Given back to the community by way of charity donations and volunteerism
- Been featured in media outlets across the country
- Mentored individuals who expressed interest in the trades and needed further support and encouragement



WHERE WE ARE AND WHERE WE'RE HEADED



BUILD TOGETHER PLANS TO:

- Build partnerships and create a sponsor recognition program of like-minded organizations who have goals to further the success of women in the trades
- Continue providing mentorship and support to apprentices, journeymen, and women considering the trades
- Continue challenging and debunking the existing myths and stereotypes of women in the trades
- Launch a structured mentorship program specifically geared towards retention of women in the industry
- Support and assist in the creation and operations of provincial Build Together programs through CBTU's provincial councils across the country



THANK YOU



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