



June 25, 2019

The Honourable Ross Romano
Minister of Training, Colleges and Universities
Mowat Block
22nd Floor
900 Bay St.
Toronto, ON M7A 1L2

Dear Minister Romano,

Congratulations on your recent appointment to Minister of Training, Colleges and Universities.

The Residential Construction Council of Ontario (RESCON) represents over 200 residential builders of high, mid, and low-rise buildings in the province, with a focus on the GTA. Our members build Ontario's communities, homes, and future. We are committed to providing leadership and fostering innovation in the industry through the following six core focuses: Training and Apprenticeship; Government Relations; Labour Relations; Health and Safety; Building Science and Innovation; and Building Code Reform and Technical Standards.

RESCON looks forward to working with you to provide career pathways for job seekers into the skilled trades, which was a key focus of our two recent reports which provide a road map to improve recruitment and retention the skilled trades

The first report on recruitment, [*A Behavioural Economics Approach to Recruitment in Skilled Construction Trades*](#), applied behavioral economics to recruitment in the skilled trades and found that behavioural causes are a major contributor to the gap between the demand for skilled construction labour and its supply.

There are clear opportunities to enhance the outreach to young people during and after high school. It recommends that:

- Young people need earlier and more sustained exposure to skilled construction work as a viable and equal option with college and university.
- We need to improve the information and resources provided to Influencers (family, peers, educators, employers, labour unions, non-profit associations and governments) through greater exposure to the trades.
- Applying the EAST framework (making information easy, accessible, social and timely) will improve the impact of Influencers and the career decisions of young people.

The second report on retention, [*Retaining Employees in the Skilled Trades*](#) summarizes findings from a comprehensive survey of construction workers in the residential and residential-related skilled trades across the GTA. The report found that these construction workers are amongst the highest satisfied

compared to workers from other sectors. The report included the following key findings and recommendations:

- Invest in high quality media production to tackle the industry's marketing problem by creating video programming and websites for use in schools and training centres.
- The construction sector comprises of seven subsectors and has a massive network. The construction industry, through a sector approach, needs assistance in harnessing its network potential.
- 65% of workers would strongly recommend their job to a young person.
- 96% attribute shortages of workers to stigma and negative parental influence.
- 70% of workers believe that people lack knowledge about the trades.

These reports are bolstered by a video series launched by Job Talks, RESCON and other industry partners, profiling careers in the construction skilled trades. Please see the following [link](#) for an example video. We recommend these videos be shared with every school board and guidance department across Ontario.

RESCON appreciates and supports the reforms your government has already made to Ontario's training and apprenticeship system, including winding down of the Ontario College of Trades. We look forward to continuing to work with your Ministry as it ensures Ontario is a leading jurisdiction for skills training and the creation of skilled-trade careers.

RESCON would appreciate the opportunity to meet with you to discuss our recent initiatives to discuss ways of further collaboration to lead post-secondary students on pathways to success.

Please contact Amina Dibe to set up a time that is convenient for a meeting. She can be reached via email at dibe@rescon.com or by phone at 905-760-7777.

Thank you,

Andrew Pariser



Vice-President
RESCON

Copy to:

Vijay Chauhan, Director of Operations and Stakeholder Relations

Devon Cuddihey, Policy Assistant