

Mechanical *mb* BUSINESS

Videos part of effort to attract young to trades



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Ontario's construction industry is facing labour supply issues despite the tremendous opportunities that await young people across a wide spectrum of trades.

The need for more tradespeople is expected to increase across the province over the near term for two major reasons – the wave of retirements that is anticipated over the next decade and the expectation that construction activity will increase due to the emphasis on infrastructure in Ottawa and Queen's Park.

The Residential Construction Council of Ontario (RESCON), with support from the Ontario government, commissioned two reports that provide a road map to improve recruitment and retention of young workers. These reports are bolstered by a video series which highlights the high job satisfaction of trades who are currently employed across the Greater Toronto Area and beyond.

RESCON president Richard Lyall said, "Unfortunately, the average age of a Canadian apprentice is 27 years old. To overcome this, influencers must become better informed about the benefits of construction careers, which are lucrative and highly satisfying, so that we can continue to tell the stories of young people thriving in this industry, like in the Job Talks video series."

The video series highlights lesser-known construction careers such as concrete and drain specialist, excavator operator, site supervisor and mobile crane operator. To date, 12 videos of a projected 50 have been released and can be [viewed here](#).

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