



RESIDENTIAL
CONSTRUCTION
SECTOR COUNCIL

Rescon News

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WELCOME TO PEIRCSC'S FIRST NEWS-LETTER!

Submit your ideas in our next quarterly issue

Provide your feedback on this current issue

Be involved; without your participation, there is no future for change

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PEIRCSC would like to hear from you

The PEI Residential Construction Sector Council (PEIRCSC), a recently established non-profit organization formed to address human resource issues, represents new home builders, renovators, and all residential construction sub-trade employers and employees across the island, would like to hear from industry employers.

On March 15th, 2007, PEIRCSC held its first AGM appointing new Executives and adding new Directors to the Board. The focus over the next few months will be meeting with industry employers to gather additional data on the current state of the industry and to gather ideas on how to best address current workforce issues.

Employers are being contacted and asked to provide feedback on management issues such as: lost business opportunities due to the lack of qualified labour, wage rates, retirement timelines, employee recruitment and retention needs, interest in business skills training development, etc. The information that you provide to PEIRCSC is kept strictly confidential. Businesses that complete PEIRCSC's Employer Information Form will be added to PEIRCSC's online industry directory.

Grant MacLeod, President, would like to provide support to residential construction business owners. "In order to support entrepreneurs, I think we, as a Sector Council, need to take a look at what is needed to help these individuals be more successful in business. We need to look at the big picture because each success-

ful business is good for the overall economy, especially in areas such as job creation and retention."

The Sector Council has established four initial priorities: 1. To gather labour market information. 2. To promote professionalism and increased productivity among employers and employees. 3. To support best HR practices. 4. To encourage education and training within the industry.

Predictions about present and future trade shortages is commonly discussed in the media and by the general public due mostly to the attention placed on the boom in Western Canada. This awareness has translated positively into increased interest in apprenticeship and trades training on the island. Looking ahead, the reality is

that many sectors of the island economy can expect to face shortages of skilled workers over the next decade. These factors are motivating PEIRCSC to be proactive by engaging and seeking the input of stakeholders within the residential construction industry to come up with innovative strategies to ensure the continued growth and sustainability of the industry on P.E.I.

For more information or to complete a PEIRCSC Employer Information Form, please contact PEIRCSC's office by phone at (902) 724-3300 or email at info@peircsc.ca.



Business (HR) Brief

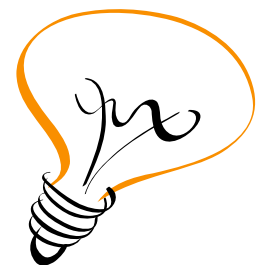
In today's business environment, regardless of how much you spend on marketing and quality control for your products or services, customers' demand they be served by friendly, knowledgeable and helpful staff.

If a customer has a bad experience, as a result of poor service, it may be the last chance for your business to make that lasting impression. Worse still, if the experience was particularly unpleasant, that former customer may share his/her experience with up to twelve other individuals.

The key to customer satisfaction lies within you and your front line staff. Successful busi-

nesses that have a high rate of staff retention usually offer customers a higher level of service resulting in increased customer loyalty.

The challenge is to attract and retain skilled employees on a limited budget. Businesses who invest in their staff, ultimately, are investing in long term business success.





“People are a resource and not just a cost.” Look at people as resources to be developed. Take steps to expose your people and yourself to the best ideas and see to it that they are trained in how to apply them.”

- Peter Drucker

**Upcoming
PEI Job /
Career
Fairs**

How can you retain and attract new employees to your business?

You have likely built a successful business by listening to what your customers have to say. You can be the best home builder and/or tradesperson in the industry; however, if you do not treat your customers properly, then chances are you will not run a successful business.

In today's labour market, the same rule applies to your employees. Your employees should be treated the same way you treat your customers. The future sustainability and growth of your business directly lies within your ability to retain and recruit future employees. Here are some simple questions you may ask your employees about their job.

- 1) What do you like about your job?
- 2) What would you change about your job if you had the ability to do so?
- 3) Are you interested in upgrading your skills through training?
- 4) Are you interested in becoming Red Seal certified?
- 5) Do you have the tools and resources to do your job efficiently?
- 6) If not, what tools or equipment would help you do your job more efficiently?
- 7) How would you rate your work environment?
- 8) What could be done to help improve your work environment?
- 9) What job characteristics are most important to you? Is it job stability, good pay, advancement opportunities, bonuses, vacation, health benefits, sick days, alternate benefits, flexible scheduling, training opportunities, job satisfaction, etc.?

It is cost effective to gather input from your employees. By asking them some of these simple questions, you may find out that a few things may need change or that you may need to modify a few things to make your current system work more effectively. You may discover that some of your employees are currently satisfied; however, some of their suggestions may help improve workplace productivity and morale.

How you treat your employees and customers reflects your company's overall image. The way you market your company's image will either attract or distract future employees to apply for a job with your business. And, the way you market your company's image will either attract or distract customers to buy products or services from your business.

Are you looking for new employees?

An excellent way to seek out new employees is to attend or participate (exhibit) in a PEI Job / Career Fair. There are many tradeshow on PEI; however, it is important to seek out those that are specific to your industry. The 2007 Booming Trades Expo was targeted towards trades careers including residential construction. Upcoming PEI Job / Career Fairs include : 2007 Job Fair—April 4th from 11:00 am to 5:00 pm at the Waterfront Shopping Centre in Summerside, Western PEI Career Expo 2007—April 11th from 10:00 am to 6:00 pm at the Call Centre Building in Bloomfield, and Kings County Job & Career Fair—May 10th from 10:00 am to 6:00 pm at the Montague Curling Club in Montague. For further information , please contact PEIRCSC by phone at (902) 724-3300 or e-mail at info@peircsc.ca .



Have you heard about the Apprenticeship Incentive Grant?

The Government of Canada is now offering a \$1000.00 Apprenticeship Incentive Grant (AIG) to registered Apprentices on P.E.I. who have successfully completed their first or second level block release training in a registered Red Seal trade.

In order to qualify for the grant, you must be able to demonstrate proof of successful completion of your first or second level block release training and on-the-job training on or after January 1st, 2007.

To apply for the AIG, you will need to complete the Service Canada Application for the Apprenticeship Incentive Grant which is available online at <http://www1.servicecanada.gc.ca/eforms/forms/2006/emp5391e.pdf>.

You will also be required to provide your Apprentice log book cover page, page 4, and provide a letter from Apprenticeship confirming proof of your progression to the next level block release.

If you have any questions on the program, please call 1-866-742-3644 or visit Service Canada's website AIG page at <http://www.servicecanada.gc.ca/en/goc/apprenticeship.shtml> or drop in to your closest Service Canada Centre.

Once you complete the application and gather the log book pages and letter from Apprenticeship, you can mail these documents to the Processing Centre for P.E.I. which is located in New Brunswick at:

Miramichi Service Canada Centre
P.O. Box 1030
Miramichi, NB
E1V 3V5

“On average, for each \$1 invested in an apprentice, a benefit of \$1.38 accrues to employers or a net return of \$0.38.”

Return on Training Investment (ROTI) Project

Project

The Canadian Apprenticeship Forum (CAF) is pleased to announce that it has taken on a new and important project which focuses on calculating the cost of apprenticeship training/return on training investment.

To download a Report for Employers, please visit the following website link at http://www.caf-fca.org/files/access/Return_On_Training_Investment-Employers_report.pdf.

To download the Executive Summary, please visit the following website link at http://www.caf-fca.org/files/access/Return_On_Training_Investment-Employers_report.pdf.



Apprenticeship Training on PEI

In order to enter an apprenticeship program, a person must be at least 16 years of age, have a High School Completion Certificate or equivalent, and be working at a designated skilled career with a suitable employer.

Apprenticeship training consists of 80% of on-the-job training, while 20% consists of block release training.

The traditional term of apprentice-

ship for most occupations is four years or 8000 hours. Some apprentices may complete their apprenticeship in less than four years or require additional time.

Upon completion of the apprenticeship program, apprentices are eligible to write the Inter-provincial Standards Examination (Red Seal) in their related trade. This national standard allows for greater mobility of highly skilled workers.

For more information, please contact:

Alan Large, Apprenticeship Training Officer
Queens and Kings County
Tel: (902) 368-4464

Ken MacDougall, Apprenticeship Training Officer
Prince County
Tel: (902) 888-8034

Paula MacKay, Youth Apprenticeship Coordinator
Tel: (902) 368-4463

www.apprenticeship.pe.ca



**RESIDENTIAL
CONSTRUCTION
SECTOR COUNCIL**

www.peircsc.ca

Suite 2, 6 Queen Street
Summerside, PE C1N 4K5

Phone: (902) 724-3300

Fax: (902) 724-3304

E-mail: info@peircsc.ca

Building a Stronger Workforce

Please contact PEIRCSC at the address aside to obtain a list of upcoming events and/or training events on PEI, to post a job and/or event, and to add an article in PEIRCSC's second quarter newsletter.

PEIRCSC is a CHBA member (www.chba.ca) and also belongs to the PEI Association of Sector Councils' network (www.peiasc.ca).



This project is funded by the Canada / Prince Edward Island Labour Market Development Agreement (www.lmda.pe.ca).



Residential Construction Occupations

2006 Wage & Salaries Survey

"Did you know that on 01-Apr-07 PEI's minimum wage will increase from \$7.15 to \$7.50 per hour?"

Occupation by National Occupational Classification	Average General Wage	Average Starting with Experience	Average Starting
7271 Carpenters	\$14.40	\$14.02	\$12.18
7251 Plumbers	\$14.64	\$14.32	\$11.05
7241 Electricians	\$17.75	\$18.13	\$14.66
0711 Construction Managers	\$18.23	\$17.70	\$16.77
7611 Construction Helpers and Labourers	\$11.40	\$11.00	\$9.90
8612 Landscaping and Grounds Maintenance Labourers	\$10.83	\$10.64	\$9.62

This information was taken from the 2006 Wage and Salaries survey developed by the Economic and Information Service Branch of Service Canada P.E.I. region. For detailed information, please visit <http://www.hrsdc.gc.ca/en/pe/imi/wages/wage.shtml>.