

ECA MEMBER MILESTONES

Women Building Futures hosts industry to Trade Perspectives Work Proud Summit



Diversity and inclusion have been hot topics in many industries, as more people move on to retirement and the need to expand the talent pool becomes a higher priority. The construction and maintenance industry is anticipating a loss of close to 250,000 skilled workers – 21 per cent of its current labour force – by 2026 (1). Attracting a new workforce will challenge employers to revisit their recruitment and retention strategies to not only bring in new talent, but adjust workplace environments to keep them.

In early October, Women Building Futures hosted their first Trade Perspectives Work Proud Summit, a two-day conference focused on how to create and sustain a more diverse and inclusive workforce in the construction and trades industry.

Kathy Kimpton, president & CEO of Women Building Futures opened the conference by sharing “Conversations will be authentic and focus on the challenges and opportunities—presenting real-life situations and best practices so we can keep moving forward.” Nearly 250 leaders and influencers from across Canada gathered to tackle topics like: how to attract and keep women in the industry, how to manage workplace harassment, how to build sustainable partnerships with Indigenous communities, and how leaders can inspire and influence change at all levels.

During a keynote presentation, Roberta Jamieson, president & CEO of Indspire, a national Indigenous-led registered charity that invests in the education of Indigenous people, reflected on the change and support needed for truth and reconciliation, sharing “There is dramatic change required in the way Canada relates to Indigenous people...this is not a journey we can do alone.”

A common thread of the conference was the difference between inclusivity and diversity.

The two terms are often thought of as a pair, but are not often considered for their individual meaning.

“Diversity is being invited to the party, inclusion is being asked to dance,” said Regina Davis, supply and technical services manager with Imperial, in one breakout session.

Many speakers and panelists highlighted the benefits of tapping into a more diverse



Trade Perspectives Work Proud Summit keynote speaker Roberta Jamieson, president & CEO of Indspire.

workforce and stressed the reputational and financial risks of not. Conversations also underlined how it's not only important to tap a wider talent pool, but also create a success plan to keep those workers engaged and feeling welcome.

This summit challenged all participants, speakers, and attendees to be comfortable tackling uncomfortable conversations in order to take action and demand significant change in the workplace. Attendees gathered further insight to the importance of adopting more inclusive and diverse practices and tangible takeaways to apply with their teams, in order to create positive change for all.

For more information about the Trade Perspectives Work Proud Summit, or to view photos from the event, visit workprouds Summit.ca. ♦

(1) BuildForce Canada, Construction & Maintenance Looking Forward National Summary 2017-2026. (Ottawa: BuildForce Canada, 2017), 1 & 9.

TRI TERRA
TILE & STONE

Complete supply and installations
of all floor coverings

Commercial and Residential

info@triterratileandstone.com www.triterratileandstone.com

LET'S
BUILD
ALBERTA TOGETHER
WE ARE ALL BUILDERS!

PARTNERING WITH WBF IS ONE
OF THE BEST BUSINESS DECISIONS
YOUR COMPANY CAN MAKE.

WBF
WOMEN BUILDING FUTURES®
womenbuildingfutures.com

Want to know more?
Let's talk! Contact our
Industry Relations Team.
Office: 780 452 1200
Toll-Free: 1 866 452 1201