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Media Release

For Immediate Release

Skilled Labour Development Strategy in Place

Edmonton – The Canadian Home Builders' Association - Alberta (CHBA – Alberta) announces the release of its Skilled Labour Development (SLD) strategy.

CHBA –Alberta has identified skilled labour shortages as a major issue facing the industry both in the short and long term. Many factors such as economic growth, an aging workforce and competition with other industries motivated the CHBA – Alberta Board of Directors to identify **ensuring a sustainable workforce** as one of its main strategic goals.

Member commitment to reinvest in the association through One Voice – One Industry has given CHBA – Alberta the resources to address the skilled labour shortage through the development of a strategic and comprehensive *Skilled Labour Development* (SLD) plan. Executing the plan will ensure an adequate supply of skilled workers to build quality homes for Albertans today and in the future.

In September 2006, CHBA – Alberta recruited Mary Kenny to develop and execute a strategic human resource development plan for the residential construction industry in Alberta. Kenny is well known across Canada for her labour resource development skills and is excited to announce the SLD plan. She says, “Members of CHBA – Alberta have given the association the opportunity to address one of their biggest challenges, which is to ensure a skilled workforce now and in the future. I look forward to working with them, our government and other partners to make it a reality.”

The SLD plan is being presented to CHBA – Alberta members, governments and partners in various ways including a printed package with valuable information on:

- Integrating Foreign Workers;
- Value in Hiring Onsite Apprentices;
- Incorporating Succession Planning;
- Employee Retention Benefits;
- Mentorship Programs;
- Workshops for the Workforce

These six sections provide a summary of the topic, information on how members can get involved, an overview of CHBA – Alberta's actions and resources. Information is also available on the CHBA – Alberta website at www.chbaalberta.ca.

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CHBA – Alberta President, Vince Laberge is confident in the work the association has done so far to address the skilled labour shortage. He says, “I believe in this plan and in the associations working together across the province to execute the strategy. This plan is specifically developed to address the needs of the home building industry and I encourage members to use it as their organization’s skilled labour development toolkit. This is One Voice – One Industry in action; the provincial and local associations working every day to make the industry better.”

The Canadian Home Builders’ Association – Alberta is the voice of the residential construction industry in the province and represents over 1,460 member companies. In 2006, Alberta’s residential construction industry was responsible for \$13 billion in business and employed well over 120,000 Albertans directly and indirectly. CHBA – Alberta has two main goals; to promote housing quality, affordability and choice and to build vibrant, prosperous Alberta communities.

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