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**NSBA
Workforce Attraction & Retention - Youth
Consultation Highlights**

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Introduction

This document includes the highlights of a study of career interests and perceptions of the boatbuilding and repair sector with youth in Nova Scotia. This study has been conducted as the first step in the development of a communications strategy for workforce attraction for the Nova Scotia Boatbuilders Association (NSBA). The youth (age 16-29) segment was the first to be studied. A concurrent study has been taking place with newcomers to Nova Scotia. The study was conducted in the fall of 2020 and the winter/spring of 2021.

Methodology

The methodology included a youth survey combined with focus groups with youth and immigrant groups.

The youth survey was distributed via social media and through contacts within the school system. There were 99 respondents aged 16-29.

The youth focus group participants were a subset of those who had filled in the survey. In addition, two focus groups were held with high school students participating in the O2 program.

For the immigrant segment, one meeting was held with senior staff at the Nova Scotia Office of Immigration and one with program participants at ISANS. These meetings complemented ongoing consultation conducted by the Executive Director of NSBA. Investigation of the newcomer segment is ongoing and has not been reported in this document.

Overall, four meetings with youth were conducted. The breakout is as follows.

- 1 with young adults aged 26-29
- 1 with young adults 19-25
- 2 high school groups (Avon View High, Windsor; Memorial High, Sydney Mines)

Executive Summary/ Key Themes

An overall theme is that there is a low level of knowledge about career opportunities in the boatbuilding and repair sector. Most youth are not aware of the Boat Building and Marine Service Technician apprenticeship programs and most are unclear about the jobs that exist in the sector.

There are a number of negative associations with the sector such as safety concerns due to the fumes associated with working with fiberglass. There were also questions regarding whether the culture of the sector has kept pace with other industries. There is a need to convey that the sector is modern (values, standards, technology) and that employee safety and welfare is valued.

The values of youth are oriented toward being treated with respect by employers. This includes good pay, good benefits, safe working conditions, flexibility in working hours and work-life balance.

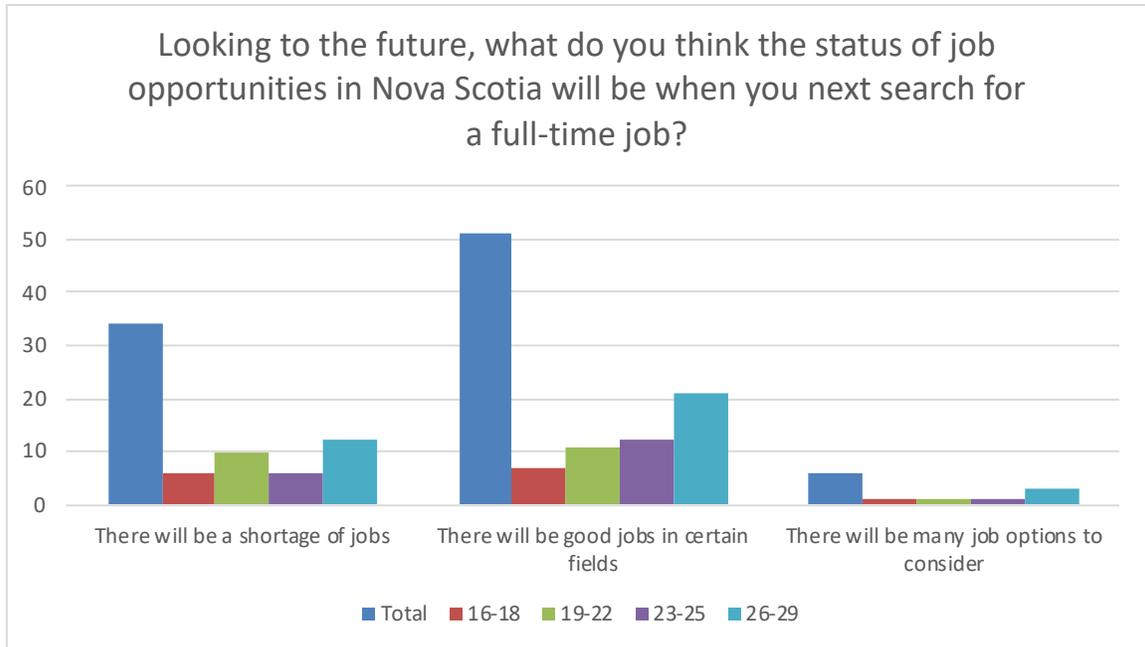
It appears that a key opportunity segment for the industry is the direct from high school group. Those who are oriented toward trades have not yet made their commitment to a sector, other than the ones they are familiar with. The industry has the potential to attract this group by ensuring they are aware of opportunities in the boatbuilding and repair sector. Once an individual has selected a college or university program they are more oriented toward a career in that area. One opportunity would be to promote the sector to students in trades that overlap with the sector. The next opportunity to attract youth is as young adults once they have completed school and are open to job opportunities.

Recommendations

- Ensure that members of the industry are aware of the values of youth and align their management (HR, operations) practices in a way that makes their businesses appealing for young Nova Scotians.
- Address negative perceptions by demonstrating that the boatbuilding and repair sector is a modern sector in its use of technology and in its values.
- Educate all audiences about the Boat Builder and Marine Service Technician apprenticeship programs.
- Build awareness in high schools via teachers, guidance counselors, career fairs and presentations, particularly in the O2 programs oriented toward trades. Where possible, start in the junior high grades.
- Raise awareness with NSCC students in trades that overlap with boatbuilding and repair.
- Build awareness with young adults via online channels and key influencers.

Key Findings

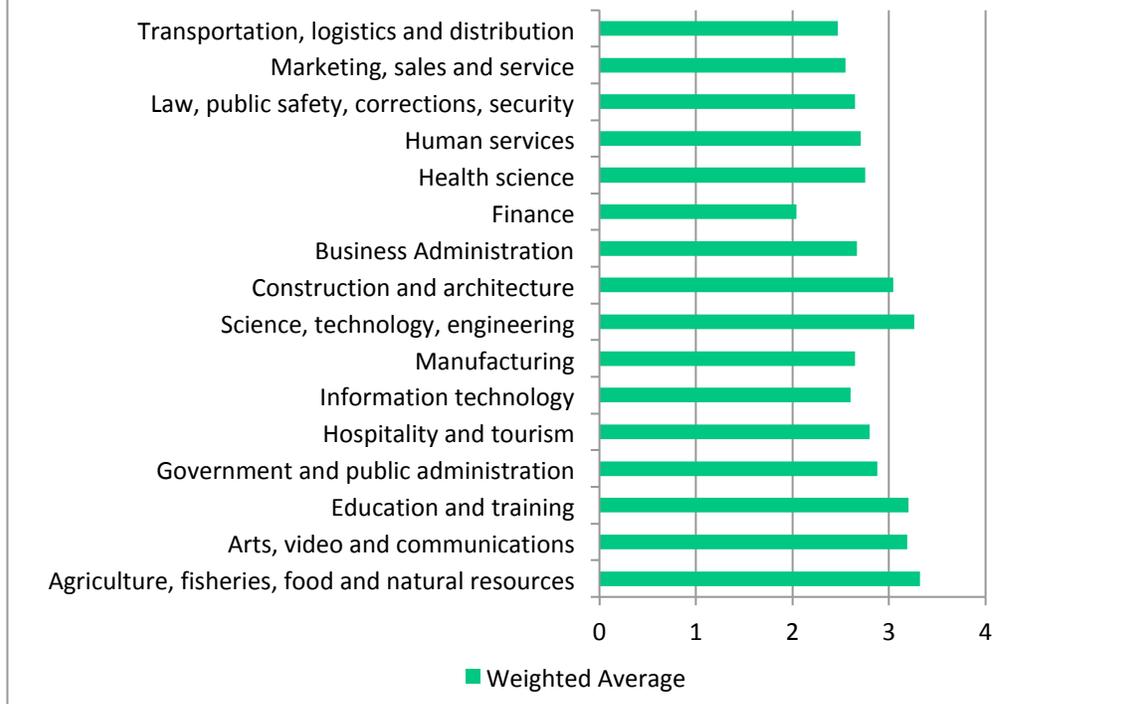
Young Nova Scotians generally have a positive outlook regarding the future of jobs in the province. 57% believe that there will be good jobs in certain fields. A further 9% believe that there will be many job opportunities. By comparison, 34% believe there will be shortage of jobs. Over 76% of respondents intend to seek job opportunities in Nova Scotia.



Sources of information consulted for job opportunities include job listing websites, friends & contacts and social media. Some make physical visits to employers. In high schools, teachers may play a role in posting information on career options and job opportunities. The O2 programs in schools are oriented toward students with an interest in trades and would be a key segment to focus on.

The fields of greatest interest to respondents include agriculture & fisheries; education & training; science, technology & engineering; construction; government & public administration; arts, video & communications; and hospitality & tourism. The following chart captures the relative appeal of each sector.

As you think about your future career, what fields most appeal to you? (high, low scale)

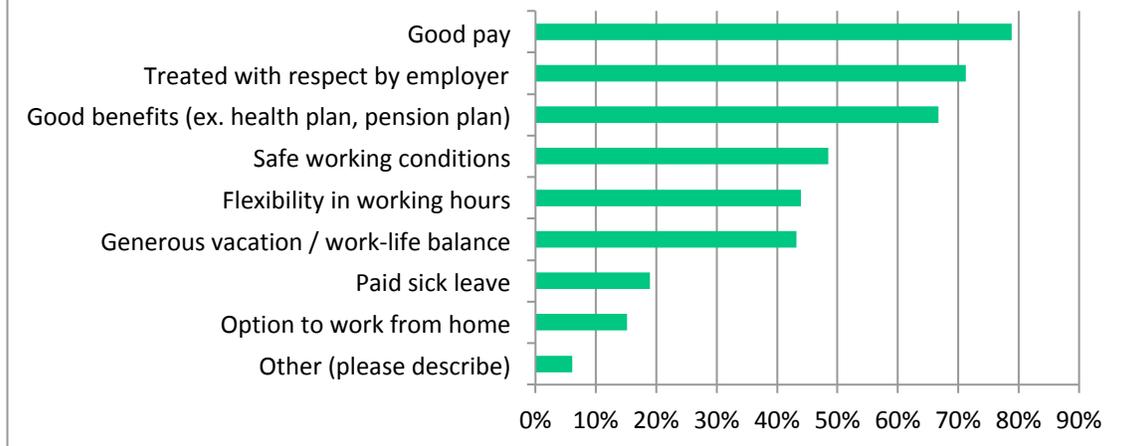


Interest in working in urban vs rural locations was split with 40% preferring each option. The location did not matter for 20% of respondents.

The top considerations, ranked from highest, when looking for a job include –

- Good pay
- To be treated with respect by my employer
- Good benefits (health, pension plan)
- Safe working conditions
- Flexibility in working hours
- Generous vacation/ work-life balance

Which three of the following things do you look for most when considering job opportunities?



These findings are supported by focus group participants. The morals and values of an employer are particularly important to youth, particularly in terms of how they value their people.

Roughly 75% of survey respondents claimed to be somewhat or very aware that Nova Scotia has a boatbuilding sector. 45% were interested in working in the boatbuilding and repair sector. By comparison, 57% were interested in working in some aspect of the oceans sector.

Top of mind impressions regarding the boatbuilding and repair sector include some negatives such as fiberglass resin (and smell) and positives such as innovation in boat design. Some offered specific jobs that might exist in the sector. Other associations include lobster boats and locations in the province in which boatbuilding is common. It is perceived to be a white male dominated industry.

When asked about the number of job opportunities in the boatbuilding and repair sector, 58% perceived there were 'a few job opportunities' while 36% perceive there are 'a lot of jobs'. 63% were unaware that there are apprenticeships in the sector.

When asked about the appeal of working in the sector, the most common responses included innovation in boat design, proximity to water, working with hands and supporting the fishing industry. Some had a personal connection from having grown up around boats and boatbuilding. For some high school students, the ability to go directly from high school into a trade was perceived to be a positive.

When asked about what is not appealing about the sector, the primary themes included the 'dirty' nature of the work (fiberglass fumes, effects on the environment, unsafe conditions) with the risks of working with fiberglass and materials such as asbestos and chemicals being the biggest deterrent. One participant who had been to boatbuilding shops, observed older employees not wearing masks and perceived that the culture of the company didn't value safety and employee health. Some respondents perceived that the sector is not welcoming to women or diversity.

Participants were asked about what would make the sector more appealing as an employment option. More awareness-building was encouraged to educate people about the sector and the types of jobs that are available. An NSCC program that introduced people to boatbuilding was encouraged. The degree to which the sector is keeping pace with trends and technology was perceived to be important to attract people to the sector. Safety/ training standards and environmental focus was referenced as well as making it clear that the sector has moved into the computer age. Lastly, competitive salaries were perceived to be important.

Appendices: Notes from Focus Groups

Youth Focus Group College/University Age Students (age 19-25) March 3

Introduce yourself – name and your career interest.

Dartmouth – industrial instrumentation, Yarmouth – marcomm, health research and Halifax – engineering

What specific types of jobs are you most interested in?

- Knows what he doesn't like now as far as partnerships and situations with poor communications; scheduling flexibility is key right now
- Would be more interested in design and research side of boatbuilding
- Looking at all options, having trouble finding work; a good description in a job posting gives her a sense of whether she'd like it or not

How would you/do you go about looking for a job?

- 'Indeed' a lot; Facebook groups; NS Women in Trades FB page – they're always posting jobs and opportunities there
- Recently applied for a couple of jobs through the GC Job Bank, currently looking more at government jobs; tries to find jobs through connections rather than online postings, friends, feels like he'd be more lost in the numbers with online applications. That's turned into mostly odd jobs and part-time so far.
- Tends to browse Indeed and LinkedIn; if you research companies in the sectors that interest you, a lot of them will have job postings on their websites that aren't on their job boards or might have a general email for people interested in working there. That's how he got 3 of his 4 engineering co-op placements – through cold contacts with companies.

When evaluating job opportunities, what are the most important factors? (probe around being treated with respect by employers, flexibility in working hours) What does it mean to be treated with respect by employers?

- First thing he usually looks for is the requirements, if those are relevant then he looks at the responsibilities and duties, helps him know if he wants to do that job. Sometimes it's pretty ambiguous, that's usually not very interesting. Good people is the key thing. He looks for flexibility in scheduling, design and research, options.
- Wage is important, she's worked in the oilfield the last 5 years so her standards are higher than what NS is willing to offer. Hard to work in NS for 1/3 of what she had been making. Long-term potential is also important.
- Growth potential / room to advance. Getting a permanent position.

Bonus Q: What does it mean to them to be “treated with respect by employers”?

- Being compensated fairly, not feeling like you're being taken advantage of; listening to your opinion, feeling like they're on your side
- Appreciation; saying thank you once in a while for working hard
- Agrees with all that; if you make a suggestion and you're fairly knowledgeable in that area, how they respond – do they move it ahead, do they listen (take your suggestions seriously), do they explain why if they choose not to listen

What are the factors most important in planning your career (career lifetime scope)? If you were to imagine the ideal jobs in your career what would be the common elements?

- Like to know that he accomplished something (getting satisfaction from that); in some of the previous jobs he was involved in innovation / product development, really liked that. Even troubleshooting during the innovation process.
- Not much to add, satisfaction definitely, being able to see something from start to finish
- Not much to add, feeling you made a difference and tried your hardest

Bonus Q: Are there certain aspects of making a difference that matter more?

- Depends on sector, maybe improving standards / practices / processes that will last into the future; maybe improving profit margins

(If not mentioned earlier) How important is impact on the community, impact on the planet? Any other impact you would like to make?

- Wouldn't take that into account so much when he's looking for a job, although it can be helpful. He does a fair bit of volunteering so gets a lot of satisfaction there. Doesn't look for the impact so much in the job.
- Not necessarily while he's looking for the job but while at a job, think about the changes you're making. Improving standards, processes etc.
- Feels the same way, you can get that elsewhere other than just in your job

When I say 'boatbuilding and repair' sector, what comes to mind?

- Thinks lobster boats because her dad's a lobster fisherman. 'Regular boats'
- Agrees, a lot around NS is lobster boats and that cape boat style; knows there are a few companies doing other things. New age of boatbuilding is fiberglass that is manual, itchy labour.
- Also thinks of lobster boat style; in Yarmouth always looking at new boats, what's being done differently. New designs, innovation.
- In future interested in doing more with research and design of hull form

Relative to other industries, how big is the boatbuilding sector vs other sectors (#employees, size of companies)?

- Knowing what he knows about number of boats and wait time, he'd say it's very big (he is from a rural area)
- Would say it's big too but doesn't know how many people are employed in the sector
- Feels it's a big local industry but not necessarily much being shipped elsewhere in the world; small globally, at least our portion of it.

What types of companies operate in the sector (can you name any)?

- Initially thinks of full-service boatbuilding shops like Dixon's Marine or something – step by step. Make plans and build, from start to finish.
- Thinks much the same, grew up near Long Beach Boatbuilders
- Looking at sectors, you might have companies like Blumara more on the design side, then some companies that just lay up fiberglass – feels like a lot of the smaller companies don't do the design work in house (they build from molds); some companies like Rosborough that do a different type of boats, not so much lobster boats

Where are they located?

- Would guess SW Nova
- Agrees
- Doesn't know

What kinds of jobs do you think are available in the sector?

- Labourers (with sub groups like fiberglass, fit outs), management side (project managers etc), design side (figuring out the boat before it's built), owners
- Some guys do it all from designing to painting and finishing; maybe get designs from others, maybe have professional help for sure
- Thinks previous comments are spot on; feels there's a need for jack of all trades people in a boat shop as well as specialty people. Feels a lot is done by the jack of all trades people.
- At a smaller shop where you build one boat at a time, that's where you find people who do all the jobs. Feels like a lot of the industry around NS might be like that, not assembly lines but one boat at a time.
- Depends on the size of the business whether there are specializations or jack of all trades. The industry needs jack of all trades. Some sub-specialties – i.e fiberglass, motor install, cabinetry, electrical.

Of the ones you mentioned, are certain jobs more appealing than others?

- Would want to do it all, would know a bit about everything; she knows there are hydraulics on boats and that's what she's trained in
- Not super sure; he's been involved in building a couple of small boats with his brother (16' and 21'). What he enjoys the most is seeing it come together in CAD, that's what they're using for the current project; doesn't like the fiberglass part; likes the sea trials. Design was the most fun and most enticing.

What, if anything, would appeal to you about working in this sector?

- Has grown up on and around the water, loves boats and would like to turn it into a career. His passion.
- If there's availability for jobs, she's all for it; preferably good paying. For her, starting at anything less than \$25 is almost offensive.
- Similar to Sam, grew up in/on boats; his father is a marine mechanic for caterpillar and his brother is a lobster fisherman. Loves boating.

What, if anything, about this sector makes it unappealing as a potential employment option?

- Most important thing is safety concerns, especially in the fiberglass industry. He has a few buddies who just quit because they didn't like breathing it in all day. There's PPE but there's a culture that makes it harder to embrace safety. Old guys don't wear masks – don't try to be safe. Knows some others who took studied safety and walked away from jobs in boatbuilding because of safety.
- Same, her father did some work with asbestos and it's caught up to him, exposure to chemicals over time may be detrimental. Asbestos, chemicals, fumes – your body is sensitive.
- Working with fiberglass is not too pleasant. A lot of companies do open mold hand layups, if there could be a switch to more vacuum infusion with less contact with the resin that would help but that would be a dramatic change.

Bonus Q: Stepping outside their own experience, what do they think might make the sector unappealing to others?

- Not enough education around the sector, not enough information about the whole process. Doesn't know anyone personally that she went to school with who's in boatbuilding.
- Nothing else really coming to mind, it's really the safety thing. People don't see a time lapse of how a boat is built, don't know how it all comes together.
- One thing that's pushing him away from the sector is that he wasn't able to get a degree locally related to a boat career; there is no degree in boat design locally; would have to go outside NS, ex NL, to get a relevant degree.

Would you have an interest in working in the sector?

- All of them would have an interest in working in the sector

What, if anything, would need to change to make the sector more appealing as an employment option?

- Safety and education about the sector

- There needs to be more of a dependency on pre-designed things, ex hull scans and full build-ups in CAD; show more to the customer before it's built, have more of a blueprint showing all the details rather than making changes on the fly. This could open up more jobs for people like him.
- Feels that a lot of the boatbuilding industry is reluctant to move into the computer age where things are designed on the computer before anyone thinks of building. People here don't keep up.
- Education is important, proving with videos that it can be done safely; Facebook marketing; maybe education, maybe NSCC could offer an introduction to boatbuilding.
- Feels like a lot of it is starting on the job as an apprentice and everything is learning on the job
- Taking other industries and bringing them into boatbuilding
- Maybe a lack of professionalism
- If it's not offered at NSCC, she doesn't want to take it; feels it's a great environment.
- A program at NSCC would help, maybe a boatbuilding program like there's something for marine technology
- Transparency in how many jobs are available, if people don't know about the jobs then how are they doing to know there are career options. Is there an industry?
- Nowhere for people to look for boatbuilding specific jobs in the province; some people just post on their facebook pages etc
- Agrees, you have to do your own legwork to find positions in the industry
- Bonus is you don't have to fight as many people for the jobs
- All the boatbuilders she knows are aging out of the profession; if there's no schooling and they're not taking apprentices, who's going to take over?

Bonus Q: Are you aware of any apprenticeship programs that exist in the sector?

- Not that she's aware of

Bonus Q: Any final comments?

- Feels Larry covered things pretty well; maybe a spot online where people can research more
- When he was in high school he went to a job fair and there were no boatbuilders there, more carpenters and plumbers etc; try to reach young people more, would help with incoming young people
- Nothing's coming to mind; partnerships with other companies, not sure where it fits in – maybe an outreach point with suppliers etc, how are they relevant to the industry, what their role could be about what we're talking about tonight.

Youth Focus Groups
Young Adult Group (age 26-29)
March 4

Introduce yourself – name and your career interest.

- Yarmouth, lobster harvester, went through nautical institute, working to switch his ticket from commercial offshore to fishing masters, likes the fishing industry which is how he knows about boatbuilding.
- Halifax, consulting engineer focusing on the water treatment industry throughout the Maritimes
- Halifax, work at Dalhousie, oversees animal husbandry for things that live in the water, Aquatron aquarist (?)

Bonus Q: You're all working in some capacity, is this where you see yourselves long-term or do you have a different career goal

- Fishing industry is a long-term goal, whether it's on a boat or off
- Season is 6 months, kinda wants to be doing something different in the other 6 months; currently setting up a small machine / welding shop on the side
- Expects this will be her career path – water treatment and wastewater treatment, well into it
- Staying with Dalhousie job also looking to do oyster farming on the side

How would you/do you go about looking for a job? Modification: What process did you go through to get your job?

- Small industry – who you know, personal connections / network
- Completed a couple of co-ops / summer work terms in the industry; also a smaller industry, who you know/network, not a formal application process; reached out by email; co-ops helped to establish the connections
- Did marine biology degree at Dalhousie; met the people in her lab through summer job positions and through Dal main campus and agricultural campus; 4 month summer research jobs open doors for more positions in the future

When evaluating job opportunities, what are the most important factors? (probe around being treated with respect by employers, flexibility in working hours) What does it mean to be treated with respect by employers?

- Salary, wants it to be rewarding/fulfilling/challenging, some flexibility to do different jobs/projects, variety, benefits
- Good benefits most important (has health condition), salary, team aspect – research needs a solid team, in marine industry you know your small group and quickly figure out who will make the best teammates for you
- What everyone said so far, also safety; used to work in offshore oil and gas so it's well ingrained in him; thought process, not exactly morals but how people think about things, what employer values – including employee's life, how they value their people

- Having a workplace that celebrates (not just accepts) diversity, especially LGBTQ and also diversity – not just white men. Equity, diversity, and inclusion.
- Someone who wants to invest in continuing education, offer training; employers who show an investment in their employees

(If not mentioned earlier) How important is impact on the community, impact on the planet? Any other impact you would like to make?

- She highly values making a positive impact in the community and communities she works with; when she goes to smaller communities, she definitely wants to feel she's had a good impact
- More environmental impact where they're on the water; making sure all garbage comes back to the wharf, making sure people are doing what they can; some of what they do isn't great for the environment but if they can make a conscious effort where they can to have do less harm
- Definitely a factor; maybe harder with the university perspective where they cover a lot of projects but in her experience with the aquaculture industry sometimes companies do things in the communities that don't necessarily benefit the community, ex. do barbecues rather than beach cleanups. That's something she looks for, are they just saying they're good for the community or showing it. Being genuine.

What are the factors most important in planning your career (career lifetime scope)? If you were to imagine the ideal jobs in your career what would be the common elements?– what would you like to see looking back on your career 20 years from now?

- Work done well. Was it a wise investment in time, financially.
- Pride, looking back at projects she worked on, communities she was involved with or worked in
- Commitment to self passion, community, did she make personal (family-like) connections

The next few questions will be about the boatbuilding and repair sector. When I mention this sector I am referring to commercial boats, work boats (police, fire), fishing boats and recreational boats. This category doesn't include large shipbuilding. Our focus is smaller boats vs large ships.

When I say 'boatbuilding and repair' sector, what comes to mind?

- Fibreglass resin and smell; intriguing to see some of the innovation and different sizes of stuff that people make; when they built the first double decker at d'Eons, it was pretty cool to see
- Mahone Bay / Lunenburg area; pictures yachts and fishing boats, then military sized vessels; very separate groups in her mind, mostly by size; white male dominated industry

- Hull repair, small motor repair, bilge pump repair; all the wharves and docks she saw as a kid, old derelict equipment (Farley Mowat); smaller shops along the wharf with machinist, fiberglass resin etc

Relative to other industries, how big is the boatbuilding sector vs other sectors (#employees, size of companies)?

- Fairly big, a lot of boat shops around. It would be second to fishing in SW Nova.
- Thinks it would be a percentage of the fishing industry, maybe 5-10% of the size of the fishing industry, maybe closer to 5%
- That feels like a safe number; so many jobs in the province are linked with fisheries; maybe 10,000 people in shipbuilding province wide including Cape Breton?

What types of companies operate in the sector (can you name any)?

- A lot of repair and stuff that goes into the boatbuilding sector; fish harvesting community; motor shops; materials like timber; any sort of machining; instrumentation; navigation and outfitting the boats; that's all she can think of
- Previous comment covered a lot, doesn't want to repeat; fiberglass producers, metalwork, lumber, techs for the boat, for things incorporated in the boat; navigation systems; things like winch systems maybe?
- Lots of companies that come to mind; electricians, plumbers, mechanics, fibreglassers, carpenters, galvanized metal, hydraulics, electronics, boat haulers, cranes (there were a few more that I missed, he had written a list)

Where are they located? Amendment: more dominant in some parts of the province?

- Per capita, there's a lot of boat shops around where he is; more dominant around the coast for sure. Not sure how many people might be employed but it's a large number when you get into suppliers as well – lumber companies, companies that sell hardware, etc
- Where there's more fishing there would be more boatbuilding, ex SW NS – Tusket, Pubnico, Yarmouth. Still fishing and boating elsewhere, Coast Guard etc, but more heavily concentrated toward fishing communities.
- Would say the same, maybe more Yarmouth and also Cape Breton. For leisure, more Mahone Bay and Lunenburg.
- Repair, motorshops, materials, machining, instrumentation, navigation, outfitting, fiberglass, metalwork, lumber, tech, navigation, electricians, safety gear...

What kinds of jobs do you think are available in the sector? Amendment: core group of jobs you think of? Or all the jobs associated with the types of companies / work that group has previously listed

- All of them are needed to build the boat
- Feels like there would be certain classifications, like people who focus on historical boats and people who do wooden vs fiberglass boats, nor sure if

boat builder would be the title; people who focus on the frame vs people who focus on the systems. Depends on the type of boat.

- Agrees with Laura, feels like it would be divided by type of boat but also knows a lot of shops are so broad in what they do; second thought would be physical creation of the boat so someone who coordinates all the pieces coming together
- There are so many people who go into building a boat; even though more time might be spend on fibreglassing, if Marinelite doesn't show up with the windows the boat still doesn't leave the shop

Of the ones you mentioned, are certain jobs more appealing than others?

Amendment: which ones might be most popular (within boatbuilding)?

- The jobs where you need more or the jobs where you have more? There always seems to be a need for fiberglass workers but not sure if that's because more or needed or not enough people are doing the work;

Are there some jobs that might attract more people?

- Depends on the individual and what they like doing
- Mechanics might be more overarching job that might bring other disciplines together, boat has to go; maybe less so for sailboats where the boatbuilder would be the main role
- Depends what drives you, is it a passion or financial gain or interest in engineering? Agrees that mechanical would be fairly central. Hands on comes to mind.

What, if anything, would appeal to you about working in this sector?

- No two boats are alike, you'll always see something different; innovation and the ideas you get to see. People come up with some pretty crazy stuff they want done, some of it works and some doesn't but cool to see it and be a part of it, especially if it works. Also the evolution of it – one guy does something and if it works out, others start to incorporate that change and/or build on it.
- Innovation, would want to research new technologies that could be incorporated; proximity to water, coastal living – she's from Montreal so coming here was that experience and that brings people to the Maritimes
- Agrees with innovation, some of the fishermen and boatbuilders are the most creative people out there, materials might be limited and things have to work when you're out at sea; building things with your hands; there can be real artistry with it, especially sailboats – although true with all boats; being able to contribute to some of our best (fishing and pleasure boat) industries
- Also rewarding to see the hull come in the shop and then see the boat launched and working; rewarding to see the whole process

What, if anything, about this sector makes it unappealing as a potential employment option?

- First thing that comes to mind – coming from a diverse and fairly supportive environment – is diversity, will she be respected, will her pronouns be

respected, how will she be treated; does EDI exist; adult cis male dominated industry, see fishing racism that's been happening with the indigenous community; if a company isn't actively saying they are inclusive and aren't actively working against racism in the company and community etc, if they don't have a stance – if they're sitting on the fence (for her), it's just as bad as if they're discriminatory themselves. If she doesn't see a stance, she doesn't give them her time.

- Definitely feels it's a bit of an old boys' club, feels like it could be hard for a woman to enter the field; feels like women would have to earn the respect, it's not just given; like entering engineering as a woman; dangerous work, not glamorous, messy work, long days; seeing the effects on the environment and how things could be done better for the environment; people doing things the way they've always been done and not taking precautions that could be taken
- Definitely feels that one of the biggest factors for most people is “does fibreglassing take years off my life”; it doesn't smell good, there's masks and stuff but people don't always wear them, which is a different issue; people he knows don't want to fiberglass because they don't know what it's going to do to their health over the long-term. People don't follow safety standards and guidelines, like wearing the right equipment, or maybe don't even have standards and guidelines. Some are better than others, varies from place to place. The itch from fiberglass. What does it do to lungs? Locally it's definitely a barrier – don't want to work at a boatshop because people don't want to be itchy, don't like the smell.

What, if anything, would need to change to make the sector more appealing as an employment option?

- Definitely diversity / equity, sees it as a fairly large barrier; an attractive salary; really focusing on safety and environmentalism
- Are there certain associations that everyone is part of, are there standards shops could work toward to help them achieve certain safety standards? Is there training to help people meet the standards? Do companies know about standards in place? Maybe there are things to help them work to having certain PPE etc, help them be inclusive and safe etc. Salary but she doesn't have a good sense of current salaries to know if it would need to increase.
- Definitely standardization of what people need to be wearing; it's a tough one; need to change people's mindset about fibreglassing, that if you wear the right equipment it's not so bad; definitely a negative perception of fibreglassing in fishing communities; inform people about proper equipment for working with fiberglass. Get info out about what would make the environment more hospitable for the work.

What would be considered a good salary?

- o Based on 40 hours per week, anything above \$60-65k annually; the more dangerous the work, the more salaries should go up
- o Feels the environment is a bigger barrier than the pay; more pay would be good but knows there aren't big margins

- Similar thoughts on annual salary, maybe \$50-55K
- Jan – what does diversity and inclusion look like? How could companies signal that they're truly welcoming and celebrate diversity?
 - From what he's seen, if you're going to work in a welding shop, machine shop, boat shop, etc – none of the specifics about the person matter so long as they do the job and do it well; feels people are also accepting of new ideas so long as the people are willing to work. If people are lazy they're not welcome – not speaking about employers but co-workers, if someone doesn't do the work the others don't have any time for them.
 - In the aquaculture industry, they're trying to increase diversity and bring in more people to the industry, looking at how they makes the industry more appealing, many similar issues; a lot of the discussions are how do you incentivize, are your workers coming from where your shops are located or coming from elsewhere; are you engaging with local indigenous communities; are you supporting indigenous communities to have their own start-ups; company's work style / culture matters; she's worked in BC on aquaculture farm sites on the water, the day is split differently than a typical 9-5 days, different styles of day can exist, can be go go go then rest for blocks;
 - Thinks it's the million dollar question that many industries are facing; people might say they don't see colour but it needs to be celebrated; would want to see buy in from the top people; if there's an umbrella association, maybe they could offer supports to women or people of colour; overarching mission statement / morals, then buy-in from people in the industry
 - In terms of supports, if someone is in a rural community how do you help people safe and supported, how do you protect those people; how do you protect people from microaggressions; how do people interact with each other / co-workers;

Final thoughts?

- If you're going to go down the D&I route, hire black and indigenous NS groups to do this – they are key, although many other groups as well
- Nothing of substance to add
- Not much to add, did learn a lot; didn't realize the industry was looking for so much. Doesn't know where people can go to learn skills for the industry. Bursaries might be a way to get more people in.
- Co-op positions, as many summer student positions as possible; get engineering and aquaculture students out into the field as much as possible; creating pathways from education to industry

Youth Focus Groups

Discussion Notes: Avon High (Windsor) – grade 10, teacher Sean Connolly

May 10, 2021

When you think about your future career, what specific types of jobs are you most interested in? (if already not stated concretely in intro comments)

- Heavy duty mechanic at NSCC
- Maybe military
- Christopher, anything to do with camera / film work
- Mechanical or electrical engineering
- Bachelor of science
- Welding or carpentry
- Carpentry or airlines
- Hair dresser
- Heavy duty mechanics
- Pharmacy or maybe animation / something artistic

For those of you who have had jobs, how do you go about looking for a job? Do you envision that approach being any different when you graduate from school?

Now:

- Resources that are available, google local stores or companies or for us personally talk to sean hah
- Searching online to see what places are hiring
- Connections with friends
- What others are doing
- Job postings from stores – in their windows, social media, online
- word of mouth or online postings
- Sean - maybe easier in Windsor where it's a small town, more connected, easier to drop in personally and offer a resume for those who show initiative

Future expectation:

- Currently not looking for anything specific, just looking for what's available but when she's looking for a career-oriented job she'd be narrowing her search. Search online – not so much “hey, jobs in this area” it would be “hey, jobs in this career in the area”
- If you're looking for a specific pathway you can only go to companies that might support that specific career?
- Sean – some students may also do a co-op or work placement through NSCC / university – helps with trying things out, making network connections

When evaluating job opportunities (summer, part-time and future jobs), what are the most important factors? (probe around being treated with respect by employers, flexibility in working hours) What does it mean to be treated with respect by employers?

- Good coworkers
- Good health benefits / plans
- Ability to support yourself
- Ability to look after your family if you stay in that career / with that company; will need more money in future
- Job near home

Respect:

- Feeling comfortable sharing, being open, bringing up concerns with coworkers
- Not judging people based on first impression

What are the factors most important in planning your career (career lifetime scope)? If you were to imagine the ideal jobs in your career what would be the common elements?

- Long term goals – as you age, how will that impact your work, also what your retirement might look like
- How much will you enjoy the job / career day to day
- Sean noted someone had mentioned preferring jobs close to home, some like that and some don't, pros and cons
- Jan threw out question about whether being young in a pandemic affects their future thinking. One comment: maybe people question if now is the right time to be thinking about university? With online classes, is a gap year more attractive?

When I say 'boatbuilding and repair' sector, what comes to mind?

- Welding
- Fiberglass
- Building boats
- Fabrication
- Fixing boars
- Engineers
- Repair / alter ships, barges, and other large vessels for military and commercial clients
- Sean – engines, inboards and outboards

Relative to other industries, how big is the boatbuilding sector vs other sectors (#employees, size of companies)?

- Bigger because so much goes into building a boat
- Big – multi-million dollar
- "I read somewhere it was the biggest industries in Nova Scotia"

What types of companies operate in the sector (can you name any)?

- Overall, it is clear they know very little about the sector. Trades-oriented know a bit.
- Boat components
- Inboard and outboard engines (q about what types of work is available related to these, answered by Jan)

What kinds of jobs do you think are available in the sector?

- Fibreglass finish work
- Painters
- Designers
- Pipefitting

Of the ones you mentioned, are certain jobs more appealing than others?

- Marine Service Technician – working at a marina, working with outboards (Victor Fudge); also an intellectual side to it
- Welding
- Fibreglass finishing

What, if anything, would appeal to you about working in this sector?

- Pipefitting
- Working with her hands so would enjoy the part
- Design
- Construction of the boat
- How all the trades have to work together / teamwork
- Design or welding
- Can do straight from high school
- Diversity of work
- Pay

What, if anything, about this sector makes it unappealing as a potential employment option?

- Maybe some paperwork but you have to do that in any job
- Occupational injuries?
- Sean - Potential job security? Wages?
- The potential of repetitiveness in daily tasks
- Sean – the unknown – learning more today than many of them have every learned, need to become informed and make informed choices; more awareness / marketing (he knows this is our plan 😊)
- I think educating people about the industry more would be very beneficial. prior to this year i wasn't even aware of the industry

Overall, 4-6 of 22 students are potential recruits. Trades-oriented.

Youth Focus Groups
Discussion Notes – Memorial High
May 17, 2021

Introduce yourself – name, hobbies, your career interest.

Creative

Lawyer/detective

Forensic photography

Social work

Teacher

Nurse

Teacher

Clinical psychiatry

Teachers/sciences

Kid-nurse

Policing

Dentist

For those of you who have had jobs, how do you go about looking for a job? Do you envision that approach being any different when you graduate from school?

- Recommendations from my family
- Online
- Look where I'm interested and give them my resume
- Online
- Teacher posts sites to the Google classroom with summer jobs that might interest the students

When evaluating job opportunities (summer, part-time and future jobs), what are the most important factors? (probe around being treated with respect by employers, flexibility in working hours) What does it mean to be treated with respect by employers?

- Who you work with
- How far from where you live
- Fringe benefits
- Salary
- Safety
- Flexible schedule
- Work hours

What are the factors most important in planning your career (career lifetime scope)? If you were to imagine the ideal jobs in your career what would be the common elements?

- Doing work you enjoy
- Impact on others (doing something that influences others, maybe makes their lives a bit better)
- Enough pay for ideal life and something they love

When I say 'boatbuilding and repair' sector, what comes to mind?

- Fishing
- Fiberglass?
- Teamwork
- Jobs to do on the boats like electrician

What kinds of jobs do you think are available in the sector?

- Electrician
- Welder
- Painting
- Designing
- Boat architecture

What, if anything, would appeal to you about working in this sector?

- Knowledge that the boats will be used for important things like tourism and food shipping
- Having a say in how boats look

What, if anything, about this sector makes it unappealing as a potential employment option?

- Not interested in constructing or building so wouldn't want to be in a sector where she's constructing a boat – not appealing
- Wants to make a difference in people's lives or influence them in some way
- (teacher) This is an industry that most of our class just became aware of this winter. I feel they need more exposure to the career paths that are associated with the boatbuilding industry. The more exposure to the possible careers, the more interest you may see in the sector.

What, if anything, would need to change to make the sector more appealing as an employment option?

- more advertising so more people are aware of it?