



Canada making headway in addressing aging infrastructure: Ernst & Young

Courtesy of The Daily Commercial News

Canada is joining the ranks of countries around the world that are pumping funding into infrastructure to support future growth in a competitive global market and create jobs in the short term, Ernst & Young says in a new report co-produced by the Urban Land Institute.

Using \$16 billion in recent stimulus funding, Canada is making headway in addressing issues of aging urban infrastructure.

‘Confronting aging infrastructure is essential for our Canadian urban areas to be able to compete globally,’ said Daniel Roth, Ernst & Young Infrastructures services leader based in Quebec.

The study, Infrastructure 2011: A Strategic Priority, predicts the cost of meeting global infrastructure requirements over the next 25 years could reach US\$50 trillion. The report also emphasizes the challenges cities face in providing adequate transport and other infrastructure services for residents, workers and businesses.

The report identifies the five other countries who lead in infrastructure investments:

- » China is investing over US\$1 trillion over five years in an unprecedented 10,000-mile high-speed rail network, a nationwide toll highway system, state-of-the-art airports and sea ports.
- » India will double its infrastructure spending to US\$1 trillion, or about nine percent of its gross domestic product, to nurture aspirations for global economic leadership.
- » Brazil is kicking into high gear with a US\$900 billion multi-year infrastructure plan, including a high-speed rail line, new power plants, hydroelectric dams and construction.

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» The U.K., despite its severe austerity budget, is allocating US\$326 billion to its five-year national plan.

"Many governments around the world rank infrastructure policy among their greatest concerns," said Roth.

"They formulate national plans, execute on long-term strategies, protect budgets from cutbacks in difficult fiscal times, and, in some cases, accelerate spending.

"These nations see modernization of infrastructure as critical to future economic competitiveness and/or crucial to accommodating expanding populations in urbanizing environments."

To make real progress in a limited funding context, the report suggests:

- » Focusing attention first on critical repairs and upgrades.
- » Developing a national infrastructure strategy, funding merit-based projects that support the country's overall economic priorities.
- » Concentrating spending on the nation's metropolitan areas and global gateways.
- » Providing greater long-term certainty for national and state/provincial funding to support planning for capital projects.

MHCA Welcomes New Member !

Trappers Transport Ltd.

Alan Williamson
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 Winnipeg, MB R2C 2Z2
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Fx: (204) 224-6257
 Email: alw@trapperstransport.com
 Web: www.trapperstransport.com
 Additional Information: Provides numerous services to the industrial, commercial, and residential sectors throughout Manitoba and the surrounding areas.



UPCOMING COMMITTEE MEETINGS :

- Education Training & Gold Seal Program Sub committee | Tuesday, August 9 | 1:00 – 4:30
- Membership | Tuesday, August 16 | 12:00 noon
- Aggregate | Tuesday, September 6 | 12:00 noon
- Education Training & Gold Seal Full Committee | Thursday, September 8 | 8:00am

Note: All Meetings to be held at our new office at Unit 3 -1680 Ellice Avenue

Please send your golf team players names for the MHCA Golf Classic as soon as possible to Christine Miller at christine@mhca.mb.ca. Thanks !





GOLF SPONSORSHIP OPPORTUNITIES

MHCA Golf Classic – Wednesday August 3, 2011
Pine Ridge & Elmhurst Golf Courses

Let us advertise your company and/or product at one of the largest and most popular golf tournaments for the heavy construction industry in Manitoba! Don't Miss Out!

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_____ **DUAL HOLE SPONSORSHIP**

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_____ **LONGEST DRIVE**

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_____ **CLOSEST TO THE LINE**

\$375.00 + gst (includes prize & sign)

_____ **BALL IN THE WATER CONTEST**

\$375.00 + gst (includes prize & sign)
-sink your ball in the water & enter a draw to win

_____ **CLOSEST TO THE PIN**

\$375.00 + gst (includes prize & sign)

_____ **CHIPPING CONTEST**

\$375.00 + gst (includes prize & sign)

_____ **FREE PUTTING CONTEST**

\$375.00 + gst / per course
(includes prize & sign)

_____ **BUS TRANSPORTATION**

\$300.00 + gst / 2 buses
-donation towards bus shuttle between courses 

_____ **BEVERAGE CART / DRINK SPONSORSHIP**

\$950.00 + gst / per course
-signage on 2 carts per course
-includes 1 drink per golfer 

_____ **GOLF CART SPONSORSHIP**

\$950.00 + gst per course
-windshield signage on each golf cart 

_____ **"TOURNAMENT BALL" CONTEST**

\$750.00 + gst plus prize donation in
\$235.00 per course
-your corporate ball with logo for each team to use 

Sponsorship Recognition Includes:

- Networking at one of the largest golf tournaments in Manitoba;
- Exposure to over 320 private sector decision makers in the heavy construction industry;
- Recognition in the facility, golf cart and dinner programs;
- Recognition in the Manitoba Heavy Construction Association Heavy News Weekly – which is circulated to over **1,000** companies plus stakeholders, associations across Manitoba, all Manitoba MP's, MLA's, City Councilors and agencies at all three levels of government throughout the province of Manitoba.

Company: _____

Contact Person: _____ Ph: _____ Fax: _____

Special Instructions: _____



1000 Waverley Street
Winnipeg MB R3T 0P3
(204) 272-5092
www.mbcsc.com

The Manitoba Construction Council is well into its third year of operation. MCSC has strived to continue the growth of the council by meeting the training needs of the industry. MCSC has trained twenty-two (22) individuals in the first quarter. Here are some highlights that occurred April 1 – June 30, 2011:

Building Supervisors for Tomorrow

- The final three (3) MHBA members graduated from the Building Supervisors for Tomorrow Program on April 19, 2011. There were a total of 17 graduates from MHBA in Winter 2011 Session.
- There were 18 WCA members who graduated from the Building Supervisors for Tomorrow Program in April 2011.
- MCSC plans to review the program this summer to ensure consistency across the sub-sectors. Fall scheduling will be in early September.

Pre-Employment Construction Training

- The Winter 2011 Pre-Employment Construction Training Program wrapped up on June 21, 2011. With a total of 6 students graduating from Winnipeg Technical College, each student has obtained their Level 1 Carpentry Certification. A total of 4 Pre-Employment programs are set to begin in the fall. A PECT Steering Committee has formed and each sub-sector has been asked to appoint a representative. The first meeting was held on June 30th, 2011. The focus of the committee is to enhance the PECT program through industry and community involvement. For more information or to participate on the committee, please contact MCSC.

Outreach/Communications

- MCSC was active at the Rotary Career Symposium in April 2011 at the Winnipeg Convention Center through the Trade Up! Manitoba campaign. There were over 14,000 potential job seekers in attendance. The event proved successful yet again.
- MCSC has also taken the Trade Up! Manitoba campaign to several schools, providing career information to over 125 students.
- On May 11, 2011, MCSC sponsored the 3rd annual Construction Career Expo that took place at the Red River Exhibition Park. The day included over 1300 students, teachers and staff getting hands on experience in the construction industry. Once again, the event was extremely successful and MCSC is looking forward to next year.

New Courses/Programs

- MCSC had a Microsoft Outlook 101 & Time Management course developed and piloted on May 27, 2011. The four (4) hour course focuses on understanding the basics of Microsoft Outlook as an email and office collaboration tool, applying practical time management strategies and recognizing the impact of different aspects of technology in regards to communication.
- MCSC has acquired three (3) new safety programs from VOCOM Canada. Each course is designed to provide individuals with the necessary information to be safe on any job site. The courses are DVD/Facilitator based and range from 1-2 hours in length. Course titles include:
 - PPE Essentials
 - Slips, Trips and Falls
 - Safety Awareness

Summer Setback

By Peter Hall, Vice-President and Chief Economist of Export Development Canada

Two steps forward, one step back. That seems to be the current cadence of the world economy. While it suggests progress, it is frustrating. The momentum that was clearly building over the past year has recently downshifted. Is this the best the global economy can do, or are better times ahead?

Panning across the data can be discouraging. First-quarter GDP slowed on a wide global front, and industrial production softened almost universally in April. International trade activity was uneven, and dramatically weaker in key regions. Loss of momentum was broad enough to suggest slowdown.

Put in context, the story is less sombre. One-off events have added a lot of noise to the numbers. Natural disasters, chiefly (but not exclusively) the devastating earthquake and tsunami in Japan, disrupted global supply chains, interrupting the rising tide of activity. Political turmoil in the MENA region was similarly disruptive. The problem is not so much with global demand, but with constraints on supply that may well prove temporary: production in Japan is already rebounding, and the 'political premium' on oil prices has been offset by the release of strategic global reserves. Problems solved?

Not so fast. The disruptions added to an environment already charged with key risks. These threaten to make any setback in activity self-fulfilling. Note the lingering effects of high oil prices and tumbling stock markets on consumer and business confidence – a condition that threatens to translate a supply-side problem into a demand issue, with more serious implications for the short-term outlook.

It is too soon to tell, but early signs suggest that demand remains firm. Leading indicators are picking up, and so far, orders for industrial goods are rebounding. All eyes are on upcoming data releases for additional evidence of strength. Progress on Greek sovereign debt woes and lower world oil prices should lift spirits, helping the world economy to recapture the momentum that ushered in 2011.

Negative developments lead to an initial downward revision to forecasts that will likely prove to be an overreaction. EDCs Summer 2011 Global Export Forecast projects that the US economy will grow by just under 3% this year and by an impressive 3.3% in 2012. This will help to pull along the more sluggish European and Japanese economies, and lend



support to steady growth in emerging markets. This adds up to a world economy that will rise by 4.0% in 2011 and 4.3% next year.

Canada will benefit from US strength and from a resumption of a broadly-based trend toward diversification of exports into less-traditional markets. Exports are well on their way to double-digit growth of 12% this year. A slightly lower Canadian dollar will combine with higher global demand to push higher value-added exports up sharply in 2012. Although overall growth is forecast at a more muted 5.8%, lower commodity prices are masking an acceleration in actual volume shipments. This helps to counter the effects of domestic weakening, resulting in an economy-wide growth forecast at 2.7% for this year and 2.4% in 2012 – decent performance, all things considered.

The bottom line? Forecasting remains a tricky business as the global economy navigates the often-turbulent zone between the end of recession and the beginning of true recovery. One by one, we are managing the big risks, and if the track record continues, 2012 will be a head-turning year.



Construction Safety Excellence™

4 Levels of Effective Safety Communications

By Shawn M. Galloway

How effectively are you communicating your messages to your workers? Communication is only as effective as the reinforcement that follows. Shawn Galloway discusses how you can achieve 'return on attention'.

Like training, a communicated message, regardless of intensity, is only as effective as the reinforcement that follows it. This also holds true for the critical role communication plays in safety. Communication, by nature, is hyper-competitive. Safety has information to share; as does quality, production, human resources, payroll, customer service, etc.

In his book, *Love is the Killer APP: How to Win Business and Influence Friends* (2002), Tim Sanders proposed a new metric, Return on Attention (ROA), when he stated, "There's nothing more valuable than attention: this was true a hundred years ago when people spent their Sunday mornings over coffee reading newspapers filled with ads, and it's true today when attention is scarcer than ever because we have so many more places to allocate it — print media, radio, television our computer screens. So if you think getting good ROI — Return on Investment — is important, you should also be thinking about **ROA, or Return on Attention.**"

We, too, should be striving for measurable ROA when we communicate something as important as safety. While it is important to communicate values and other critical organizational issues and their impact on safety, we should consider determining what return the organization is experiencing as a result of the employee attention that was given to the message. Dr. Daniel Denison said it best: "It's amazing how much time corporations spend articulating the CEO's values and vision and how little time they spend trying to understand if anyone got the message."

Applying training effectiveness validation to communication

During the mid-20th century, as experts throughout the world were looking to improve the effectiveness of training, one individual stood out. Dr. Donald L. Kirkpatrick has become one of the most frequently cited experts on training effectiveness. Kirkpatrick's simple four-level model, originally proposed in the late 1950's, provided a simple and easily measurable approach to determine the effectiveness of training.

When applying Kirkpatrick's four-level model to measure the effectiveness of safety communication, the goal is to ensure effective communication, define the desirable outcomes for each level prior to simply sharing the message, or training with new information.

Communication levels of effectiveness

Level One: Reaction – Do employees react to a message communicated to them? Do they have an emotional perspective that would be important to understand prior to expecting them to adopt the communication or information they are being trained upon? How, specifically, do you want the employees to react? Anticipating this in advance will help you frame the message appropriately, and choose the right words.

Level Two: Learning – If the goal is knowledge transfer, how will you validate that the message left your mind and entered theirs? The human brain is constantly struggling to filter out unnecessary information. If the goal is to learn something, how do you validate the knowledge now resides in them? Are you testing for memory or competency? The human brain tends to max out between four and seven bits of information in the working memory. Ensure the message or training has a few key points that facilitate memory recall. Moreover, people will remember stories and pictures more than facts and figures. Consider leveraging this when sharing

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4 Levels of Safety Communications (continued from page 7)

details. If you have three key points that are shared in a meeting or posted on a bulletin board, consider randomly asking employees what they can recall from the message.

Level Three: Behaviour – All training should have a defined behavioural objective either targeting changing or perpetuating existing behaviours. If your safety communication is a call to action message, or information that tells people what to do in safety, (i.e., communicating a recent incident and the precautions identified that would help minimize the chance of a reoccurrence, etc.), what specifically will be observable upon the conclusion of the training? In advance of the message, identify the behavioural goal and a plan to observe for visibility with the intent of providing feedback to reinforce the importance of the message.

Level Four: Results – Whether knowledge, behaviours, or a change in perceptions, we are all targeting some sort of result when communicating a message to an audience. Define in advance how the message would be measurable in results terms. For example, if the purpose of communication is to change perceptions, consider measuring perceptions before and after the message event. This does not require a formal survey; informal focus group discussions often suffice. True results become cultural. When they become part of the shared values, perceptions, and common-practice reinforced behaviours, they sustain. Remember ROA. If you are able to capture the attention of individuals, how would you measure the return on this attention?

Conclusion

Consider applying this model to your safety communication by answering the questions and remembering the principles within each level. While this will certainly improve the effectiveness of safety communication, it is not realistic to vet every message that needs to be sent, nor every single item someone will be trained on. If the strategies you employ are not sensible, they will not be implementable. Be practical in your application because anything that makes communication more difficult or inconvenient will not be sustainable.

Shawn M. Galloway is the president of ProAct Safety, an international safety excellence consulting firm.

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March 20-22, 2012

The Winnipeg Convention Centre



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Building WORKFORCE Excellence**

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Manitoba Workplace Safety & Health Act & Regulations

- 2.18 The prime contractor, or if there is no prime contractor, the employer, must ensure that the following information is clearly and prominently identified on a sign located in a conspicuous place at a construction project site:
- (a) the name of the prime contractor or the employer, as applicable;
 - (b) the location of any first aid service;
 - (c) the name and telephone number of the person who can be contacted about safety and health matters at the site; and
 - (d) contact information for the committee and the representative, as applicable.

Prominently affix your construction signs to your site fence or trailer.



Pick up signs from the MHCA office at Unit 3-1680 Ellice Avenue, or call **Work Safely at 947-1379 to order.**

WORKSAFELY MHCA

Construction Safety Excellence™

Training Schedule



Register by:

- » Email: Heather DeJaegher at safety@mhca.mb.ca
- » Fax: 204-943-2279

Cancellation Policy:

The *WORKSAFELY* policy states cancellation must be made at least two business days in advance, otherwise full course fee charge will apply.

JULY 2011	
July 5	Safe Work Procedures
July 6	Prime Contractor (1/2 day AM)
July 7	Back Injury Prevention (1/2 day AM)
July 7	Fatigue Management (1/2 day PM)
July 8	Safety Administration (1/2 day AM)
July 8	Toolbox Talks (1/2 day PM)
July 11-12	COR™ Leadership
July 13	COR™ Principles
July 14-15	COR™ Auditor
July 15	First Aid 1 - CPR
July 18-19	Train the Trainer
July 20	WHMIS (1/2 day AM)/ TDG (1/2 day PM)
July 21	COR™ Auditor Refresher (1/2 day AM)
July 22	Excavating & Trenching (1/2 day AM)
July 22	Flagperson (1/2 day PM)

AUGUST 2011	
August 8-9	COR™ Leadership
August 10	COR™ Principles
August 11-12	COR™ Auditor
August 15-16	Train the Trainer
August 17	WHMIS (1/2 day AM)/ TDG (1/2 Day PM)
August 18	COR™ Auditor Refresher (1/2 day AM)
August 19	First Aid 1 — CPR
August 19	Excavating & Trenching (1/2 day AM)
August 19	Flagperson (1/2 day PM)

SEPTEMBER 2011	
September 12	COR™ Leadership
September 14	COR™ Principles
September 15	COR™ Auditor
September 19	Train the Trainer
September 21	WHMIS (1/2 day AM)/ TDG (1/2 Day PM)
September 22	COR™ Auditor Refresher (1/2 day AM)
September 23	Excavating & Trenching (1/2 day AM)
September 23	Flagperson (1/2 day PM)

REMINDER:
WORKSAFELY requires at least six people registered to deliver the course.

Customized training is available for your specific requirements.
 Call the *WORKSAFELY* Office at (204) 947-1379 for more information.