

# RCCAO podcast targets trades recruitment

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VAUGHAN, ONT. — The latest podcast produced by the [Residential and Civil Construction Alliance of Ontario \(RCCAO\)](#) discusses how Ontario’s construction sector is well-positioned to attract a segment of youth who until now may have been thinking about careers in the hard-hit hospitality and restaurant industries.

The new podcast was released July 6 and is entitled [Talking Trades – How to Attract Young People to Construction](#). It’s the second in a nine-part series called Conversations About Construction.

The podcast features Richard Lyall, a director of the RCCAO and president of the [Residential Construction Council of Ontario](#), in conversation with Jon Callegher, executive director of [Job Talks](#), a marketing agency that promotes careers in the skilled trades.

According to Lyall and Callegher, the construction industry is in an ideal position to seize the moment and promote apprenticeships and the benefits of a job in the skilled trades.

“A lot of people in the hospitality, and especially the food service area, are used to working with tools, the work is manual, they’re on their feet a lot and so they have a natural aptitude there,” says Lyall. “We know the hospitality industry is going to take a hit going forward so the young people who thought about working in that sector might want to consider switching to the construction trades.”

The podcasts are hosted by Dave Trafford, a broadcaster on Newstalk 1010 in Toronto.