

**POWER
WORKERS'
UNION**

The Nuclear HR Challenge

- **1997: “new nuclear unthinkable”**
- **2007: “not enough workers”**
- **Next 10 years: “In Ontario, marked increase in the demand for nuclear technicians and managers.”**

Canadian Electricity Sector

- **65% of workers – 40-54 years**
- **38% nuke workers – 50+ years**
- **28% of producers with no succession plans**
- **26% of all electricity workers retiring in the next ten years**

Int'l Nuclear Workforce

- **US – to lose 40% of workers in the next five years**
- **UK – “Skills issue... biggest problem.”**
- **Europe-Asia – lower retirement ages**
- **Nuclear Suppliers – 32% workers retiring by 2009**

PWU Attitude Polling

- **85% of young adults**
 - **“have never considered a career in the electricity sector... not an option of which they were consciously aware.”**

PWU Polling

- **PWU Survey of Attitudes**
- **4 out of 5 – “job security”**
- **4 out of 5 – “opportunity”**
- **4 out of 5 – “safety-on-the-job”**

Current Programs

- **Bruce Technology Skills Training Centre**
- **TradeUp for Success**
- **Deep River Science Academy**
- **PWUTI/Bruce Power CODA**

Tactics to-date

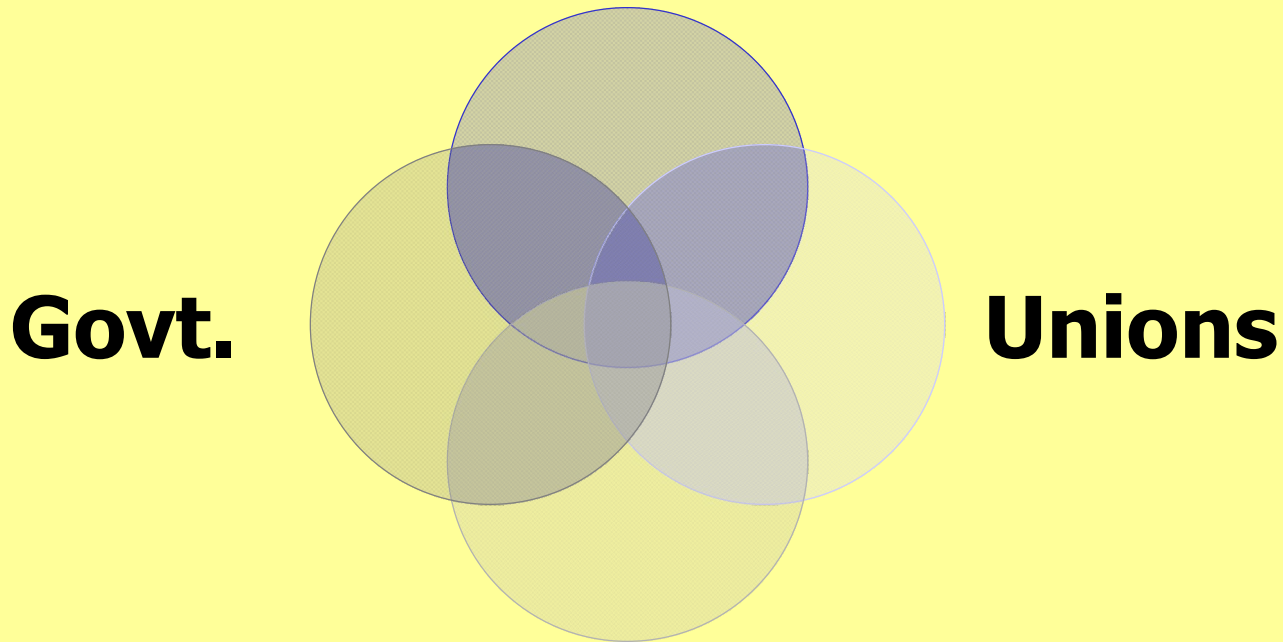
- **Knowledge retention**
- **Convince employees not to retire**
- **Poaching**

Tactics to-come

- **Training & Hiring & more Training**
- **Future = Technology**
- **Technology = High Skills**
- **High Skills = Education**

Collaboration

Schools



Govt.

Unions

Employers

To generate new workers

Recruiting Issues

- **Ethnic diversity**
- **Opportunities for women**
- **Specific professions**

What Nuclear Offers

- **Standard of Living**
- **Stability**
- **Safety**
- **Respect**

What Nuclear Offers

- **Opportunity to move up**
- **Opportunity to relocate**
- **Professional development**

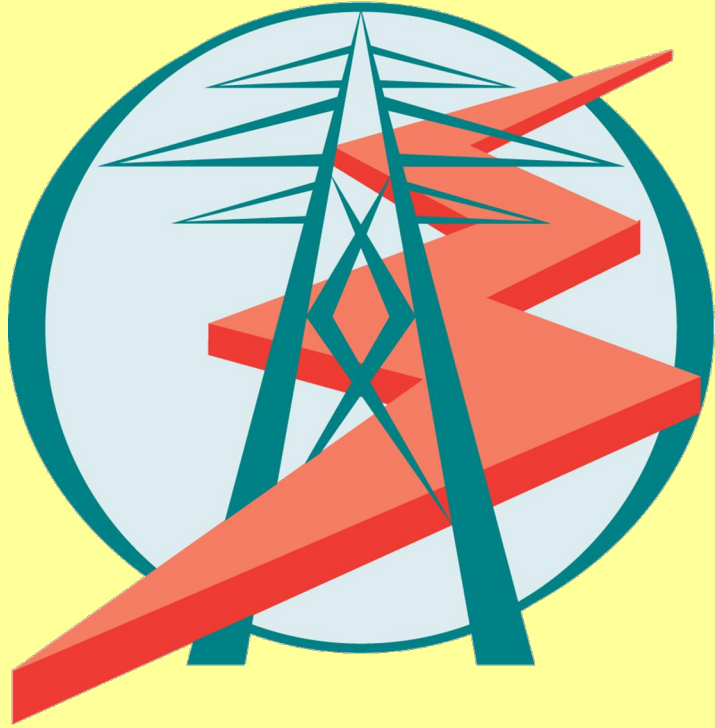
The “War for Talent”

- **U.S. National Nuclear Security Administration offering:**
 - **Loan repayments**
 - **Signing bonuses**
 - **Relocation assistance**

Securing Talent

- **Canadian industry must offer:**
 - **Competitive Incentives**
 - **Social benefits**
 - **Technical training**
 - **Continuous upgrading**

Perceptions of work	Perceptions of people	Source of perceptions	Policy Actions
<ul style="list-style-type: none"> - Controversial - Uncertain - Technical - Dangerous - Explosive - Pressured - Out of date - 3-eyed fish - Weapons - Chernobyl 	<ul style="list-style-type: none"> - Scientists - Safety managers - Men with radioactive power suits and carbon rods - Engineers - Nuclear waste officers - Homer Simpson 	<ul style="list-style-type: none"> - Pop culture - Schoolwork - Peers - Family - Teachers - NGOs - Media - Gap between education and industry 	<ul style="list-style-type: none"> - Career development - National career development strategy - Access to apprenticeship programs - Willing employers - New approaches (employer-sponsored college)



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