

Investment in Bricklaying Drives Excellent Results in 2015/2016

During the year to June 2016 Australian Brick & Blocklaying Training Foundation (ABBTF) achieved the following:

- 106 careers events and promotions were attended to encourage young people into the trade. Many of the events included Try-a-Trade.
- 1,144 students were provided with Try-a-Trade and Step Out Programs at targeted schools.
- 2,752 schools were provided with regular trade and career information, including a student nomination web page.
- Achieved a record number of website hits through a recruiting campaign on Facebook targeting youth in areas of high apprentice demand.
- Ran a campaign to target mothers of school leavers following the release of Year 12 ATAR school results.
- 13,200 Facebook Fans were reached via social media contact targeting Gen Y and Z.
- 468 job seekers and students attended Work Ready Programs in bricklaying leading to an on-site trial and potential sign up as a new apprentice.
- More than 200 apprentice job vacancies were identified through the support of bricklayers and Group Training Companies.
- Introduced a \$2,000 incentive to employers to sign up female apprentices and supported their retention.
- 1,669 apprentices were supported with employment and training via the Brickstart Subsidy for their employers.
- Achieved an increase in apprentice numbers in training of 2,609, the highest for five years.
- 81 adult apprentice bricklayers were supported with a \$2,000 incentive for employers to partly offset the pay rate cost applicable at age 21.
- Surveyed 1st Year apprentices to identify the influences and reasons for deciding to become a bricklayer.
- Contacted supported apprentices and their employers to provide support in line with the retention program.
- Produced 28 e-newsletters and 60 blog articles to inform industry on bricklaying and ABBTF activities.
- Worked with a number of residential builders to share ABBTF strategies and address the bricklayer shortage.
- Provided evidence to Government on the bricklayer shortage to successfully advocate for bricklaying to remain on the Skilled Occupations List.
- Provided advice to Government and industry training organisations in some states on workforce participation and training strategies.
- Supported quality apprentices participating in WorldSkills Australia competitions at regional and national level.
- Provided a scholarship to support the training and preparation of Bricklaying's competitor for the 2017 WorldSkills International event.

OPERATING RESULTS	2015/16 Nos.	2014/15 Nos.	FINANCIAL RESULTS	2015/16 \$000's	2014/15 \$000's
Apprentices in Training	2,609	2,474	Revenue	4,566	4,620
ABBTF Supported Apprentices	1,669	1,641	Total Expenditure	3,955	4,672
ABBTF Supported Commencements	1,134	890	Operating Surplus	611	(52)
ABBTF Supported Completions	405	302	Training Reserve	2,814	2,203
Adult Apprentice Support	81	63	App Subsidies to Employers	1,202	2,052
Work Ready Course Commencements	468	385	Recruiting and Training Support	426	429
Careers Expo Events Attended	106	105	Taster and Work Ready	146	236
Step Out Program and Try-a-Trade	1,144	2,193	Promotion	412	373
Peak Monthly Websites Visits	16,214	16,832	Development	970	870
Facebook Fans	13,200	11,100	Administration	800	712

Ian Stoneman, Chief Executive Officer
August 2016

The full Statutory Annual Report will be available on the ABBTF website or as a hardcopy on request.



Chloe Buck, a great example of
the high quality female recruits
joining the Bricklaying trade.