

ABBTF Operating Results 2014/2015

During the year to June 2015 the Australian Brick & Blocklaying Training Foundation (ABBTF) achieved the following:

- 105 careers events and promotions were attended to encourage young people into the trade. Many of the events included Try-a-Trade.
- 2,193 students were provided with Try-a-Trade and Step Out Programs at targeted schools.
- 2,841 schools were provided with regular trade and career information, including a student nomination web page.
- An extensive recruitment program to fill apprentice vacancies was conducted with online promotion, job advertising and candidate assessment.
- 385 job seekers received short Work Ready bricklaying courses with an on-site trial and sign up of the new apprentice.
- 11,000+ Facebook Fans were reached via social media contact targeting Gen Y and Z.
- Up to 200 apprentice job vacancies were identified through the support of bricklayers and Group Training Companies.
- Introduced a Spotters Fee reward to past and current apprentices who nominated a new apprentice in bricklaying.
- 1,641 apprentices were supported with employment and training via the Brickstart Subsidy, an increase of 26% on the previous year.
- 63 adult apprentice bricklayers were supported with a \$2,000 incentive for employers to partly offset the adult pay rate cost.
- 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.
- 19 e-newsletters, 8 print newsletters and 58 blog articles were created to inform the industry on brick and blocklayer and ABBTF activities.
- Gained extensive media coverage on the bricklayer shortage leading to promoting and filling apprentice job vacancies.
- Worked with a growing number of residential builders to share ABBTF strategies and address the bricklayer shortage.
- 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, national and international level.
- Provided a scholarship to support the training and preparation of the WorldSkills bricklaying competitor for the 2015 WorldSkills International competition.

OPERATING RESULTS	2014/15 Nos.	2013/14 Nos.
Apprentices in Training	2,474	2,042
ABBTF Supported Apprentices	1,641	1,302
ABBTF Supported Commencements	890	595
ABBTF Supported Completions	302	478
Adult Apprentice Support	63	35
Work Ready Course Enrolments	385	80
Careers Expo Events Attended	105	127
Step Out Program and Try-a-Trade	2,193	2,616
Peak Monthly Websites Visits	16,832	8,308
Facebook Fans	11,100	7,800

FINANCIAL RESULTS	2014/15 \$000's	2013/14 \$000's
Revenue	4,620	4,248
Total Expenditure	4,672	3,950
Operating Surplus	(52)	298
Training Reserve	2,203	2,255
App Subsidies to Employers	2,052	1,433
Recruiting and Training Support	429	366
Taster and Work Ready	236	314
Promotion	373	337
Development	870	832
Administration	712	668

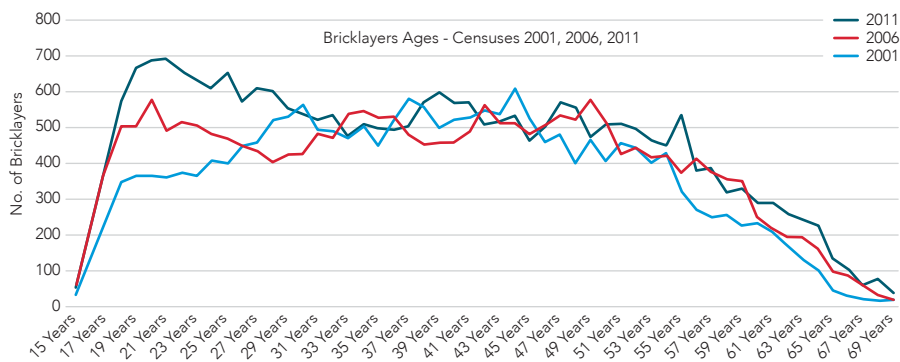
The full Statutory Annual Report will be available on the website or as hardcopy on request.

Geoff Noble, ABBTF Chief Executive Officer

August 2015

ABBTF Strategy Achieves Younger Workforce

A comparison of ages of bricklayers at each of the past three Censuses shows a marked increase in younger bricklayers in the workforce. The ABBTF programs over past years have boosted apprentice numbers and younger people joining the trade. Joint contributions by Brick and Block Manufacturers and the building industry purchasing their products continues to be a sound investment in addressing the skill shortage in bricklaying.



Supported by Brick & Block Manufacturers of Australia

Source: Australian Bureau of Statistics 2011 Census compared with two prior Census Reports data.

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