

National Report

During the year to June 2012 Australian Brick & Blocklaying Training Foundation (ABBTF) achieved the following:

- 1,923 apprentices were supported through Brickstart subsidies paid to their employers, based on satisfactory training outcomes.
- 443 apprenticeship completions meant final subsidy payments to employers.
- Brickstart Bonus provided an additional incentive to boost sign ups and improve retention in all States.
- New Retention strategy better prepared the employer and apprentice plus new, timely follow up to support each party in the event of a cancellation.
- 217 mature aged apprentices or their employers supported to overcome their financial disadvantage.
- 1,848+ secondary school students participated in ABBTF Step Out Programs to gain hands-on experience in bricklaying.
- 38 apprentices received regional travel support to overcome the disadvantage of distance from training centres.
- 38 existing workers received financial support to have their skills assessed, to enable gap training to achieve a qualification in bricklaying.
- 10,000 recipients received E-Newsletters online replacing mailed versions with increased frequency.
- Careers Advisors campaign including classroom lesson tools and kit including DVD, posters well received.
- Facebook engaging with young people to promote the trade.
- Websites revamped highlighting most sought after information for potential apprentices and bricklayers:
- Between 3,600 - 5,600 visits per month to Become a Bricklayer website.
- Average of almost 1,100 visits per month to ABBTF website, since December 2011 refocus.
- "Opens Doors" campaign promoted the career path from a qualification in bricklaying with Posters distributed to schools, TAFE's and at careers expos.
- Promoted high achievers in bricklaying including employers and apprentices as role models.
- 126 careers expos and events attended with promotions to encourage young people into the trade. Many of the events included Try-a-Trade.



OPERATING RESULTS	2011/12 No.	2010/11 No.	FINANCIAL RESULTS	2011/12 \$000's	2010/11 \$000's
Step Out Program Students	1,848	2,436	Revenue	4,467	6,905
Apprentices Supported by ABBTF	1,923	2,184	Total Expenditure	3,725	8,191
Apprentices in Training	2,533	2,939	Operating Surplus	742	(1,286)
Mature Apprentices Supported	217	62	Training Reserve	1,703	961
Apprentice Regional Travel Support	38	68	Apprentice Subsidies to Employers	1,098	4,662
Bricklayer RPL Support	38	56	Training Support	509	852
TAFE Colleges and RTO's	57	57	Step Out Program	355	633
Group Training Organisations	54	59	Promotion	432	721
Careers Expo Events Attended	126	118	Development	731	727
Peak Monthly Website Hits	5,863	3,881	Administration	599	596

Geoff Noble, General Manager
30 August 2012

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