



BCITO WORKFORCE DEVELOPMENT UPDATE 2018

PAINTING & DECORATING

BCITO has been leading a significant project focused on workforce development in construction over the past three years. This work ensures that the sector is proactively driving change in our workforce rather than reacting to change.

Actively developing the workforce is critically important due to continued skill shortages and the changing nature of the workforce.

The landscape of the construction sector has changed considerably in the last year. Demand for building work has continued at historic highs while factors such as Kiwibuild, the Government's Construction Skills Action Plan and the collapse of several major building contractors have put further pressure on the system.

At the same time, a number of previously emerging trends in the workforce have really started to be

felt this year. Topics including gender equality, workplace flexibility, expectations of youth, and workplace relations have all had significant attention in the media and society in 2018.

While these changes have been occurring, one thing that hasn't changed is that skill shortages have remained acute. Across construction we need at least 80,000 more people in the next few years to meet demand.

Some key metrics about the painting and decorating workforce are in the table below. The following pages highlight some of the workforce development initiatives that have happened over the past two years and outline how we can continue to develop the painting and decorating workforce in the coming years.

WORKERS IN 2017	16,696
NEW AND REPLACEMENT DEMAND OVER THE NEXT FIVE YEARS	7,846
ADDITIONAL SKILLED WORKERS NEEDED EACH YEAR	596
TRAINEES AS AT 30 SEPTEMBER 2018	493
COMPLETIONS OCTOBER 2017 - SEPTEMBER 2018	149



DEVELOPING THE PAINTING & DECORATING WORKFORCE

1// GETTING THE RIGHT WORKFORCE

KEY THEMES FROM INDUSTRY

- **CREATE A GOOD BUSINESS AND TEAM CULTURE**
 - Make staff feel like part of the business
 - Establish whole of workplace training opportunities

- **BE A GREAT EMPLOYER**
 - Modelling good employment practices
 - Pay realistically and offer incentives
 - Recognising staff as people as well as employees
 - Create and promote career paths
 - Provide ongoing training and development
 - Offer people a variety of tasks and work
 - Offer flexibility
 - Pay and incentives

- **TARGET THE RIGHT PEOPLE DURING RECRUITMENT**
 - Promote careers in the sector to customer base
 - Promote the creative side of the trade
 - More targeted promotion
 - Encourage women and people from a diverse range of ethnic groups to enter the sector

- **CHANGE PERCEPTIONS ABOUT THE PAINTING SECTOR**
 - Create stability in the industry and invest in image
 - Change the perception of influencers so they see painting as an attractive career
 - Recognition for "Painter of the Year" and other awards

KEY ACHIEVEMENTS IN 2017

- A marketing plan specifically for painting & decorating has been drafted. It will be implemented in 2018 following sector consultation.

- myBCITO is a new digital portal that secondary students, career seekers, apprentices, and employers will use to get engaged and stay engaged with construction careers and training.

- Four painting businesses hosted secondary students as part of the Big Construction Tour, showing young people what being a painter is really like.

- A regional industry/BCITO partnership model has been developed and will shortly be implemented to attract career seekers into painting & decorating by promoting pathways into the sector.

- The benefits of gender, ethnic and age diversity were highlighted in painting & decorating sector emails.

- Painting & decorating was profiled in schools on a regional basis, with a particular focus in Southland and Otago.

KEY ACHIEVEMENTS IN 2018

- myBCITO was launched to schools in February 2018 and has over 4,500 registered students. The digital portal was then released to job seekers in April.

- BCITO's *Trade Up* campaign encouraged young people to aspire to trades careers in construction by highlighting a variety of trades across a range of different media platforms.

- BCITO completed research with successful trades' women, women who withdrew from training and employers. Research publication, marketing, resources and support will roll out in 2019.

- Master Painters Association and BCITO sponsored the 100 Day Renovation television programme to promote the sector, careers and apprenticeships.

- BCITO celebrated our 12,000 apprentice who was a female painter and decorator.

- Painting and decorating was highlighted at the Auckland Trades for Me Expo.

2// RUNNING BUSINESSES EFFECTIVELY

KEY THEMES FROM INDUSTRY

- **CHOOSE THE RIGHT PEOPLE TO BE MANAGERS**
 - Provide leadership opportunities for potential leaders
 - Create succession planning within businesses
 - Transition pathway from trade to business owner

- **BUILD MANAGEMENT CAPABILITY**
 - Develop best practice resources
 - Build culture of ongoing skill development at all levels of the business
 - Raise awareness of importance of management skills
 - Increase mentoring
 - Create bite sized training opportunities
 - Lobby for legislation for licensing of business owners
 - Make best use of management training
 - Target people at early stage as business owners

- **ENCOURAGE BUSINESS PRACTICES THAT BUILD RESILIENCE**
 - Adapt training to meet future needs
 - Make better use of technology
 - Have access to high quality information
 - Be broad enough to diversify, don't just do one thing
 - Work with Government and other large companies procuring work to smooth work flows

KEY ACHIEVEMENTS IN 2017

- An employer's human resources toolkit has been launched on the BCITO website with resources, templates and links to build employer capability in the sector.

- Three pilots of online supervisory, project and business management training programmes have been run in 2017 with 78 past apprentices and employers from seven industries participating.

- Paul Eaton from Profile Painters was chosen as a My Boss Legend. A case study and video of Paul will be used to promote being a great painting & decorating employer.

- Return on Investment research is moving to another level. A company level tool has recently been developed and was trialled in the painting sector.

- A painting & decorating sector email profiled a great employer with a remarkable company culture. Tips to become an Employer of Choice evolved from this profile.

- BCITO Skills Brokers are developing key account sales programmes for painting & decorating.

KEY ACHIEVEMENTS IN 2018

- The *My Boss Legend* campaign showcased a series of videos and examples which promoted being a great employer.

- BCITO rolled out Advanced Trade Supervisor Skills Training "Bites of Learning". These skills packages enable tradespeople to develop supervisory skills as part of a qualification or as a standalone course.

- BCITO Upskill project went live, with resources, courses and support for bookkeeping, accounting, administration, technology, mentoring, health & safety, leadership, supervisory, and project management.

- BCITO supported recently completed apprentices to attend the Master Painter's PainterCraft Trust management course.

- BCITO attended the Resene roadshows and Dulux Trade Expos across the country to promote industry training and apprenticeships.

- Sector emails have focused on business development with themes including diversity, personal development, and being a good employer.

3// DEVELOPING SKILLS AND VALUING QUALIFICATIONS

KEY THEMES FROM INDUSTRY

- **PROMOTE VALUE OF QUALIFIED PAINTERS TO PUBLIC**
 - Promote having trained and qualified staff
 - Making training a point of difference
 - Linking qualifications to regulations and licencing if implemented

- **ENCOURAGE MORE BUSINESSES TO TRAIN APPRENTICES**
 - Promote return on investment in training
 - Recognise people who have trained many apprentices
 - Promote return on investment - communicate to sector
 - Share profiles of real success stories that are local, relatable, and practical.
 - Make use of influence of the supply chain

- **CREATE A TRAINING CULTURE WITHIN BUSINESSES, LED FROM THE TOP**
 - Ensure that pay rates reflect qualifications
 - Celebrate training success
 - Create a plan for each apprentice
 - Establish ongoing training opportunities
 - Regular, dedicated time for training
 - Show career and training paths
 - Get people involved in bite sized or lower level training as a pathway to further learning

KEY ACHIEVEMENTS IN 2017

- BCITO and Polytechs have been working to implement the Resene sponsored Master Painters Asbestos / Lead Management Training at stage 2 off job training.

- The existing training system has been reviewed to be ready for the launch of the new Painting & Decorating qualifications in 2019.

- Apprenticeships were promoted at the Master Painters NZ conference, encouraging employers that training is a great thing to engage in for business.

- BCITO is trialling "micro-credentials" with pilots in five sectors over the next six months. These training packages are highly focused and complement full qualifications.

- New entry and judging criteria for the Apprentice of the Year Award have been developed and implemented.

KEY ACHIEVEMENTS IN 2018

- BCITO has actively contributed to the government's Construction Skills Strategy and current set of education reviews, as well as preparing a briefing for new ministers.

- Micro-credentials have officially been launched by NZQA. As part of this, BCITO is undertaking a pilot of managed traineeships and continuing to work with NZQA and TEC around implementation.

- BCITO and the NZ Council for Educational Research are researching factors that underlie success and failure for apprentices and building a tool to foresee risk factors.

- The new painting qualification is being developed and will be launched in January 2019.

- A training module on lead based paint was added to stage 2 block courses.

- BCITO supported the Master Painters Conference to promote apprenticeships and industry training.

A CHANGING LANDSCAPE



As the construction sector continues to evolve the businesses that will be the most successful are those that can adapt their workforce to meet future needs. Actively planning the future workforce will set up individual businesses and the sector as a whole to be prosperous and meet changing demand.

WHAT NEXT?



In 2019 BCITO will be reviewing our workforce development programme to ensure that it continues to meet the needs of our sector. This will involve reviewing what is most important to the painting and decorating sector and agreeing actions and initiatives. We are also investigating developing a digital platform which will connect a much larger number of employers with workforce development initiatives.

WHAT YOU CAN DO



To effectively develop the painting and decorating workforce we need businesses to actively think about their own workforce needs and also those of the wider sector. We also need sector leaders who take the lead, promote positive practice, and encourage other businesses to actively engage in workforce development. We look forward to working with you to drive real change in the construction workforce and ensure it meets future needs.

CALL BCITO ✖ TODAY

0800 4 BCITO (422 486) OR VISIT BCITO.ORG.NZ