



# BCITO WORKFORCE DEVELOPMENT UPDATE 2018

## RESIN FLOORING

**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 resin flooring workforce are in the table opposite. 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 resin flooring workforce in the coming years.



TRAINEES AS AT  
30 SEPTEMBER 2018

40

COMPLETIONS OCTOBER  
2017 - SEPTEMBER 2018

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# DEVELOPING THE RESIN FLOORING WORKFORCE

## 1// GETTING THE RIGHT WORKFORCE

### KEY THEMES FROM INDUSTRY

- **BE SOUGHT AFTER IN THE MARKET**
  - People want to work for successful, functional companies
  - Use and promote quality resin systems – user friendly
- **BE A GREAT EMPLOYER, GO BEYOND MINIMUM REQUIREMENTS**
  - Regular rewards- tangible, inclusive, voted by staff
  - Give people info about what's happening, eg work forecasts
  - Let staff know you value them
  - In larger companies enable people to progress
  - Opportunity to buy into company
  - Offer training
  - Rotate jobs to give people variety
  - Form strong teams
- **RAISE AWARENESS OF RESIN FLOORING AND CAREERS AVAILABLE**
  - Positive profiles to show opportunities
  - Promote positive aspects of sector including fun, variety, seeing project from start to finish, team work, technical aspects, travel
  - Promote portability of skills
- **KNOW WHICH STAFF TO RECRUIT**
  - Full driver's licence, site safe, knowledge or awareness of construction sector
  - Encourage women and people from a range of ethnic backgrounds to apply for roles in the sector
  - Employ people with a desire for learning and qualifications

### KEY ACHIEVEMENTS IN 2017

- A marketing plan specifically for resin flooring 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.
- Projects are underway focusing on Māori, Pasifika, and Asian workers which aim to increase diversity in resin flooring and the wider construction sector.
- BCITO skills brokers had a two day session upskilling in resin flooring. This will enable them to be better equipped to help attract people to the sector.
- The Women in Trades research project has been established which aims to increase the participation and success of women in construction and engineering trades.

### 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.
- Resin flooring was profiled as sector of the month on the BCITO website.
- BCITO content and collateral has been updated to showcase the industry. This includes:
  - Career cards, the careers page on the BCITO website, and the schools brochure
  - Industry exposure on BCITO expo equipment, merchandise, and vehicles
  - My Boss Legend video focusing a resin flooring employer

## 2// RUNNING BUSINESSES EFFECTIVELY

### KEY THEMES FROM INDUSTRY

- **IDENTIFY PROMISING PEOPLE AND GIVE THEM OPPORTUNITIES**
  - Outward Bound and other courses
  - Giving people exposure to ideas outside core roles
  - Succession planning, exit plan for owner – get people involved in the business
  - Look for people with mana and help build it
- **RAISE MANAGEMENT AND BUSINESS SKILLS OF ALL STAFF**
  - Inclusiveness
  - Offer ongoing training seminars
  - Develop toolbox sessions beyond technical skills
  - Opportunities for people to do measurement, costing etc.,
- **ENSURE MANAGEMENT TRAINING BEST MEETS SECTOR NEEDS**
  - Bite-sized learning opportunities – 'just in time' business training
  - Mentoring
- **RECOGNISE THE DIFFERENT BUSINESS CYCLES AND PRESSURES THAT RESIN FACES**
  - Counter-cyclical in some areas - big customers can make use of cheaper construction costs
  - Different busy periods than the rest of construction, busiest in winter
  - Very mobile businesses

### KEY ACHIEVEMENTS IN 2017

- Bernard Scott of BM Scott Ltd. was chosen as a My Boss Legend. A case study and video of Bernard will be used to promote being a great resin flooring employer.
- Good business practices were encouraged by featuring articles in sector updates on business owners who create a dynamic company culture and lead by example.
- An employer's 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.
- BCITO exhibited a purpose built "Growth Hub" at the BuildNZ/Designex industry trade event to promote using training and retention to grow businesses.

### KEY ACHIEVEMENTS IN 2018

- The My Boss Legend campaign showcased a series of videos and examples which promoted being a great employer.
- BCITO Upskill project went live, with resources, courses and support for bookkeeping, accounting, administration, technology, mentoring, health & safety, leadership, supervisory, and project management.
- Businesses have been utilizing the aging workforce within the industry to mentor – imparting knowledge and extending tenure of industry experts.
- BCITO has created additional resources for the small to medium employers toolkit.
- 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

- **DEVELOP A TRAINING CULTURE WITHIN A BUSINESS, LED FROM THE TOP**
  - Ongoing training for all staff and managers
  - Training matrix of where everyone is up to
  - Lining up people with right skills for right jobs
  - Help with deficits in things like numeracy and literacy
  - Pay them more – incentives
- **INCREASE THE PERCEIVED VALUE OF QUALIFIED RESIN INSTALLERS**
  - Promote qualifications – through industry mags, on contractors' quotes and invoices
  - Make use of suppliers – specify only qualified people
  - Market firm as fully qualified
  - Encourage customers to only employ businesses with qualified staff = a level of quality and uniformity

### KEY ACHIEVEMENTS IN 2017

- 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.
- A presentation was given at the 2017 Allnex 50th Annual Conference highlighting the importance of qualifications and formal skills training to resin employers.
- An ERP process has been set up to enable people who did the National Certificate in Flooring Substrate to gain their resin qualification.
- Articles in trade publications have been used to raise sector awareness about the value of qualifications in resin flooring and the wider sector.

### 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.
- Allnex Contractors Federation promoted Free Fees training to applicators via a personalized newsletter encouraging more people to train.
- Allnex Contractors Federation celebrated My Boss Legend within their membership.
- Sika NZ is scoping a scholarship with BCITO with a focus on supervisory qualifications.

## 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 resin flooring 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 resin flooring 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](http://BCITO.ORG.NZ)**