



BCITO WORKFORCE DEVELOPMENT UPDATE 2018

BRICK & BLOCK LAYING

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 brick & block laying 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 brick & block laying workforce in the coming years.

WORKERS IN 2017	3,447
NEW AND REPLACEMENT DEMAND OVER THE NEXT FIVE YEARS	1,038
ADDITIONAL SKILLED WORKERS NEEDED EACH YEAR	79
TRAINEES AS AT 30 SEPTEMBER 2018	215
COMPLETIONS OCTOBER 2017 - SEPTEMBER 2018	46



DEVELOPING THE BRICK & BLOCK LAYING WORKFORCE

1// GETTING THE RIGHT WORKFORCE

KEY THEMES FROM INDUSTRY

- FOLLOW GOOD EMPLOYMENT PRACTICE
 - Pay fairly and offer incentives
 - Offer flexible work arrangements where practical
- CREATE A POSITIVE WORKING ENVIRONMENT
 - Create a good business and team culture
 - Treat people right
 - Provide opportunities to grow and career paths
 - Be a good first employer
 - Provide a variety of interesting work
- EMPLOY THE RIGHT PEOPLE
 - Know how to identify quality staff
- RAISE THE PROFILE OF THE BRICK & BLOCK LAYING SECTOR
 - Change perceptions about "Brickies"
 - Have more targeted, Brick & Block laying specific advertising
 - Sell the lifestyle
- BROADEN THE RANGE OF PEOPLE BEING RECRUITED INTO THE SECTOR
 - Encourage people from a more diverse range of ethnic groups to enter the sector
 - Investigate barriers to women getting into the sector

KEY ACHIEVEMENTS IN 2017

- A marketing plan specifically for brick & block laying 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 women in trades and Māori which both aim to increase diversity in brick & block and the wider construction sector.
- Associate Tertiary Education Minister Louise Upston traded jobs with a bricklayer at The Brothers Mead as part of Got a Trade, Got it Made to promote trades careers.
- Trowel Trades and two brick & block employers hosted secondary students as part of the Big Construction Tour, showing young people what being a brickie means.

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.
- Quarterly sector emails highlighted successful stories about women and diversity in the brick & block laying workforce.
- Brick & block laying was promoted to career seekers as the sector of the week on the BCITO website in April 2018.

2// RUNNING BUSINESSES EFFECTIVELY

KEY THEMES FROM INDUSTRY

- PROVIDE MANAGEMENT TRAINING FOR PEOPLE BEFORE THEY BECOME MANAGERS
 - Identify people who have management/ leadership potential
 - Include financial literacy and basic business skills in qualifications
 - Training for people considering opening a business
- PROVIDE MENTORING FROM EXPERIENCED BUSINESS OWNERS
- PROMOTE GOOD BUSINESS MANAGEMENT PRACTICES
 - Develop career paths for people and the whole business
 - Succession planning
- GIVE PEOPLE ACCESS TO UNDERSTANDABLE, HIGH QUALITY INFORMATION
- ADAPT PRACTICE TO MAKE BUSINESSES MORE RESILIENT
 - Make better use of technology
 - Adjust pay rates to meet current conditions

KEY ACHIEVEMENTS IN 2017

- An employer's toolkit has been launched on the BCITO website with resources, templates and links to build employer capability.
- 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.
- Brad Gemmell from Brad the Brickie Ltd was chosen as a My Boss Legend. A case study of Brad will be used to promote being a great employer.
- Return on Investment in training in brick & block research has begun. Results will be available in early 2018 and will be used to encourage employers to train staff.
- Workforce Development benefits for businesses was a topic at regional seminars run by the NZ Masonry Trades Association.

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.
- Research on Return on Investment in training in brick & block laying was carried out and will be released in late 2018.
- BCITO has created additional resources for the small to medium employers toolkit.

3// DEVELOPING SKILLS AND VALUING QUALIFICATIONS

KEY THEMES FROM INDUSTRY

- RAISE PUBLIC AWARENESS ABOUT THE VALUE OF QUALIFIED BRICKLAYERS
 - Promote having trained and qualified staff
 - Link qualifications to licencing and regulations
- PROMOTE TRAINING PATHWAYS
 - Get people involved in bite sized or lower level training
- CELEBRATE WORKERS SUCCESSES AND ACHIEVEMENTS
 - Link pay rises to training
 - Recognise and reward trainees aspirations
 - Industry celebration of qualifications
- BUILD CULTURE OF ONGOING SKILL DEVELOPMENT AT ALL LEVELS OF THE BUSINESS, LED FROM THE TOP
 - Take responsibility for progressing training
 - Regular, dedicated time for training
 - Get actively involved in training of apprentices

KEY ACHIEVEMENTS IN 2017

- Silver Trowel Award for the Apprentice of the Year has continued to be awarded. Work is being done to make the selection process more robust.
- Articles in trade publications have been used to raise sector awareness about the value of qualifications in brick & block laying and the wider sector.
- All apprentices and their employers involved in the Brick and Block off job training are being surveyed to ensure content and delivery best meets needs.

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.
- 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.
- 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.
- Support for Silver Trowel Apprentice of the Year Award extended to include block course tutor assessments.
- A survey of apprentices who withdraw from brick and block apprenticeships is being developed to better understand non-completions.

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 brick & block laying 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 brick & block laying 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