

# media release



**MASTERS OF OUR INDUSTRY**

Master Builders Association of Victoria  
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## **Revolutionary \$14 million 3D training centre launched in Melbourne today**

Melbourne has become the Southern Hemisphere's first city to offer state-of-the-art simulation training for the building and construction industry with today's launch the \$14 million Building Leadership Simulation Centre (BLSC).

Master Builders' BLSC uses 3D technology, a 15-metre wide parabolic screen, 12 site sheds and a team of specialist actors to create a virtual workplace where participants confront the challenges of a real building site in a risk-free environment.

The Minister for Tertiary Education, Skills, Science and Research, Senator Chris Evans, officially opened the South Melbourne centre today, announcing \$1.9 million in Federal Government funding to support the facility.

Master Builders Executive Director Brian Welch thanked the Gillard Government for supporting the revolutionary new approach to training, which focuses on communication, leadership and problem solving.

"The BLSC is the world's best training platform to deliver building industry improvements in productivity, safety, leadership and communication. It has the capacity to reduce OHS incidents, improve building quality and cut construction costs," Mr Welch said.

"The BLSC is the single biggest investment Master Builders has ever made. After seeing the competitive edge that simulation technology was delivering to the biggest builders in Europe, we knew the Australian building industry could not afford to miss out."

The biggest names in Australia's building and construction industry – including Australand, Baulderstone, Metricon, and Lend Lease – have already signed on as foundation partners. The facility can train thousands of trainees each year, from apprentices through to project managers.

"Master Builders will use the centre to up-skill experienced workers and provide international, best practice training to the next generation of building and construction apprentices," Mr Welch said.

"Young people in our industry are crying out for something more than classroom-based training. We know that the immersive learning environment of the BLSC's virtual workplace will tackle the 50 per cent apprentice attrition rate.

"Experience in Europe shows that this style of training lifts employee performance and delivers safer, faster and more cost effective building. That is good for our workforce, good for employers and ultimately good for Victoria's economy," Mr Welch concluded.

"The BLSC will help ensure the building industry is best placed to deliver the houses, offices, factories, workplaces, schools, hospitals and other social infrastructure we need, on time and on budget."

**Videos and images of the BLSC available upon request.**

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