

media release



MASTERS OF OUR INDUSTRY

Master Builders Association of Victoria
ABN: 38 004 255 654

8/8/12

National Master Builders apprentice program to visit East Geelong tomorrow

Master Builders will take the world first, newly nation-wide 'ALink' program to tomorrow in a bid to tackle apprenticeship drop-out rates.

Executive Director Brian Welch said Master Builders' research revealed more than 51 per cent of Victorian trade apprentices do not complete their training.

"Dubbed 'the apprentices' new best friend', ALink aims to bridge the gap between apprentices and the industry, providing information and tools they need to stay focused and successful," Mr Welch said.

Over the past two years, Master Builders has developed a package of services and offerings, exclusively for apprentices, based on its research that has looked at the reasons why the industry has high attrition rates.

"Our research showed that apprentices wanted more relevant, clear and centralised information. There is also prevalent communication break-down between apprentices – who are mainly Generation Y – and their Baby Boomer bosses and mentors," said Mr Welch.

"In response to our success with ALink, the Federal Government has committed to providing up to \$8.5 million in funding to help other states roll out a mentoring program.

"The \$12 million Construction Apprenticeship Mentoring Scheme will be rolled out across the country to continue the successful work we've started here in Victoria with ALink.

"Master Builders recognised a gap in the industry and we are ideally placed to bridge that gap."

Master Builders has already reached more than 2000 apprentices with ALink. By attending roadshows, apprentices receive a 12-month, free membership with Master Builders entitling them to wage advice, career advice and discounts on tools, cars and fuel. They can also have access to a dedicated website - www.alink.org.au.

The new mentoring scheme is expected to begin soon.

"Master Builders aims to inject each apprentice's education with the industry support and networking opportunities that they have been lacking," Mr Welch said.

"We want ALink to be the one-stop-shop for Victorian building sector apprentices to go to and get the information and advice they need to get ahead."

For more information on ALink visit www.alink.org.au

Media welcome at ALink Roadshow – interviews and photo ops available.

Time: 2.30pm – 4.30pm.

Date: Thursday, 9 August.

Address: Gordon TAFE, Carpentry Barn, Onley Avenue, East Geelong.

FAST FACTS

- **51 per cent** of Victorian building sector apprentices will drop-out before completion.
- There are **20,000** building and trades apprentices in training at any one time.
- **3,000** apprentices and trainees commence their training in Victoria each year.
- **65 per cent** of apprentices in the building industry are aged between 15 and 24.
- **35 per cent** are aged between 15 and 19 years.

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