

## MEDIA RELEASE

9 September 2021

### **New Master Builders Victoria (MBV) industry-led campaign urges Victoria's building and construction workers to 'Get the job done' so the whole sector can get back to work**

Victoria's 320,000 building and construction workers are being urged to 'Get the job done' so everyone can get back to work as part of a new industry-led vaccination campaign launched this week.

An extensive billboard campaign, together with co-branded social media material including videos featuring personalised messaging from members, mail outs, and other communications has been arranged as part of the drive.

The campaign, co-ordinated by Master Builders Victoria (MBV), has gained support from across the building and construction sector, with Multiplex and Metricon leading the charge.

The MBV Board and Council of Management last month voted unanimously to support MBV's vaccination strategy, recognising the important role that the organisation plays in leading the industry through the next phase of the pandemic recovery.

Industry research has confirmed that when building and construction sector workers seek COVID-19 related information, they look to company notices and material provided by employer associations.

MBV CEO Rebecca Casson said it has become clear that one of the keys to Victoria's recovery is the vaccination of the broad community and, more specifically, Victoria's building and construction workers.

"Our sector is uniquely placed to deliver an industry roll-out of vaccination initiatives," Ms Casson said.

"Our industry must remain united and do everything it can to support our workers to get vaccinated, where they can, particularly those in our culturally and linguistically diverse communities.

"Getting as many Victorians informed about the vaccines as quickly as possible so that there is no longer any reason for lockdowns, border closures, or other restrictions is vitally important for our sector and our community."

Graham Cottam, Regional Managing Director for Multiplex, said the company has nine projects in Australia under construction with 2500 workers currently missing from those sites because of COVID-19 restrictions.

“Over the past two years, COVID-19 has nearly destroyed our families, way of life, and businesses,” Mr Cottam said.

“The Victorian Government has given our sector the opportunity to lead and show the community and businesses how to overcome COVID-19 by being the first industry to achieve a 90 per cent vaccination level.

“Working in collaboration with Master Builders Victoria and the unions, we have been industry leaders throughout the pandemic, especially with the COVID-19 Industry Guidelines, and our sector must continue that trend.

“It is evident that Governments now see vaccination as the only way to get back to normal life quickly.

“And in Victoria, 90 per cent of our workforce must have had one jab by 23 September 2021 so that 50 per cent of employees can be back on building sites.”

Peter Langfelder, Director and General Manager - Victorian Housing – of Metricon Homes, said that despite the devastating impacts of COVID-19, the Victorian building and construction industry continued to show its extraordinary strength and resilience.

“However, our sector cannot survive on a pilot light forever,” he said.

“Many small building and construction businesses that are not permitted to work indoors are struggling, alongside the hundreds of Victorians awaiting the completion of their kitchen or bathroom renovations.

“So, it doesn’t matter if you work in the commercial or residential sector, it’s vital that our workforce gets the job done and then we can all get back to work.”

## **ENDS**

## **BACKGROUND**

Around 23 September 2021, when 70 per cent of Victorians are estimated to have had at least one vaccine dose, the building and construction industry can increase its workforce capacity to 50 per cent.

However, this is subject to 90 per cent of workers **having received at least one vaccine dose** and epidemiology at the time.

**It is important to note that businesses in many other sectors will not be permitted to re-open at this time in September.**

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Nevertheless, in Master Builders Victoria's discussions with the Victorian Government, it was made clear that the building and construction industry will be one of the first sectors in Victoria to take advantage of this new proof of vaccination percentage framework.

In essence, the building and construction sector will, once again, lead in the comprehensive response to COVID-19 and the staged reopening of the Victorian economy.

On behalf of members, MBV is continuing to work closely with the Government to assist them in developing the proof of vaccination framework for the building and construction industry and negotiate how the 90 per cent rule will be applied to the sector.

A major new vaccination effort was launched on 8 September 2021 across Victorian construction sites, bringing 30,000 doses of COVID-19 vaccines to the arms of workers playing their part to end the lockdowns and get Victoria moving again.

Driven by a partnership between employers, unions, government and the industry worker's entitlement fund Incolink, the vaccination drive will target key areas in Melbourne's current outbreak and also bring rapid testing to sites to help find any asymptomatic cases.

The first phase of the program will begin with 1000 workers rolling up their sleeves for vaccination.

Vaccination hubs will be established at two major building sites, with dozens of smaller sites and a drive-through vaccination service also forming part of the program.

***We urge all workers in our sector, and all Victorians, to seek advice from their healthcare professional and book a vaccination appointment by visiting [portal.cvms.vic.gov.au](https://portal.cvms.vic.gov.au) or by phoning the Coronavirus hotline on 1800 675 398.***

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## **MASTER BUILDERS VICTORIA**

[www.mbav.com.au](http://www.mbav.com.au)

Since 1875, Master Builders Victoria has grown to be Victoria's leading building and construction industry voice.

A broad-based organisation, we service the needs of the entire industry, from residential to commercial and engineering businesses, principal contractors to subcontractors, manufacturers and suppliers.

We continually assist in developing the skills of our members by providing access to a wide range of services and proactive representation to government and industry. Master Builders Victoria also serves the community by fostering best practice work standards and acting as an independent advisory service for our industry.

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