

media release



MASTERS OF OUR INDUSTRY

Master Builders Association of Victoria
ABN: 38 004 255 654

25/02/11

Master Builders to launch world first apprentice's programme to cut drop-out rates

The Master Builders Association of Victoria will launch the world first 'Alink' programme today at Swinburne University of Technology's Croydon campus in a bid to tackle apprenticeship drop-out rates.

Association Executive Director Brian Welch said Master Builders' research had revealed why more than 50 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 the information and tools that they need to stay focused and successful," Mr Welch said.

"To our knowledge, no other industry group has invested the time and money into supporting apprentices that we plan to with Alink."

Over the past 18 months, the Master Builders has developed a package of services and offerings based upon research which has found there were two main reasons for the high attrition rates. The first reason was the lack of relevant, clear and centralised information for apprentices. The second reason was a high incidence of communication break-down between the apprentices – who are mainly Generation Y – and their Baby Boomer bosses and mentors.

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

Over the coming year, Master Builders will take 18 Alink Road Shows to TAFES throughout Victoria reaching up to 2000 apprentices, face-to-face. All apprentices will receive a free 12 month student membership with Master Builders entitling them to wage advice, career advice and discounts on tools, cars and fuel. Apprentices will also have access to a dedicated website - www.alink.org.au – which will feature up to date information on apprentice awards, government grants, scholarships and trade events.

Alink will also provide mentoring programmes and workshops for apprentices wanting to learn more about how to advance their careers.

"Master Builders is aiming 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 Launch Roadshow

Time: 2pm

Date: Friday, 25 February, 2011

Address: Swinburne University of Technology, 12-50 Norton Road, Croydon

*Photo and interview opportunities available with Brian Welch and **Wangaratta** and **Holmesglen** pilot programme attendees.*

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FAST FACTS

- **50 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
- **3000** 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

Confirmed Alink Road Shows

- Swinburne (Croydon Campus) – 25 February
- Bendigo (BRIT TAFE) – 4 March
- Geelong (Gordon TAFE) – 11 March
- NMIT – 23 march
- Ballarat (University of Ballarat) – 7 April
- Box Hill (Box Hill TAFE) – 14 April
- Victoria University – 12 May