

# media release



**MASTERS OF OUR INDUSTRY**

Master Builders Association of Victoria  
ABN: 38 004 255 654

7/3/12

## **Master Builders to take world first apprentice's program to Swan Hill**

The Master Builders Association of Victoria will take the world first 'ALink' program to Sunraysia TAFE, Swan Hill next Tuesday in a bid to tackle apprenticeship drop-out rates.

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

"This is a unique program to support apprentices and we are investing our time and resources to help ensure they find their way to a long-term successful career in the building and construction industry." 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. 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," said Mr Welch.

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

Master Builders has been taking ALink Road Shows to TAFEs throughout Victoria, reaching more than 2000 apprentices. By attending, apprentices receive a 12-month free 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](http://www.alink.org.au).

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

"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](http://www.alink.org.au)

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

**Time:** 2 – 4.30pm.

**Date:** Tuesday, 13 March, 2012.

**Address:** Carpentry Barn, Sunraysia TAFE, 64 Sea Lake-Swan Hill Rd, Swan Hill.

### **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
- **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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