

**FEBRUARY 2023**

# NATIONAL OFFICE MONTHLY REPORT

## FROM THE CEO

The first day of the parliamentary year for the Federal Government was on Monday, 6 February 2023, which saw us hosting the Builders BBQ on Queens Terrace at Parliament House. With over 200 attendees over the evening, we were able to chat with Members of Parliament, Senators, advisors, and journalists. It was great that we welcomed parliamentarians from all parties, including Cabinet Ministers and Shadow Ministers. It was an opportunity to talk about the key issues affecting the industry. The following day we hosted the National Leaders Summit, also at Parliament House, with speakers being the Hon Julie Collins MP, Minister for Housing and Homelessness, the Hon Ed Husic MP, Minister for Industry and Science, the Hon Peter Dutton MP, Leader of the Opposition, Senator the Hon Michaelia Cash, Shadow

Minister for Workplace Relations, and the Hon Wayne Swan, Chair of Cbus Super. After each speaker's address, we had the opportunity for a lengthy Q&A session. Our thanks go to Cbus for supporting both events. After all that activity at Parliament House, we then bunkered down for national meetings with an array of issues covered, including workplace relations, economic conditions of the industry, housing, skill shortages, and silica. The remainder of the month has seen a flurry of activity as we activated matters from the meetings. We also conducted media from the release of our forecasts, Housing Report, and responses to the silica considerations by the Work Health Safety Ministers. More detail on all these issues and more are covered in the reports contained in this report.

7 FEBRUARY 2023

## Read our policy priorities

Delivering the housing needs for all Australians



We released our priorities on delivering the housing needs for all Australians which outlines the key housing policy areas that need to be addressed by all levels of Government in order to achieve sustainable and affordable housing outcomes.

[CLICK TO READ](#)

## MASTER BUILDERS PODCAST

**THE MASTER BUILDERS PODCAST IS BACK!**

The first episode of 2023 featured an interview with National President Craig Edmunds.

Craig spoke about his passion for giving back to the industry, the mentors who helped him along the way, and his 34 year career with Fairbrother.

The episode also featured an overview of our latest Forecasts.

Be sure to keep an eye out for the next episode on social media, PodBean or Spotify.



[CLICK TO LISTEN](#)

**BUILDERS BBQ**  
**6 FEBRUARY 2023**





# NATIONAL LEADERS SUMMIT

7 FEBRUARY 2023



Address by the Hon. Peter Dutton MP, Leader of the Opposition



Q&A with the Hon. Julie Collins MP, Minister for Housing, Homelessness and Small Business



Q&A with the Hon. Wayne Swan, Chair CBUS Super Group



Q&A with the Hon. Ed Husic MP, Minister for Industry and Science



Address by Senator the Hon. Michaelia Cash, Deputy Leader of the Opposition in the Senate

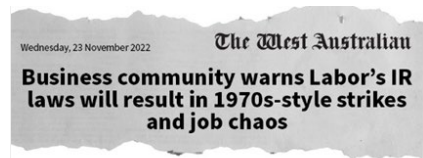
## ADVOCACY

A busy start to the year with government focus on a range of policy areas within the industry from housing supply, industrial relations, labour market shortages and migration.

Over the first two months, the National Office has responded to over 100 media queries, issued 13 media releases and participated in a number TV and radio interviews including Sky News, the Today Show, 7News, ABC Breakfast and 2GB.

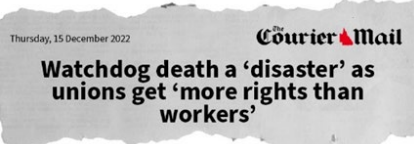
## INDUSTRIAL RELATIONS

Late last year we saw the passage of the first tranche of the government's industrial relations 'Secure Jobs, Better Pay' legislation. Despite another round of amendments, we voiced our strong opposition to the Bill. We did however acknowledge and welcome the government's carve-out for the industry from multi-employer bargaining but reminded government that builders don't operate in an economic silo and will still face disruptions along the supply chain for other industry affected by multi-employer bargaining. We are monitoring increased union activity and the capacity for the Fair Work Ombudsman to respond. Earlier this year the Minister responsible for industrial relations, the Hon. Tony Burke flagged two more tranches with the most substantial in the second half of the year. We will be watching this space and responding to any major developments.



Wednesday, 23 November 2022

**Business community warns Labor's IR laws will result in 1970s-style strikes and job chaos**



Thursday, 15 December 2022

**The Courier Mail**

**Watchdog death a 'disaster' as unions get 'more rights than workers'**

## Builders call on Labor to double \$10b housing investment fund

### Exclusive

Tom McIlroy

Builders say Labor's planned Housing Australia Future Fund is not ambitious enough, calling for a doubling of the proposed capital investment to \$20 billion.

Calling for housing to be considered a core infrastructure priority for the federal government, Master Builders Australia boss Denita Wawn has told a Senate committee more funding is urgently needed.

She called for bipartisan support for federal Labor's proposed \$10 billion future fund account, designed to pay for 30,000 new social and affordable housing properties over five years.

Ms Wawn said: "We urge the opposition and crossbench senators to take a pragmatic approach for sensible reform."

"Finding solutions to the issue of affordable housing is imperative as it poses one of the country's biggest challenges, and we must work together to address it."

"Master Builders forecasts new housing over the next five years will fall short of the 200,000 homes needed annually until 2026-27."

The fund will eventually include 4000 properties for women and children facing family and domestic violence, as well as for older women at risk of homelessness.

Prime Minister Anthony Albanese has savaged the Liberal and National parties for their opposition to the policy. He is in negotiations with the Greens over the legislation.

Greens leader Adam Bandt left open the possibility of supporting Labor's plan, but the minor party wants Labor instead to spend \$5 billion a year.

Visiting Adelaide yesterday, Mr Albanese said the Coalition's attempt to block legislation for the fund would hurt women and children escaping domestic violence, and veterans in need of stable accommodation.

"They say no to everything. They don't have anything to offer," he said.

Liberal MP Bridgett Archer split with colleagues to support the fund in federal parliament last week.

Lower house Greens MPs abstained from the vote, angry that Labor had pushed it through before negotiations had wrapped up.

Housing Minister Julie Collins has promised Labor would consider Senate amendments put forward by the crossbench, where Jacqui Lambie, Tammy Tyrrell and David Pocock's support is critical to the bills progress.

The Coalition and the Greens have asked Labor to explain how the investment, set to be added to the Future Fund but with any interest reserved for housing, would operate if no profit is made. Last calendar year, the Future Fund made a 3.7 per cent loss, meaning there would have been no money for housing.

"However, to meet the additional 800,000 dwellings needed by 2035, the size of the fund's capital investment should be expanded from \$10 billion to \$20 billion," she said.

Master Builders believes the fund



## HOUSING

Wherever possible, we continue to show support for the Federal Government's Housing Accord announced in the October Budget and the need for states and territories not to be complacent in hitting the ground running to start addressing some of the backlogs in housing supply. There's a sharp focus in the media around cost of living pressures and housing affordability, particularly with rising interest rates so we continue to advocate for more supply and reducing ineffective regulations that keep people stuck in the back office instead of on the ground.

Given the complexities in the housing market, the National Office has released a housing policy priorities document which was shared with journalists, government members and social media.

The Government is also proposing a number of reforms in this space with the Housing Australia Future Fund and the establishment of the Housing Australia and the National Housing Supply Council. We used the submission process to review the legislation and present our position in the media. This was also shared with the opposition and crossbench, urging them to take a pragmatic approach and support this legislation.

## FORECASTS

At our National Leaders' Summit we released the latest industry forecasts alongside the housing policies document.

Over the course of the day and subsequent weeks there have been numerous media requests which filtered through to state associations as well. This provided a valuable opportunity to support our advocacy efforts around commercial, civil and residential construction with strong evidence-based policy.





## BUDGET SUBMISSION

Ahead of the May Federal Budget, we released our pre-budget submission which covered a range of sensible policy proposals to support pinch points in the industry. This was briefed to several journalists and received reasonable coverage across the major newspapers and TV.

We continue to promote this on social media and will ramp up more budget-related media as we approach May.

The submission was also shared with relevant ministers, the opposition and crossbench.

## LABOUR MARKET SHORTAGES AND MIGRATION

We released our submission to the Federal Treasury's employment white paper and Department of Home Affairs review of the migration system which was profiled as an exclusive in The Australian. This kicked off a discussion over several weeks in the media over labour market shortages and the need to lift migration caps along with more support for apprenticeships.

Advocacy was further boosted by the release of the Population Statement which we were quick to respond on and point to the need for 470,000 workers in our industry to make up ageing and industry exist shortfalls. This was enhanced with several radio and TV interviews at a state and national level.

Pleasingly, Minister Brendan O'Connor announced an expansion of the skills priority list with eight new occupations in building and construction taking it to 47 in total. We anticipate this will be one of the primary challenges throughout the year and in addition to policy advocacy, we are exploring proactive campaigns to profile apprentices in the industry.




## FEMALE PARTICIPATION AND WOMEN BUILDING AUSTRALIA

As labour market challenges are front and centre in the media, we are proactively promoting the Women Building Australia program where possible. MBA NSW's Brian Seidler appeared on the Today Show and a follow-up opportunity arose to promote the WBA's mentorship program with interviews featuring mentor Bek Bishop and mentee Laura Stevenson. This was then used to kick of the application process for our 2023 program with an awareness campaign running over the course of February 2023.

The Corporate Affairs team is also busy running a campaign to launch the Female Led Business Register to assist the public, particularly vulnerable women who would prefer to use female builders and tradies.




# NATIONAL ECONOMIC DATA SNAPSHOT

## NON-RESIDENTIAL BUILDING

December 2022

2,665 non-residential building jobs valued at \$4,915.5 million were approved in AUS.

\$1.8 million average value of non-residential building jobs approved.

36.4% public sector share of non-residential building jobs approved.

Non-residential building jobs approved

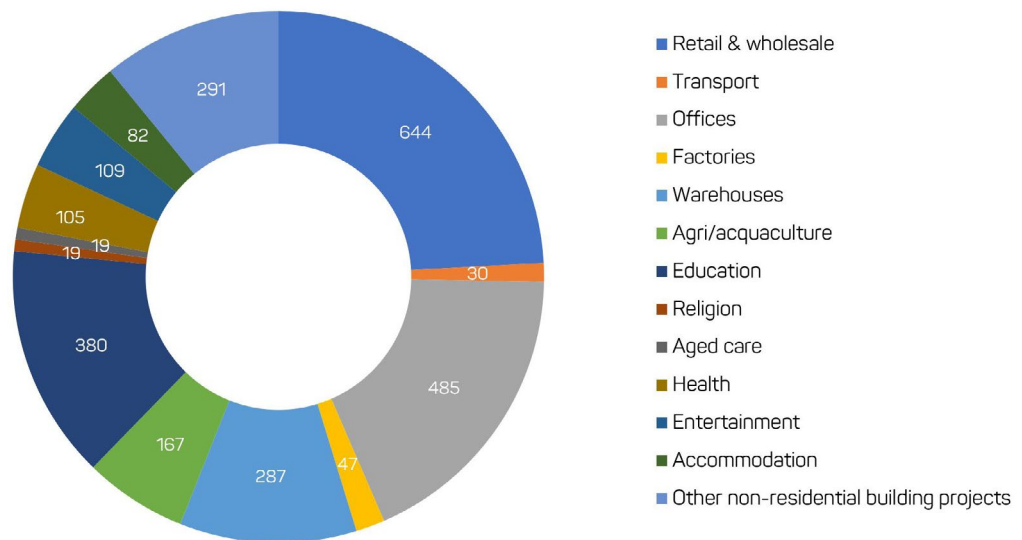
### Building Product Inflation %



+14.2%

Year to

December 2022



## CIVIL CONSTRUCTION

Civil construction work September 2022 quarter (\$m)



Civil works by activity, September 2022 quarter (\$m)

Activity	Started	Done	To be done
Bridges, railways and harbours	\$2,999.7	\$3,947.0	\$15,753.6
Roads, highways and subdivisions	\$17,261.4	\$6,528.8	\$34,169.5
Water storage and supply, sewerage and drainage	\$1,819.6	\$1,843.0	\$8,041.8
Electricity generation, transmission and distribution incl pipelines	\$5,140.2	\$4,802.3	\$12,642.6
Telecommunications	\$1,798.8	\$1,757.6	\$393.3
Heavy industry	\$9,589.3	\$6,014.6	\$32,005.0
Recreation & other	\$2,903.5	\$2,214.4	\$2,155.4
<b>TOTAL</b>	<b>\$41,512.6</b>	<b>\$27,107.8</b>	<b>\$105,161.2</b>

## RESIDENTIAL BUILDING

### House prices: year to January 2023



Capital city



Regional markets

### Unit prices: year to January 2023



Capital city



Regional markets

### Rental price changes in Australia

+1.2%  
During Dec  
2022 quarter



+4.0%  
Over year to  
Dec 2022  
quarter

### Building approvals: December 2022



16,556

Total new home  
building approvals  
-3.8%  
change on  
Dec 2021



8,989

Detached houses  
-12.2%  
change on  
Dec 2021



7,567

Units/apartments  
+8.7%  
change on  
Dec 2021



\$862.2 million

Home renovations  
-12.6%  
change on  
Dec 2021

### Residential building work during September 2022 quarter

#### COMMENCED NEW HOMES

195,370

All dwellings

124,960

Detached houses

70,410

Apartments/units

#### COMPLETED NEW HOMES

173,085

All dwellings

116,299

Detached houses

56,786

Apartments/units

#### New homes still under construction on 30 September 2022



244,480

All dwellings

104,330

Detached houses

140,150

Apartments/units

#### New homes approved but not yet commenced as at 30 September 2022



30,519

All dwellings

11,419

Detached houses

19,100

Apartments/units

### Lending indicators: December 2022

10,033

Loans to owner occupiers for  
construction of new home  
-24.1% change on Dec 2021

5,853

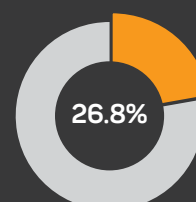
Loans to investors for construction  
of new home  
+12.6% change on Dec 2021

5,671

Loans to owner occupiers for  
residential land purchase  
-34.5% change on Dec 2021

3,139

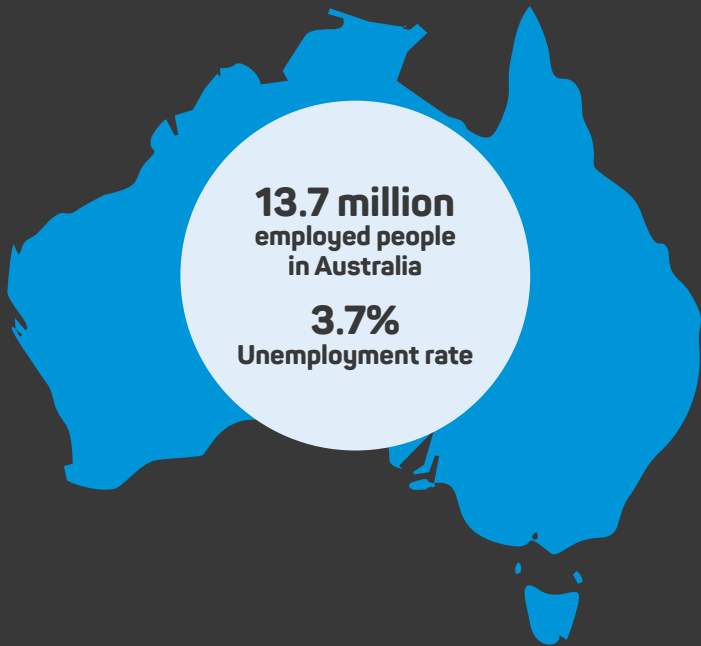
Loans to investors for residential  
land purchase  
+18.1% change on Dec 2021



First Home Buyers  
share of loans

## LABOUR MARKET

January 2023



## CONSTRUCTION WORKFORCE



**1,284,854**  
People employed in  
construction in Australia

**352,491** Resi/commercial  
builders

**128,478** Civil construction  
builders

**803,885** Resi/commercial  
subcontractors



Of Australian  
jobs are in  
construction



Account for women  
working in Australian  
construction

## CONSTRUCTION BUSINESSES

**445,081**

Construction Businesses  
(at June 2022)

Number of workers



258,272	0
180,814	1-19
5,790	20-199
205	+200

Turnover



**20.5%**  
turnover >\$50,000

**1.4%**  
turnover <\$10m

## CONSTRUCTION INDUSTRY APPRENTICES AND TRAINEES

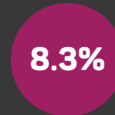
**124,440**

Construction apprentices in-training  
(at June 2022)



**56,575** new starts  
(year to June 2022)

**21,690** completions  
(year to June 2022)



Female share of construction  
apprentice commencements  
(year to June 2022)



**6,402**  
apprentice carpenters  
in training



**3,894**  
apprentice plumbers  
in training



## PRIORITY POLICY ISSUES

POLICY AREA	KEY ACTIONS	ISSUES PROGRESSING
<b>Building Regulation</b>	<ul style="list-style-type: none"> <li>• Submission to the Federal Government’s National Energy Performance Strategy consultation process lodged, available <a href="#">here</a>.</li> <li>• Meeting: Department of Climate Change, Energy, the Environment and Water – Re: National Framework for the Disclosure of Residential Energy Efficiency Information</li> <li>• Meeting: Department of Industry – Re: MOU Review between Standards Australia and the Federal Government</li> <li>• Meeting: Water/weatherproofing community of practice</li> <li>• Standards Australia</li> <li>• AS 4200 Pliable Building Membranes</li> <li>• AS 1926 Pool Barriers</li> <li>• Podcast Recording – Interview Craig Edmunds and Shane Garrett</li> </ul>	<ul style="list-style-type: none"> <li>• Developing Action Plan for Master Builders Sustainability Goals for Building Regulation Committee meeting 30 March 2023</li> <li>• Podcasts</li> <li>• Water/weatherproofing community of practice</li> <li>• National Framework for the Disclosure of Residential Energy Efficiency Information</li> <li>• Standards Australia</li> <li>• AS 4200 Pliable Building Membranes &amp; AS 1926 Pool Barriers</li> </ul>
<b>Contracts</b>	<p><b>Standards Australia governance reviews</b></p> <ul style="list-style-type: none"> <li>• MBA met with the Department of Industry, Science and Resources this month in relation to the Government’s review of the MOU it has with Standards Australia.</li> <li>• During the meeting we raised our ongoing concerns around access (or lack there-of) to regulated Australian Standards and the absence of government oversight of Standards Australia’s governance, processes and protocols.</li> <li>• In addition to consultations on the MOU, we are in the process of providing feedback on an alternative standards development model which has been proposed in a discussion paper released by Standards Australia.</li> <li>• We have some concerns about the proposed changes, including a proposal to amend to the definition of consensus (which ultimately determines whether or not a Standard is published in Australia) and how projects are proposed and progressed.</li> </ul>	<ul style="list-style-type: none"> <li>• While acknowledging the importance of Standards Australia’s work, and our close involvement with it, MBA will continue to seek assurances that the organisation recognises the importance of good governance and industry engagement in all of its processes.</li> </ul>

### **Standards Australia – General Conditions of Contract Review continues**

- The National Office attended two **further** full-day meetings of the technical committee this month as part of the update of AS 4000.
- The Review is progressing quickly, with the committee currently considering a raft of changes drafted by lawyers Jones Day who have been issued with the first tranche of drafting instructions by the Standards technical committee.
- Despite the Review’s significant progress, we continue to hold concerns that the technical committee is frequently deviating from the project’s narrow scope, a point which was raised during a one-on-one meeting with Standards later this month.
- Notwithstanding, the Review will likely result in publication of an updated AS 4000 towards the end of 2023 and then the ultimate withdrawal of AS 2124.

### **MBA attends Senate Committee inquiry into Corporate Insolvency**

- On Tuesday 21st February, Shaun Schmitke and Shane Garrett appeared in Sydney before the Senate Joint Committee on Corporate Insolvency.
- To complement our written submissions, we provided oral evidence highlighting the complexity of the BCI and the interdependency between contracting parties up and down the construction chain.
- In our submissions, we highlighted that given the industry-specific nuances of the BCI, there are certain commercial and policy considerations that governments need to take into account when considering any reform to address corporate insolvency in the sector.

### **National Contracts Advisory Committee**

- The NCAC did not meet formally during the reporting period.
- A face-to-face meeting of the NCAC will also be scheduled shortly.

### **Economy & Productivity**

- Submission to Parliament related to key housing legislative package (February 2023)
- First 2023 meeting of National Economics & Productivity Committee in Hobart on Wednesday, 22nd March 2023
- Release of Master Builders Australia building and construction forecasts to 2026-27 (Nine reports: one for Australia, one for each state and territory)
- Master Builders Submission to Parliamentary Inquiry into Cost of Living
- Master Builders Australia Submission to Treasury for Federal Budget 2023–24
- Submission by Master Builders to federal Treasury’s Superannuation Consultation
- Appearance by Master Builders Australia before Joint Parliamentary Inquiry into Corporate Insolvencies (February 2023)

## Industrial Relations

### Government consults MBA on next tranche of IR reform

- MBA met with senior officials at the Department of Employment and Workplace Relations ('DEWR') this month in response to a number of issues flagged by the Government for reform in the coming months.
- These issues are likely to represent the first tranche of change to IR laws for 2023, and include what the Government has described as being 'less controversial' changes including superannuation in the NES, FW Act application to temporary migrant workers, default superannuation and pay deductions.
- A further meeting to discuss draft legislation will take place within days. The National Office will continue to work with the Department to ensure regulatory settings are appropriate and practicable for our members.

### Implementation update - Secure Jobs, Better Pay Bill

- Following the passage of the [Fair Work Legislation Amendment \(Secure Jobs, Better Pay\) Bill 2022](#) the Government has commenced implementation of the various associated reform.
- A number of measures are already in force including; a new prohibition of sexual harassment under the FW Act, the establishment of equal remuneration provisions and prohibition of pay secrecy clauses, the sunseting of zombie agreements and changes around the initiation of bargaining and assessment of EBA applications.
- Further reform take effect over the coming months including (but not limited to) amendments to flexible working arrangements and paid parental leave, and significant changes to the enterprise bargaining regime.

### Council on Industrial Relations ('COIL')

- MBA attended a meeting of the COIL on 15th February to review draft regulations relating to the Fair Work Act's new prohibition on Sexual Harassment.
- As a member of COIL, MBA has the regular opportunity to review draft (confidential) legislation relating to IR reform. This is key in being able to influence regulatory outcomes affecting our members.



### **Fair Work changes**

- The Fair Work Commission has introduced changes to how it publishes information on Modern Awards, with the introduction of its new [Find an Award](#) page.
- The page will still allow users to:
  - Browse Modern Awards in alphabetical order;
  - Navigate within each Award using a table of contents;
  - Download a Word version of the Award;
  - Copy and paste from the Award; and
  - See the history of changes to each Award.
- The Fair Work Ombudsman has also recently published an updated Fair Work Information Statement ('FWIS'). The FWIS must be provided to new employees and contains information about their conditions of employment. The updated FWIS can be viewed [here](#).
- As a member of the FWC's small business reference group, MBA provides ongoing and direct feedback to the Commission, and related agencies, with a view to continually improving the way in which it delivers its services and information.

### **ACCI IR staffing changes**

- This month saw the departure of ACCI's long-serving Director of Workplace Relations, Scott Barklamb. Scott has been a prominent player in the Australian IR landscape for many years and his knowledge, experience and unwavering commitment to always seeking the best outcomes for members was greatly appreciated.
- MBA will continue to be engaged as a key member of ACCI's Workplace Relations Committee, with Jessica Tinsley currently acting in the ACCI Director role.

### **National Industrial Relations Advisory Committee**

- In response to the Government's ongoing prioritisation of workplace reform, NIRAC met this month to discuss implementation issues arising from the passage of the Secure Jobs, Better Pay Bill.
- Next month will see the launch of NIRAC's fortnightly "IR catch-ups" which will provide State/Territory Associations with the opportunity to do a deeper dive into contemporary IR issues.
- The National Office will also hold a face-to-face meeting in Canberra in the coming months and will continue to work with the committee OOS to develop, and advocate for, agreed national positions on key workplace policy areas.

### Off the leash! Member engagement meetings help refine policy approach and Government relations work

- The National Office has been let off the leash during February, attending a number of meetings to speak directly with members about the impacts arising from the abolition of the ABCC and changes to bargaining laws passed in late 2022.
- These included a meeting of commercial members in Queensland, and an interview with MBASA CEO and part-time pod-cast-extraordinaire Will Frogley.
- With further meetings scheduled over the coming weeks, direct engagement with members is a highly valued and important opportunity to help the National Office better understand the impacts of policy change on members, and be able to better represent them in Canberra.

### Jobs & Skills

#### Migration

- Master Builders made [a submission to the Joint Standing Committee on Migration's inquiry into the role of Permanent Migration in National Building](#).
- In line with earlier migration submissions, we advocated for reforms to simplify and streamline visas, English language requirements aligned to occupation, improved recognition of international qualifications, and expanded post-study work visas.

#### Jobs and Skills Australia (JSA)

- Master Builders made [a submission to the JSA discussion paper](#).
- Master Builders supports the establishment of JSA and its expanded role in workforce analysis.
- We advocated for a formal advisory role for Jobs and Skills Councils within the JSA structure, broad collaboration mechanisms to reflect the varying interest and capacity of stakeholders to engage and improving the interoperability of government data sets.

#### Jobs and Skills Councils (JSCs)

- JSCs, formerly Industry Clusters, will have carriage of vocational training product development, career mapping and workforce analysis.
- Master Builders is leading the development of a tripartite JSC for the built environment.
- The Department is running an onboarding forum for JSC Directors and CEOs at the end of February. The forum is set to focus on expectations, governance and frameworks.

#### Master Builders Jobs and Skills Committee

- The J&S Committee is meeting on Thursday 23 March at the MBV Building Leadership Simulation Centre.

#### Data

- Apprentices – Over 124,435 apprentices in training on 30 June 2022. 56,570 new starts in the year to 30 June 2022.
- Job vacancies – 294,000 online job ads in November 2022, including over 21,000 in construction related occupations.
- Labour Force – 1.29 million construction workers in Australia in November 2022, including 169,000 managers, 642,000 trades, and 180,000 labourers.

## Work Health & Safety

### Engineered Stone

- As members will no doubt be aware, there has been a sharp focus on silica and silica-related disease in recent weeks. In addition to matters canvassed in the media, we have been actively working behind the scenes, including:
  - Formulating a response to a “ban” on engineered stone, in consultation with the NWHSC ahead of the WHS Ministers’ meeting;
  - Attendance at ACCI’s Silica Reference Group Meeting to consider industry’s collective response to proposed reform options (including that of a ban);
  - Preparing background notes for the State/Territory Associations on the raft of proposals for reform under consideration; and
  - Reviewing the draft National Silicosis prevention strategy prepared (on behalf of the Government) by the Lung Foundation.
- MBA made submissions on a number of options as part of SWA’s Silica Consultation RIS process late last year. Although the proposals within the CRIS consultation paper included a raft of regulatory reform, a ban was not one of them.
- The Commonwealth’s recent push for consideration of a ban meant that the National Office had to give swift and significant consideration to the impacts of such a policy.
- In meetings with the Minister’s Office and Department, we argued that whatever governments determined to do in terms of silica reform, there would need to be in-depth consideration and consultation with industry on the scope of the changes to avoid any unintended consequences. We also reiterated that clarity and consistency was key in assisting businesses to adjust to any new regulatory framework.

### WHS Ministers meet

- On 28th February the State/Territory Ministers had a relatively brief meeting to discuss three key agenda items being – silicosis, the development of a Model Industrial Manslaughter framework and psychosocial hazards.
- As mentioned above, the meeting was dominated by the issue of silica and specifically the prospect of a “ban” of engineered stone products.
  - Following the meeting, the Ministers issued a joint communique stating their commitment to the scoping of a ban of engineered stone products.
  - The Commonwealth Minister has now tasked SWA to commence urgent work on the project, who will consult with MBA and other industry stakeholders to determine what the parameters of a ban should be and the regulatory regime required to support such a policy.
  - We anticipate a Consultation RIS process will commence shortly, with a final decision to be considered again by WHS Ministers later this year.

### Safe Work Australia finalises Model Tower Cranes Code

- Another significant project the National Office has been engaged in this month is the finalisation of SWA’s Model Tower Crane Code of Practice.
  - We anticipate the Code will be endorsed by SWA Members at their next meeting in March, with the majority of States and Territories likely to adopt it in the coming months.
- In consultations, we reiterated that the Code should be practicable, reflect contemporary industry practice and ensure it does not inadvertently give rise to additional safety hazards.



### **SWA publishes its Australian Work Health and Safety 10 year strategy**

- SWA has now published its [Australian Work Health and Safety Strategy 2023-2033](#)
- After a lengthy development and consultation process, State/Territory governments finally agreed to the document which was officially launched this month.
- The new 10-year national strategy has been developed to reduce workplace fatalities, injuries, and illnesses in Australia.
- MBA provided feedback on the Strategy which guides the work of SWA and its Members including representatives of governments, employers and workers.
- SWA notes that the Strategy will also contribute to the work and understanding of all in the WHS system including researchers, experts and practitioners who play a role in owning, contributing to and realising the national vision.

### **Standards Australia**

- The National Office continued its representation on a number of safety-related standards committees including those relating to pre-fabricated concrete, scaffolding and WHS management systems (SF-001).
- We will continue to be involved in the development of safety-related standards where appropriate.

### **National Work Health and Safety Committee**

- The NWHSC met on Friday 24th February and Monday 27th February largely to discuss its position on increasing calls for the Government to ban the importation and use of engineered stone products.
- A face-to-face meeting will be held in Canberra in the coming months.

## **KEY DATES IN MARCH**

- WED, MAR 1** Fortnightly Executive Directors Zoom
- THURS, MAR 2** Monthly National Board Zoom
- THURS, MAR 9** Finance Committee Meeting
- MON, MAR 13** CANBERRA DAY - National Office Closed
- THURS, MAR 15** Fortnightly Executive Directors Zoom
- TUES, MAR 22** National Economics & Productivity Committee Meeting - Hobart
- WED, MAR 23** National Jobs & Skills Policy Committee - Melbourne
- THURS, MAR 29** Fortnightly Executive Directors Zoom

## WOMEN BUILDING AUSTRALIA

### WOMEN BUILDING AUSTRALIA NATIONAL MENTORING PROGRAM 2023

WBA launched the 2023 National Mentoring Program on 30 January 2023. The program will run for 8 months from April until November.

Registrations for the program from Mentees has been phenomenal. By the 2nd week alone over 100 mentees had registering for the program. Mentor registrations are lagging mentees thus the focus of the second half of the applications period to be recruitment of more mentors.

WBA has provided information on the program to all Master Builders State and Territory Associations and run a successful social media campaign promoting the program.

Mentoring Program Key Dates are:

- 30 JAN 2023 - Applications Open
- 28 FEB 2023 - Applications Close
- 28 MAR 2023 - Program Launch Webinar
- 20 JULY 2023 - Mentee's Mid Program Review Webinar
- 27 JULY 2023 - Mentor's Mid Program Review Webinar
- 15 NOV 2023 - Program Close Webinar

### FEMALE LED BUSINESS REGISTER

WBA launched a campaign promoting the Female Led Business Register with two goals:

1. increase listings on the register, and
2. increase awareness of the register within the boarder community.

The campaign promoting the Female Led Business Register (FLBR) started in December utilising two key platforms, in game advertising and social media utilised 6 profile films of women running construction businesses produced by MBA's media and content partner Screencraft. In game advertising was utilised to promote to the broader community utilising a 30 second TVC and ran from the beginning of December up to Christmas. The social media campaign has been running since 10 December featuring 6 profile videos in a staggered campaign on social media.

### Game Advertising Results

Due to the success of the View Through Rate (VTR) of the FLBR 30 second TVC we were provided with bonus placements above what was booked. WBA originally booked 400,000 ad views, however WBA was provided an additional 202,000 ad views due to the VTR success of the FLBR TVC representing a 50% bonus valued at \$30,000.

In game Advertising Stats:

- Targeting Females aged 25-55+
- 602,000 completed views (400,000 originally booked)
- 202,000 bonus views valued at \$30,000
- VTR of 97.4% & CTR of 0.1%
- 744 Clicks

### Social Media Campaign

The social media campaign is currently running on Facebook, Instagram, LinkedIn and YouTube.

Results from the social media campaign so far are:

- Total Impressions achieved: 474,228
- Total Reach achieved: 313,560
- Total Clicks to website: 4017
- Total Views on YouTube: 76560

The Female Led Business Register campaign on social media will continue for approximately another month with the expectation of the numbers towards the end of the campaign to increase significantly.

### Web Traffic Results so far:

- 49 Registered Businesses
- 13274 Page Views of the register

Be sure to follow us on our social media handles for timely updates on all WBA Activities at the below links:



[@WomenBuildingAustralia](#)



[@womenbuildingaustralia](#)



[@women-building-australia](#)