

### **MASTER BUILDERS SA BORN TO BUILD APPRENTICESHIP PROGRAM TO DELIVER THE NEXT GENERATION OF TRADIES**

**The partnership between Master Builders SA and the State Government acknowledges the skills shortage in the building and construction industry is a priority.**

Master Builders SA is proud to be partnering with the Malinauskas Government to build a 'Hi Vis' army that will deliver timely, high quality workmanship for the benefit of all South Australians.

"Born to Build will also give thousands of young South Australians a sense of purpose and a well-paid, rewarding career in an industry that is crucial for our economy and quality of life." Master Builders SA Chief Executive Officer Will Frogley said.

"Anyone who has needed a tradie recently knows they are in short supply and we need to ensure there is a pipeline of good workers coming through the ranks.

"Attracting more women is a no-brainer and will be a focus of the program. We're crying out for more tradies but barely tapping into half our potential workforce."

"This program will encourage young South Australians who love the idea of earning a great wage and not being bound to an office desk, to consider learning a trade.

"University is not for everyone and we need schools, parents, teachers, councillors and students to be aware of the career opportunities a trade can provide.

"The Master Builders Born to Build Field Officers will be people from the industry and will spend time in schools, sporting and community clubs to encourage the next generation to learn a trade.

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