

**Blair Boyer MP**  
Minister for Education, Training and Skills

Saturday 19 August

## **Born to Build to kick goals with the Adelaide Footy League**

The Malinauskas Labor Government is turning to footy players across the state in a bid to encourage construction apprentices as part of a new initiative with Master Builders South Australia and Adelaide Footy League.

Amid the skills crisis across the country, it is estimated there could be 8,000 to 13,000 job openings in SA's construction industry over the next five years, so the work needs to begin now to fill those gaps.

The Minister for Education, Training and Skills, Blair Boyer donned a Modbury Hawks guernsey to announce the \$225,000 funding boost to extend the successful *Born to Build* program at this weekend's Hawks vs Scotch College match.

The Master Builders SA *Born to Build* program promotes a variety of career pathways and options within the building and construction industry and aims to deliver the next generation of tradies.

The construction industry is the third largest industry in the state in terms of employment – 8.5 per cent of all employment, and more than 75,000 people – and gross value added of \$8 billion in 2020-21.

Master Builders SA and the Adelaide Footy League will work closely together to further boost the profile and recruitment of construction apprentices in South Australia.

The two organisations will work with clubs, players, members and officials to promote the *Born to Build* program as a great pathway to a long and well-paid career in building and construction. There will also be a focus on encouraging more women and first nations people to join the industry.

All Adelaide Footy League players interested in the industry and apprenticeships will be provided a range of initiatives completely free including:

- White Card training (normally \$140 per person)
- HIVIZ Women Building South Australia mentoring program to support women in the industry
- An on-site try-a-trade program
- Work experience opportunities through the football clubs with *Born to Build* industry ambassadors

### **Quotes attributable to Blair Boyer**

*Investment in skills and training initiatives are vital to ensure we are growing South Australia economically and building on the opportunities ahead.*

*We need to be planning for the future now, so that we are addressing skills shortages with a high-quality trained workforce that has the appropriate skills to deliver the huge projects we will be undertaking in this state.*

*We need thousands of new apprentices to meet the demands of South Australia's future opportunities and help build sustained growth of our thriving economy.*

*Master Builders SA and Adelaide Footy League working together to attract, train and mentor our young people to pursue jobs in the construction industry is a perfect fit.*

*Not only will the players be marking on the field they'll be kicking goals off the field for the state's economy.*

### **Quotes attributable to Master Builders SA Chief Executive Officer Will Frogley**

*This is a great partnership for Master Builders and the Adelaide Footy League, and we believe it will benefit the whole state.*

*We need 15,000 more tradies than we have now by 2027, to build the critical infrastructure the state needs, and we think lots of those future builders, brickies and carpenters are already running around our suburban ovals in the Adelaide Footy League.*

*Born to Build will see us work closely with all 69 clubs and promote the amazing opportunities that exist in the trades to thousands of young football players.*

*The Adelaide Footy League and Master Builders are a perfect fit, and we thank the Treasurer, Skills Minister Blair Boyer and the Malinauskas Labor Government for backing this in.*

**Quotes attributable to Adelaide Footy League's Chief Executive Officer John Kernahan**

*If ever there was an opportunity for our clubs and the league in general to play a role in the futures of young women and men and the careers they pursue it is through this partnership.*

*The Adelaide Footy League engages with an age demographic that fits perfectly with helping fill a gap in this space for industry in general.*

*The Malinauskas led Labor Government through the Treasurer and Minister Boyer have been as attentive to this initiative as any we can recall.*

*The Malinauskas Labor Government, the Master Builders Association and the Adelaide Footy League's own ideologies tied in beautifully for this to be a very worthy initiative for all to be associated as we offer career opportunities for young men and women to pursue.*