



AUSTRALIAN  
CONSTRUCTORS  
ASSOCIATION



GET INTO CONSTRUCTION!

Media Release  
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### CONSTRUCTION INDUSTRY LAUNCHES NEW INITIATIVE TO WOO STUDENTS

Australia's leading construction companies today launched a new awareness initiative to attract and retain more young people in the industry.

Australian Constructors Association (ACA) President, David Saxelby, said the 'Build Your Career' campaign includes a targeted engagement program with state education departments, careers advisors and school associations and the launch of a new interactive website on career opportunities ([www.buildyourcareer.com.au](http://www.buildyourcareer.com.au)).

"A career in construction can be professionally and financially rewarding and the industry needs to step up and say that loudly and proudly if we want to avoid future workforce and skills shortages.

"To help students, parents and career advisers with career choices, we have to provide clear, coordinated and easily accessible information.

"The new Build Your Career website will be a one-stop-shop of information on the career opportunities that exist in the industry and the pathways to access those careers. The website will include videos of young people working in the industry and speaking about their day to day activities and experiences".

Mr Saxelby said that in rolling out the initiative, the ACA and its members will engage with state education departments, careers advisors and school associations to spread awareness of the initiative and its objectives.

"The support of the individuals and organisations which influence the career choices of our youth will be crucial to ensuring that useful, current information gets to those who will benefit most from it. Construction is one of Australia's largest industries, and people should be aware of the local and international career prospects it can offer.

"As Build Your Career gains momentum, it will assist people to access information about the industry and the rewarding career opportunities within it."

For further information please contact ACA Executive Director, Lindsay Le Compte, on (02) 9466 5522 or email to [lindsay.lecompte@constructors.com.au](mailto:lindsay.lecompte@constructors.com.au)

***The members of the Australian Constructors Association have a combined annual revenue exceeding \$50 billion and directly employ over 100,000 workers.***