

CASE STUDY:

BUILDING THE FUTURE WORKFORCE OF THE WATERPROOFING INDUSTRY

COMPANY: Danrae Waterproofing

HOTSPOT REGION: Western Sydney

TARGET:

- 1) Encouraging employers to increase opportunities for youth in entry level positions to address the critical skills shortage faced by the construction industry
- 2) Encouraging partnerships with schools to build the future workforce
- 3) How partnerships with pre-employment programs improves the quality of new entrant workers
- 4) How government funded traineeships improve productivity and save money

Danrae Waterproofing are a remedial waterproofing contractor based Prestons in South West Sydney. Operating for over 20 years, Danrae have grown as a result of the recent construction boom, but with this came challenges in growing its team

When Danrae first relocated to the Liverpool region in early 2018, they not only struggled to make connections with local jobseekers, they found that entry level workers were entering the industry without fully understanding the requirements of the trade. They also experienced challenges employing qualified staff, finding they often come with existing ideas which make it difficult adapting to the processes and culture of a new organisation. To ensure the long-term growth of the business, Danrae went about reviewing its workforce development strategies to build better connections with schools and other local youth stakeholders. It also explored government funded training programs as a way to promote better career pathways for young people to enter the waterproofing industry.

The main elements to Danrae Groups successful workforce development strategy include:

- establishing strong relationship with the local Liverpool/Fairfield Career Advisor network, providing work experience and work placement opportunities to local students, introducing them to a career they may not have previously known about or considered
- Collaborating with Productivity Bootcamp, an 8-week construction pre-employment program in Western Sydney. Danrae sponsored a waterproofing training station, introducing participants to the basic concepts of waterproofing, offering course graduates opportunities for waterproofing traineeships at Danrae Group.
- Implementing Construction - Waterproofing Certificate III traineeships for all new entrant employees

As a result of committing to these strategies, Danrae have experienced the following benefits:

- The traineeship program results in a more committed employee who is better aligned with the cultural values of the business
- Traineeships support long term sustainability and have improved staff retention rates:
 - Trainees graduating from Productivity Bootcamp were more eager to learn, are better able to follow instructions, accept constructive criticism and are hungry to succeed
 - A great opportunity to support the local community by attending school career days, local job expos and providing work experience for school students
 - Financial incentives from the traineeship program has allowed Danrae to make long term investment into local youth and the local community
 - Traineeships have proven a very effective tool in training mature aged workers who are seeking a career change

Danrae have identified another critical gap in its industry and are now exploring strategies to increase the number of women working in the waterproofing trade

Danrae Group believe its connections with local schools, local youth providers and its traineeship program are key elements to building its future workforce and for increasing the profile of careers in waterproofing