

# Promoting Trade Apprenticeships



# Promoting Trade Apprenticeships

## Industry Problem

“Insufficient young people understanding what the Trades are, and recognising the need for industry planning for growth and technology in order to meet future qualified staff needs.”



# Promoting Trade Apprenticeships

## **Solution**

**In the short term we needed to -**

- a) Review our apprenticeship recruitment schemes, and**
- b) Take a more positive approach in identifying candidates at the School Leaver Level**



# Promoting Trade Apprenticeships

This presentation deals with attracting secondary school leavers into a Motor Industry Apprenticeship, and in particular with the presentation we prepared to promote our industry to that audience.



# Promoting Trade Apprenticeships

## Presentation Objectives

To attract the best possible candidates from the potential school leaver pool to become motor industry apprentices.



# Promoting Trade Apprenticeships

## Process

We entered into discussions with educators to enable us to gain a greater knowledge of the school careers system.

This helped us to adjust our thinking from previous efforts and therefore get our presentation and communication right.

We needed to ensure our approach would appeal to the best possible candidates.



# Promoting Trade Apprenticeships

## Process Continued

We approached a local secondary school we previously worked with.

- They already had an Automotive Dept.
- Were teaching to NZQA standards.
- We knew they would be receptive.
- The resources we needed to add were -
  - Our Time.
  - Our Products and
  - Our Diagnostic Equipment during our hands on presentations.



# Promoting Trade Apprenticeships

## Process Continued

We met with their Industry Pathways Manager and Associate Principal

- Discussed their and their student's future employment needs
- Availability of people for the "Trades"
- Learnt why most students went on to university and not the Trades
- We discussed technological development in modern transport equipment
  - Examples of the early 1990's - drive by wire
  - Early 2000's brake by wire
  - To today's "staying awake" technology





# Promoting Trade Apprenticeships

## Process Continued

We explained that we needed staff that were more technically attuned today.

- That the opportunities were far greater than perhaps they had assumed.
- Could they - would they be prepared to help us attract young people.
- We gained their agreement.
- They also committed to widen the audience through other secondary colleges
- They also recognised we had a limited window of opportunity to attract and that we needed to start our communication process with the students at least 2 years prior to them leaving school



# Promoting Trade Apprenticeships

## For the Schools

We undertook with the schools to -

- Make at least two visits during the year.
- Invite selected students to our premises at least once a year
- Follow up with a 3rd presentation to the more interested students towards the end of the year



# Promoting Trade Apprenticeships

## For the Industry

During the process we determined a need to “promote the industry” as a whole.

It also added to the appeal of young candidates to work within the industry - It gave the presentation added gloss!

We are definitely not there only for Titan - but we are looking for the sharper knives out of the drawer.



# Promoting Trade Apprenticeships

## Promoting the Industry

Set out to achieve two things.

- a) We brought the whole industry into focus.
- b) We appealed to a larger number of potential candidates by providing more than just mechanical apprenticeship opportunities.



# Promoting Trade Apprenticeships

**We also recognised that.**

- a) Our competitors also many apprentice opportunities.**
- b) Industry must commit to training to ensure there is a pool of highly qualified people for the future.**



# Promoting Trade Apprenticeships

## Further considerations

- Consider kid's awareness at school if they haven't had exposure to our industries - but are looking for an apprenticeship?
- Recognise that if we want the best - we have to go after them.
- Waiting for them to come to us is as good as a ticket in a lottery.
- The need to be closer to Career's people
- The need for them to know what we are all about - most have a limited knowledge



# Promoting Trade Apprenticeships

## Lose the Hit and Miss Approach

- We don't want careers people to simply place requests for apprentices on notice boards....
- Rely on that and you will attract people with as much enthusiasm as a wet bus ticket.
- **Ask yourself** "How many careers people have visited your workplace in the last two years to understand your needs and requirements."



# Promoting Trade Apprenticeships

## The Presentation

We developed a presentation that emphasised

- Today's Technology
- The Complexity of Systems and Parameters
- The importance of the motor/transport/industrial industries
- Career Paths





# Promoting Trade Apprenticeships

## The Presentation Cont.

- What we expected of employees.
- What they should expect from us.
- How to apply.
- How the apprenticeship system operates and duration.
- Earning expectations.



# Promoting Trade Apprenticeships

**The following 5 slides  
are part of our presentation to schools.**



# Apprentiship Opportunities



Opportunities are many and varied within the  
**AUTOMOTIVE INDUSTRY**

# Entering the workforce



## WHAT EMPLOYERS EXPECT OF YOU.

- Commitment
- Punctuality.
- Responsibility.
- Discipline.
- Enthusiasm
- A Team Player
- The will to succeed

# Apprentiship Opportunities



## THE APPRENTICESHIP TERM

- Determined by the distance learning
- Completing and achieving the credits for this work
- It can be completed in three years but normally takes four

# Apprentice Opportunities



## IN GENERAL

- If you can make the commitment, would like to have a trade in this industry and have the qualifications to start, then you should seriously consider all the options.
- Remember that every aspect of life in our country is dependent on transport. Without it the economy would come to a halt.

# What you Should Expect

## Automotive Heavy Engineering - Road Transport

Steps	Credits per Step	Credits per Year	Projected Wage Level
Commencement	0 Credits	0	\$9,360.00
Step One	35 Credits		\$10,920.00
Step Two	35 Credits	1st Yr 70	\$11,960.00
Step Three	38 Credits		\$13,000.00
Step Four	38 Credits	2nd Year 76	\$14,040.00
Step Five	41 Credits		\$15,080.00
Step Six	41 Credits	3rd Year 82	\$16,120.00
Step Seven	37 Credits		\$17,160.00
Step Eight	35 Credits	4th Year 72	\$18,200.00
<b>In 4 years (or less) you could earn</b>			<b>\$125,840.00</b>

# Promoting Trade Apprenticeships

## Comparisons

- Last year we worked with the one secondary school and addressed 120 students.
- 26 took up apprenticeships (all sectors) from that school.
- This year to date (May) we have addressed 460 students from a number of Auckland Secondary Schools
- We expect a greater success rate of students taking up trades at the end of this year.





# Promoting Trade Apprenticeships

## What else do we need to do?

- Work at removing any stigma our industry has.
- Promote the industry with more magnetism - such as Universities do.
- Never under estimate “Mum’s” influence.
- Get the grease out of our nails - some “mothers” don’t like the idea of Johnny with dirty hands.
- We must be committed to whatever and however we promote
- We must carry it through.



# Promoting Trade Apprenticeships

## **It's Hardly Rocket Science ....**

**Some employers will do all of these things and more by way of incentives to attract apprentices and get them through the system.**

**But if you don't have the right product to start with it's an awfully steep hill to climb.**

**We are not totally there yet - but with this approach we have made considerable progress.**

**The presentation/program is continually being updated and some secondary schools now have additional programs in place making it easier for us.**

**We are now normally part of a larger group promoting apprenticeships.**



# Promoting Trade Apprenticeships

## In conclusion

- We work in an essential industry.
- We have a responsibility to ensure we attract and train the right people to keep the lifeblood of the industry pumping and operating to it's fullest capacity.
- This program is about “how to get the best young people” to make the conversion from school to apprenticeship in our industry.
- These are some of the processes and thoughts we went through to understand the system better and get what we wanted.



# Promoting Trade Apprenticeships

## **In conclusion Cont...**

- **We all know there is a shortage of all tradesmen, and most of us know the reasons for this.**
- **Recruiting overseas tradesmen is not always satisfactory.**
- **We need to attract our own country's young people to our trades.**
- **Attracting the right young people with the right educational qualifications and attitudes at an early stage of their lives, means we get the chance to instil the basics, standards and work ethics of our trades people the way we need them to be.**



**Thank You - Any Questions?**



# Promoting Trade Apprenticeships

