



Presented by Asharie Perera & Bart Langton

Based on 7+ years of industry tracking and qualitative research with prospective apprentices

From Awareness to Apprenticeship

What actually gets people into Trade Careers?



A workforce shortage is often a perception problem before it becomes a recruitment problem



Apprenticeships available



Strong demand



Career opportunities



Uncertainty



Perceptions

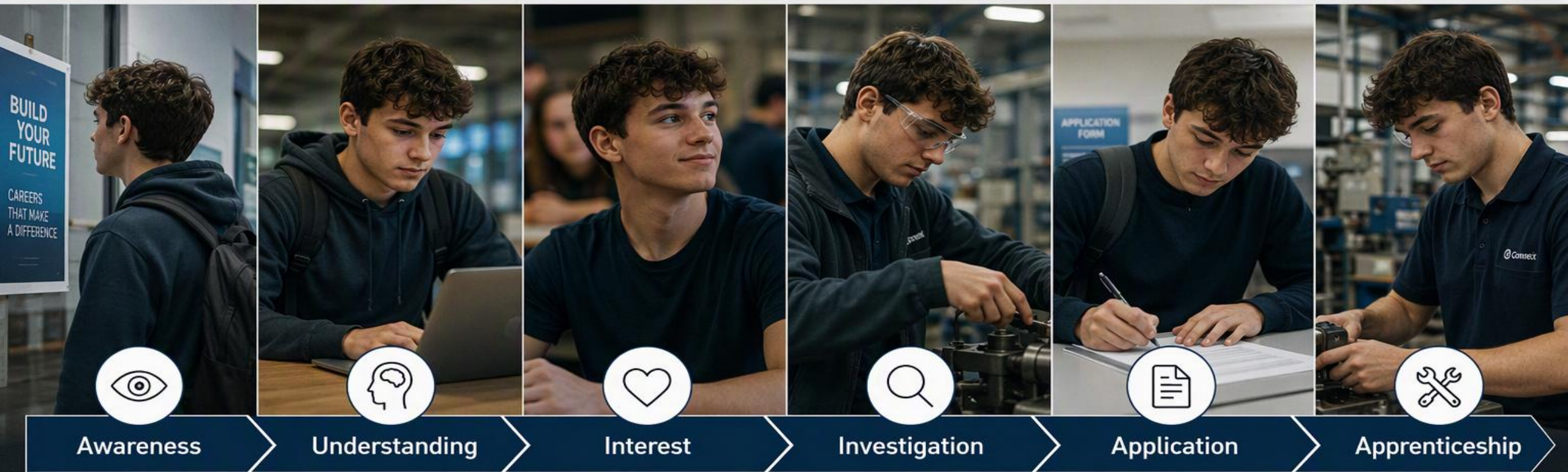


Career fit concerns



Pathway confusion

MOST RECRUITMENT STRATEGIES ASSUME A LINEAR JOURNEY



If people become aware of a career, understand it, and like what they see, they should eventually choose it.



BUT OUR RESEARCH SUGGESTED SOMETHING WAS MISSING

We Were Able to Observe the Recruitment Journey From Multiple Angles

Eight years of tracking, real-world interventions and qualitative research gave us both the numbers and the human story.



TRACK

What people think

- 8 Years Continuous Research
- Awareness
- Understanding
- Attractiveness
- Perceptions



TEST

What changes behaviour

- Campaign Interventions
- Strategy
- Communications
- Real-world outcomes



UNDERSTAND

How decisions are experienced

- Qualitative Stories
- Prospective apprentices
- Career changers
- New entrants



Together, these gave us both the numbers and the human story

THE FIRST BIG SURPRISE: PARENTS WERE OFTEN MORE IMPORTANT THAN STUDENTS

Career decisions are rarely individual decisions.

Parents often:

- Shape perceptions
- Provide information
- Reinforce beliefs
- Legitimatisé career pathways



Ignoring them means ignoring part of the decision-making process.

THE CAREER DECISION ECOSYSTEM A NETWORK OF INFLUENCE





People Are More Likely To Choose Careers They Understand

People rarely aspire to careers they struggle to picture.

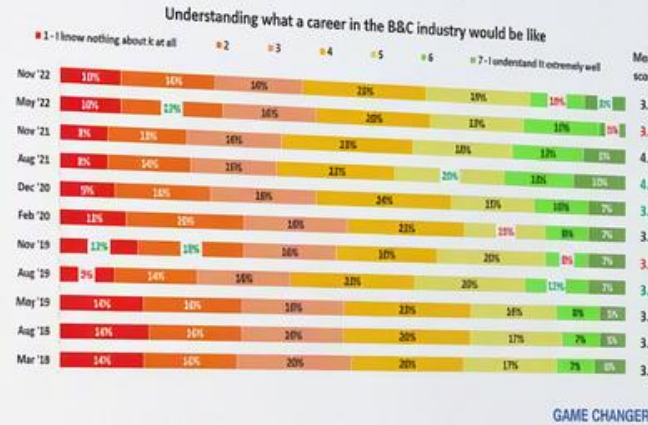
The more clearly people can understand:

- the work
- the pathway
- the opportunities
- the lifestyle

the more positively they tend to view the career.

UNDERSTANDING A CAREER IN THE B&C INDUSTRY
Understanding of a B&C career has risen slightly this quarter.
The larger increases in overall attractiveness reported earlier indicate that while the sector is gaining appeal, this is not based on much improved knowledge, and so could be easily undermined.

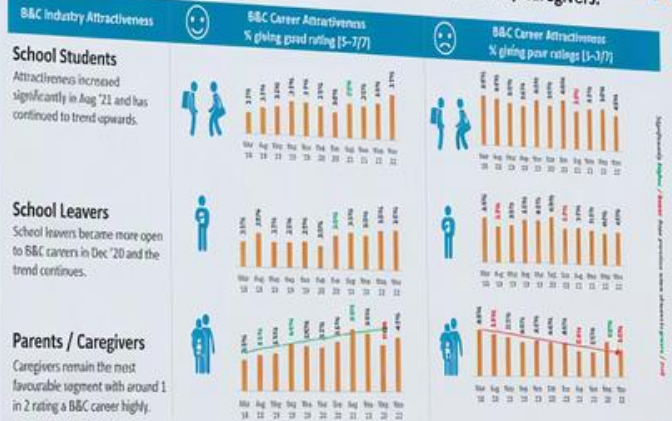
BCITO
building people



QPS: How well do you think that you understand what a career in the building & construction industry would be like?
Base: 1000 respondents (Nov '22, Nov '21, Aug '21, Dec '20, Feb '20, Nov '19, Aug '19, May '19, Aug '18, Mar '18)
n=1000, Nov '22 (n=420), Aug '21 (n=420), Dec '20 (n=420), Feb '20 (n=420), Nov '19 (n=420), Aug '19 (n=420), May '19 (n=420), Aug '18 (n=420), Mar '18 (n=420)

CHANGE IN PERCEPTIONS OF THE B&C INDUSTRY
B&C career attractiveness has increased for students & parents / caregivers.

BCITO
building people



QPS: How attractive do you think a career in the building & construction industry would be?
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NOT:



BROCHURES



FACTSHEETS



WEBSITES

INSTEAD:



TRADIES



APPRENTICES



EMPLOYERS



MENTORS



REAL STORIES



REAL EXPERIENCES

**Understanding
is socially
constructed**

TRADIES

APPRENTICES

PARENTS

TEACHERS

EMPLOYERS

MENTORS

**REAL STORIES
REAL EXPERIENCES**



There Was No Such Thing As "The Audience"

Students



"What could I become?"

Parents & Caregivers



"Will this lead to a good future?"

Career Changers



"Can my experience count?"

Women



"Will this fit my life and responsibilities?"

Māori



"What opportunities are open to me?"

Pasifika



"Who has succeeded before me?"

New Migrants



"How does the pathway work here?"

**Different audiences faced different barriers.
But they all shared one challenge:
understanding how to move forward.**

The Biggest Barrier Wasn't Informational. It Was Navigational.

A BEHAVIOURAL JOURNEY FRAMEWORK



1. CAN I SEE MYSELF DOING THIS?

Help them picture a future that feels like theirs.



Real stories from real people



Visible role models



Day-in-the-life clarity



Purpose and impact



2. HOW DO I GET THERE?

Make the path clear and achievable.



Step-by-step guidance



Entry requirements



Where to start



Support along the way



3. WHAT HAPPENS AFTER I START?

Show progression, not just a starting line.



Skills progression



Career pathways



Continued support



Long-term opportunity

THE NAVIGATION GAP

We overload people with information but underguide them through the decisions that matter.

INFORMATION



NAVIGATION



Information tells.
Navigation transforms.

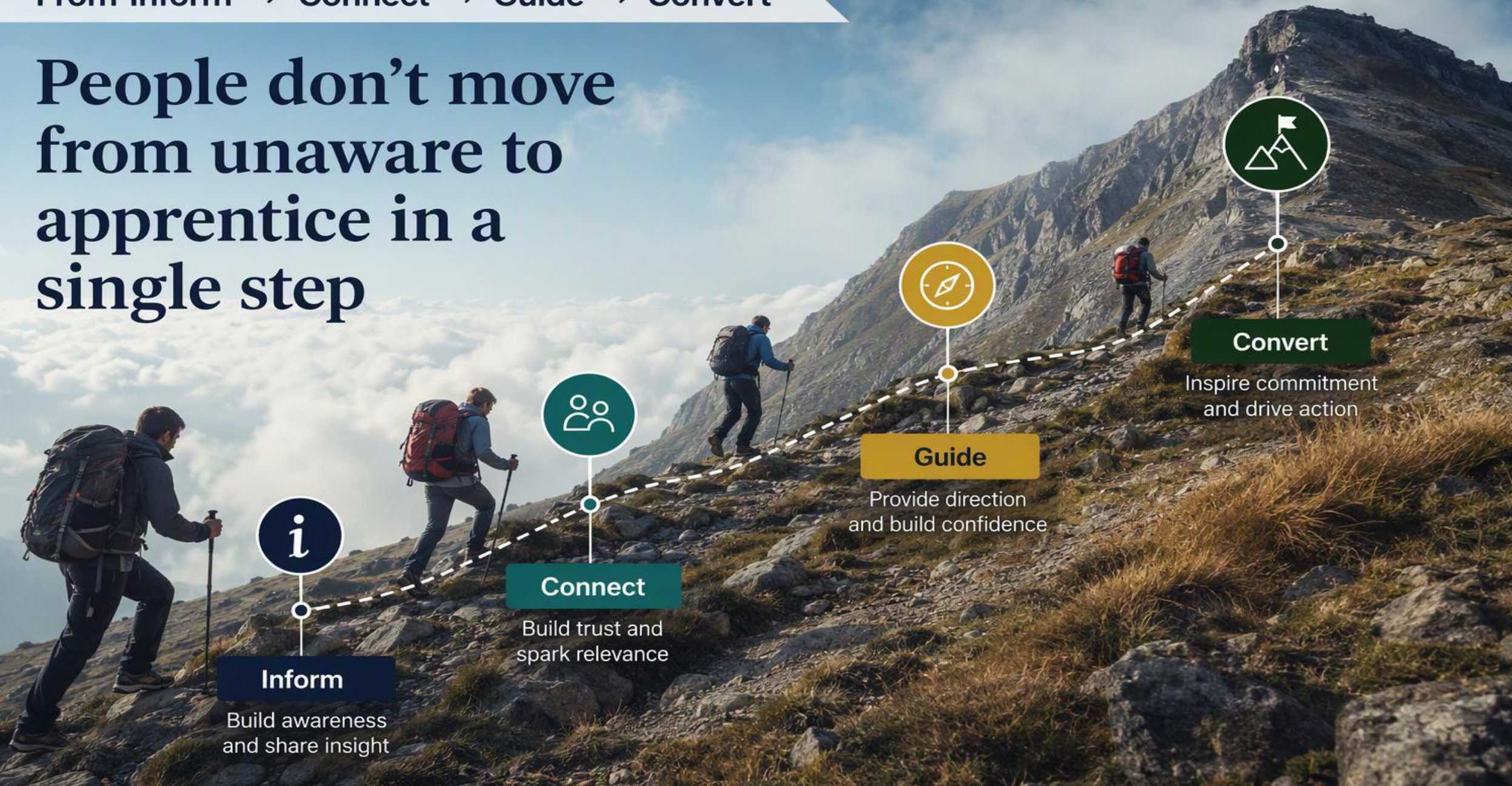


It's not about more information.
It's about **better navigation.**

When people can see themselves, understand the path, and trust what comes next, they don't just start. They stay and they succeed.

From Inform → Connect → Guide → Convert

People don't move from unaware to apprentice in a single step



**Information
Changes
Knowledge.**

**Guidance
Changes
Behaviour.**

People don't move
from unaware to
apprentice in a
single step

STAGE

1

INFORM



“

*I never thought I'd be
doing something like this,
but seeing people like me
in the trade made it real."*

STAGE

2

CONNECT



“

*They helped me
understand the steps
and made a plan
that worked for me. "*

STAGE

3

GUIDE



“

*They helped me
understand the steps
and made a plan
that worked for me. "*

STAGE

4

CONVERT



“

*I'm in, I'm learning,
and I'm building my
future."*

Every Industry Is Competing Against Uncertainty

The real competitor isn't another industry. It's uncertainty.



Construction

BUILD • CREATE • MAKE A DIFFERENCE



Healthcare

CARE • SUPPORT • IMPROVE LIVES



Police

PROTECT • SERVE • STRENGTHEN COMMUNITIES



Hospitality

PEOPLE • EXPERIENCE • BELONG



Engineering

DESIGN • BUILD • CREATE SOLUTIONS



Technology

INNOVATE • SOLVE • SHAPE TOMORROW



Teaching

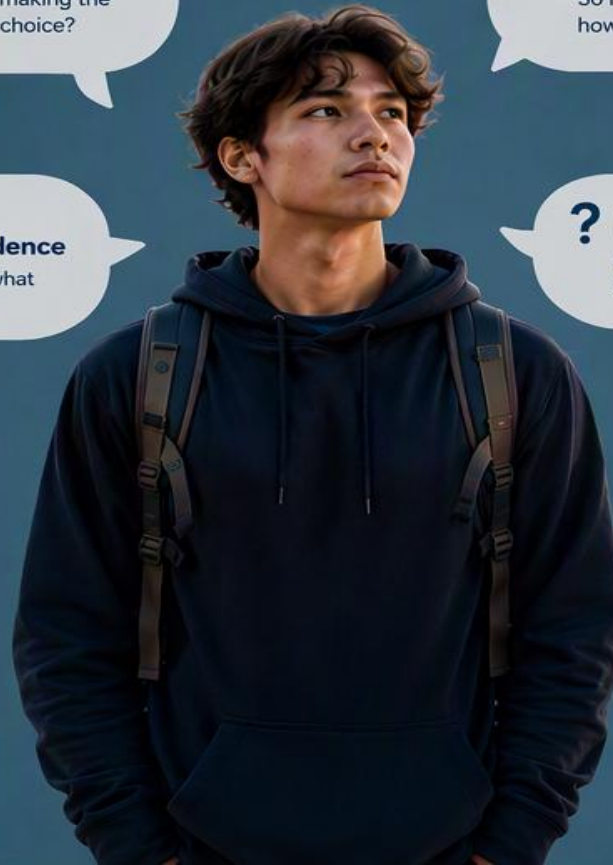
INSPIRE • GUIDE • EMPOWER

? **Uncertainty**
Am I making the right choice?

? **Confusion**
So many options, how do I compare?

? **Lack of confidence**
Do I have what it takes??

? **Lack of visibility**
What does the day-to-day really look like?



Lessons From Eight Years



Changing perceptions
is **possible**.



Keeping them changed
is the **real challenge**.

Thank you!

