

Senate Standing Committee on Education and Employment

QUESTIONS ON NOTICE Budget Estimates 2015 - 2016

Agency - Fair Work Ombudsman

Department of Employment Question No. EMSQ15-000164

Senator Cameron asked on 02 June 2015 on proof Hansard page 13

Question

FWO - Apprentice campaign

Ms McAlary-Smith: We have been working quite closely with industry associations, post those concerning reports from a couple of years ago. We have increased the number of education initiatives, both through our refreshed website and alike and additional tools and resources. We have increased our exposure through segments such as social media. A key part of what we are doing, for example, in the apprenticeship campaign is having a really strong social media presence and promotion. So we are going directly to where the apprentices are actually communicating themselves.

Senator CAMERON: Do you have some websites? Do you have any documentation on this?

Ms McAlary-Smith: Certainly. I can provide those on notice.

Senator CAMERON: Could you put a package together to show us what has been done in the education area?

Ms McAlary-Smith: Yes. There were a number of pieces of collateral produced, for example, and quite a lot of social media design as well as postcards and the like. We can certainly provide that.

Senator CAMERON: That would be handy to see.

Answer

The Apprentice Campaign featured the development of online educational information and a social media campaign targeting apprentices, their employers and young workers. This involved:

- Development of a dedicated apprentice campaign webpage, with content tailored to apprentices: www.fairwork.gov.au/apprentices.
- Promotion of the apprentice entitlements webpage, which provides content tailored to industry: <http://www.fairwork.gov.au/find-help-for/apprentices-and-trainees/apprentice-entitlements>.
 - This page includes advice on common apprentice issues and award entitlements, including whether the award provides for time based or competency based pay points and fees for training.
- Presentations to the Australian Apprentice Support Network in conjunction with the Department of Education and Training in each capital city across May and June 2015.
- Social media promotion through Twitter and Facebook (see [Appendix 1](#)).

Education and promotion activities for the Building and Construction Campaign involved:

- Direct engagement with the employers of apprentices, including assessing their compliance with workplace laws.

- The development of dedicated building and construction campaign webpage <http://www.fairwork.gov.au/how-we-will-help/helping-the-community/campaigns/national-campaigns/building-and-construction-campaign>
- Digital advertising on websites frequented by participants in the building and construction industry, like *Real Footy* (<http://www.theage.com.au/afl>) and *Goal* (<http://www.goal.com/en-au>)
- Social media promotion through Twitter and Facebook (see [Appendix 2](#)).

The Fair Work Ombudsman has developed other resources to support young workers starting a new job, including an interactive online learning course and guide ([Appendix 3](#)).

The course helps young workers understand their rights and entitlements at work, what questions to ask their employer and appropriate behaviour in the workplace. The course can be accessed at www.fairwork.gov.au.

Appendix 1 - Apprentice campaign promotional material

Facebook content

fairwork.gov.au
Published by Fair Work Ombudsman [?] · 1 hr · 🌐

Depending on the award or enterprise agreement, apprentice wages can go up when they complete a year of their apprenticeship, a competency level or after the annual wage review if they're on the minimum rate for their role.

Want to know more about pay and apprentices? We've put together some information to help you understand the rules.
<https://www.fairwork.gov.au/apprentices>



9,924 people reached Boost Post

Like · Comment · Share

👍 Len Knott, Alvin Buenafior Mendoza, Mark Milliken and 134 others like this. Most Relevant

🔗 23 shares

fairwork.gov.au
Published by Fair Work Ombudsman [?] · 5 June at 09:10 · 🌐

Taking on an apprentice can be one of the best things you do for your business, but we understand that there can be a lot of information to gather before they start - like: training agreements, wage progression and training costs.

We have plenty of information to help you understand your rights and responsibilities as the employer of an apprentice, as well as information on who else can help.
<https://www.fairwork.gov.au/apprentices>



108,608 people reached Boost Post

Like · Comment · Share

👍 John Baseden, Jillian Page, Peter Allan Russell and 850 others like this. Most Relevant

🔗 75 shares

fairwork.gov.au
Published by Fair Work Ombudsman [?] · 3 June at 09:00 · 🌐

Make sure you and your boss have signed all of the papers before you start your apprenticeship.

Apprentice wages can only be paid once it's all official.

Check with the apprentice authority in your state to find out what happens first
<https://www.fairwork.gov.au/apprentices>



131,968 people reached Boost Post

Like · Comment · Share

👍 Michele Solari, Snezana Cassidy, Tania Franson and 899 others like this. Most Relevant

🔗 167 shares

fairwork.gov.au
Published by Fair Work Ombudsman [?] · 10 June at 09:08 · Edited [?] · 🌐

If you've started an apprenticeship and want to know what you should be paid, the best person to ask is your boss.

Your rate will usually change for every year of your apprenticeship and in July if you're on an award.

We're here to help if you and your boss need to check your pay. ...
See More



74,752 people reached Boost Post

Like · Comment · Share

👍 Janine Geck, Sara Lambert, Tuan Khang Nguyen Le and 1,067 others like this. Most Relevant

🔗 115 shares

Twitter content

Fair Work Ombudsman @fairwork_gov_au

Hiring an apprentice is a great way to build your business. fairwork.gov.au/apprentices

RETWEETS 51 FAVORITES 58

Fair Work Ombudsman @fairwork_gov_au

Hired an apprentice? Set the start date? Know how much to pay? We can help with that one! fairwork.gov.au/apprentices

Fair Work Ombudsman @fairwork_gov_au

Is an apprenticeship your career path? Understanding workplace rights will keep you on track. fairwork.gov.au/apprentices

Fair Work Ombudsman @fairwork_gov_au

Apprentice rates can go up once or twice a year depending on a few factors. Check now. fairwork.gov.au/apprentices

Postcard content

Employee-focused

Front

Back

STARTING AN APPRENTICESHIP?

CONGRATULATIONS ON SECURING AN APPRENTICESHIP. THERE ARE THREE OR FOUR YEARS OF WORK TOWARD YOUR TRADE QUALIFICATION AND LEARNING ON THE JOB IS A GREAT WAY TO GET THERE.

There is a lot to learn aside from the specifics of your trade, including your rights and responsibilities at work. We have some handy advice to consider as you start.

- Make it official. Apprentices need a training contract before they start. Contact your state training authority for information.
- Learn about your workplace rights and responsibilities on fairwork.gov.au. Call the Fair Work Infoline 13 13 94 for assistance if you need it.
- Communicate with your employer. If you're not sure about something, whether it's your pay slip or what time you should start – ask.

[/FAIRWORK.GOV.AU](https://www.facebook.com/fairwork.gov.au) VISIT WWW.FAIRWORK.GOV.AU/APPRENTICES FOR INFORMATION ABOUT YOUR RIGHTS AND RESPONSIBILITIES AS AN APPRENTICE.

[FAIRWORK_GOV_AU](https://twitter.com/fairwork_gov_au)

Fair Work OMBUDSMAN

Employer-focused

Front

Back



TAKING SOMEONE FROM A FIRST YEAR APPRENTICE TO QUALIFIED TRADESPERSON IS A BIG TASK. YOU ARE BUILDING THE NEXT GENERATION OF SKILL IN THE TRADE.

There is a lot to cover as you pass on what you know. We have some top tips for balancing your role as an employer and teacher:

- Formalise things. Contact your state training authority for help with training contracts.
- Learn about employee entitlements on fairwork.gov.au. Call the Fair Work Infoline 13 13 94. Small businesses can access priority assistance.
- Communicate with your apprentice. Tell them where their entitlements come from and make your expectations clear.

[/FAIRWORKGOV_AU](https://www.facebook.com/fairworkgovau) VIST WWW.FAIRWORK.GOV.AU/APPRENTICES FOR INFORMATION ABOUT YOUR RIGHTS AND RESPONSIBILITIES AS AN EMPLOYER.

[/FAIRWORK_GOV_AU](https://twitter.com/fairwork_gov_au)

Fair Work OMBUDSMAN
Australian Government

Appendix 2 - Building and Construction Campaign promotional material

Facebook content

fairwork.gov.au updated their cover photo.
October 30, 2014 · 🌐



Like · Comment · Share

👍 14 people like this. Most Relevant ▾

fairwork.gov.au
November 6, 2014 · 🌐

Whether you're a plumber, sparky or a chippy, we're coming to audit businesses in all building and construction trades and find out what problems employers face when dealing with workplace laws.
<http://bit.ly/1vmRAzg>



Like · Comment · Share

👍 57 people like this. Most Relevant ▾

➦ 28 shares

fairwork.gov.au
October 30, 2014 · 🌐

Work Hard Pay Fair.

We are conducting visits within the building and construction industry to make sure you're complying with workplace laws. We're checking that employers are paying the correct minimum hourly rates, penalty and overtime rates and allowances.

Are you paying by the rules? <http://bit.ly/1vhM4hc>



Like · Comment · Share

👍 1,618 people like this. Most Relevant ▾

➦ 275 shares

fairwork.gov.au
November 10, 2014 · 🌐

Making the wrong decisions can cost you and your business.

If you're in the building and construction industry, we're going to check that you're making the right decisions when it comes to pay, over time and record keeping so that your business stays in good shape.
<http://bit.ly/1vciz0s>



Like · Comment · Share

👍 652 people like this. Most Relevant ▾

➦ 76 shares

Facebook content

fairwork.gov.au November 17, 2014 ·

Are you paying by the rules?
 We've started a campaign to help employers and employees in the building and construction industry understand their rights and obligations at work. <http://bit.ly/1wGCEAq>

Fair Work OMBUDSMAN
 Australian Government

Like · Comment · Share

Artie Colwell and 1,248 others like this. Most Relevant ▾

182 shares

fairwork.gov.au November 25, 2014 ·

A fair days work for a fair days pay means knowing the rules.
 We're doing the rounds in the building and construction industry to make sure all employers and employees understand their rights and obligations. Is your business next? <http://bit.ly/1vciz0s>

Fair Work OMBUDSMAN
 Australian Government

Like · Comment · Share

52 people like this. Most Relevant ▾

48 shares

Twitter content

fairwork.gov.au Fair Work Ombudsman @fairwork_gov_au · Oct 31

If you're in the [#building](#) & [#construction](#) industry, are you paying by the rules? We're coming to check. bit.ly/1vcjCxi

14 17

fairwork.gov.au Fair Work Ombudsman @fairwork_gov_au · Nov 7

Doing the rounds in the [#building](#) & [#construction](#) industry to check compliance with workplace laws. [#paybytherules](#) bit.ly/1vciVEe

22 26

fairwork.gov.au Fair Work Ombudsman @fairwork_gov_au · Nov 10

Work hard. Pay fair. We'll be visiting business in the building industry to make sure you're paying by the rules. bit.ly/1y0aG00

Work hard. Pay fair.
www.fairwork.gov.au
 Read more

2:30 PM - 10 Nov 2014 · Details

29 26

fairwork.gov.au Fair Work Ombudsman @fairwork_gov_au · Nov 3

Making sure construction employers & employees know their rights & obligations. bit.ly/1vciZUk

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 Australian Government

RETWEETS 12 FAVORITES 13

Twitter content

Fair Work Ombudsman @fairwork_gov_au · Nov 14

Making wrong decisions can cost you. Are you making the right ones for your business? We're coming to check. bit.ly/1y0aNcl



BUILDING AND CONSTRUCTION TRADES
MAKING THE WRONG DECISIONS CAN COST YOU AND YOUR BUSINESS
ARE YOU PAYING BY THE RULES?

Are you making the right ones for your business?
www.fairwork.gov.au
[Read more](#)

2:30 PM - 14 Nov 2014 · Details

11 15

Fair Work Ombudsman @fairwork_gov_au · Nov 19

We're answering the call from the construction industry and making sure everything is above board. #paybytherules bit.ly/1y09QAW



BUILDING AND CONSTRUCTION TRADES
ARE YOU PAYING BY THE RULES?
DO YOU KNOW THE RULES?

Are you paying by the rules?
www.fairwork.gov.au
[Read more](#)

2:30 PM - 19 Nov 2014 · Details

10 10

Fair Work Ombudsman @fairwork_gov_au · Nov 21

It's the law – and it wasn't made to be broken. If you're a #construction #employer, are you paying by the rules? bit.ly/1y0aSNn



BUILDING AND CONSTRUCTION TRADES
A FAIR DAYS WORK FOR A FAIR DAYS PAY MEANS KNOWING THE RULES
ARE YOU PAYING BY THE RULES?

Work Hard. Pay Fair.
www.fairwork.gov.au
[Read more](#)

10:30 AM - 21 Nov 2014 · Details

43 36

Fair Work Ombudsman @fairwork_gov_au · Nov 24

Work Hard. Pay fair. It's that simple. #paybytherules bit.ly/1vcjoGs



BUILDING AND CONSTRUCTION TRADES
WORK HARD PAY FAIR
ARE YOU PAYING BY THE RULES?

Fair Work OMBUDSMAN
Australian Government

RETWEETS 17 FAVORITES 20

10:30 AM - 24 Nov 2014 · Details

Fair Work Ombudsman @fairwork_gov_au · Nov 17

Checking business' in the construction industry to make sure they're paying by the rules bit.ly/1tC8Of3

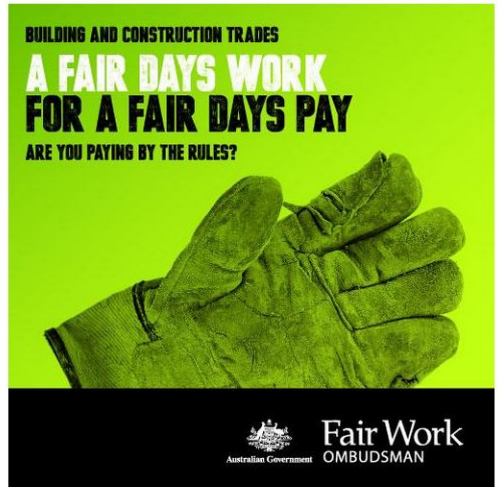


RETWEETS 14 FAVORITES 10

10:30 AM - 17 Nov 2014 · Details

Fair Work Ombudsman @fairwork_gov_au · Nov 27

Building & construction trades – we're coming to check if you're paying by the rules. bit.ly/1wEwE1e

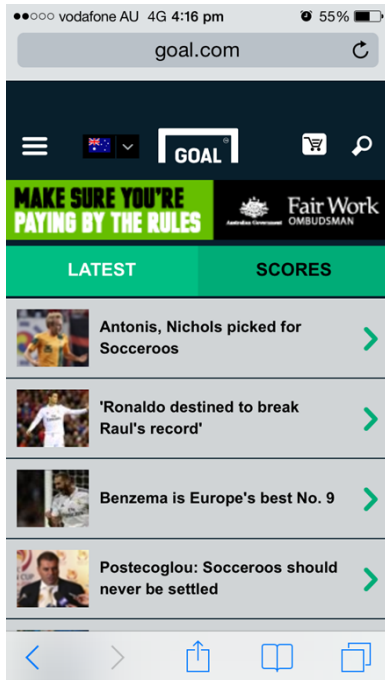


RETWEETS 22 FAVORITES 11

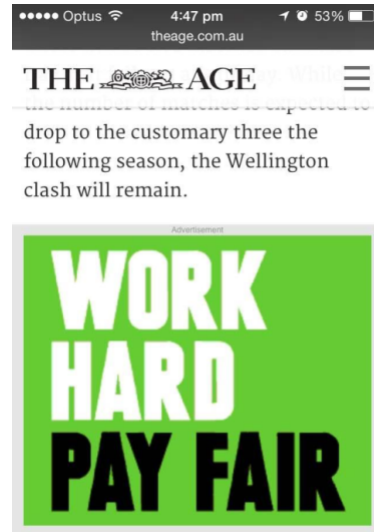
11:00 AM - 27 Nov 2014 · Details

Online display advertising

Goal.com



The Age – Real Footy



Blues chief executive Steven Trigg said the Blues would consider an annual trip across the Tasman.

Postcard content

Front



Back

BUILDING AND CONSTRUCTION TRADES
**WORK HARD
PAY FAIR**

The Fair Work Ombudsman is conducting an educational and compliance campaign within the building and construction industry. It is designed to raise awareness, provide education and improve compliance with Australian workplace laws. We can work with you to make sure you're paying by the rules.

Fair Work Inspectors will be conducting audits to check that employers are paying the correct minimum hourly rates, penalty and overtime rates and allowances.

Appendix 3 - Online Learning

“Starting a new job” Online Learning Course landing page

THINGS TO ASK KNOW YOUR RIGHTS KNOW WHAT'S EXPECTED LINKS

Fair Work OMBUDSMAN STARTING A NEW JOB

Welcome

Starting a new job can be an exciting time. It can also be a little nerve-wracking.

This short course will assist you to get off to the best possible start at work. It will help you understand:

- what your rights are
- what questions to ask
- the types of behaviour expected in the workplace.

This course will provide you general guidance about starting a new job. For specific advice and assistance contact the [Fair Work Ombudsman](#) or your [union](#).

Are you supporting someone in a new job? **START**

THINGS TO ASK (5 min)
When you start a new job, don't be afraid to ask lots of questions. Here are some you should definitely ask...

KNOW YOUR RIGHTS (10 min)
There are lots of myths about what's OK or not OK in the workplace. Find out about your rights at work...

KNOW WHAT'S EXPECTED (10 min)
Behaving professionally and giving your best is the key to success in your new job. Find out how to get off to a good start at work...