



# Built to skill

CTF stands behind the construction industry, proudly building the skilled workforces of today and tomorrow that delivers world class infrastructure for WA.



## AGILITY

We are adaptable and resilient, and we anticipate change. We facilitate a sustainable construction industry.

## VISION

That the construction industry is a career of choice, and is safe, skilled and sustainable.



## LEADERSHIP

We have the boldness and courage to innovate, and to strive in everything we do.

## MISSION

In collaboration with our stakeholders, we offer initiatives to develop and sustain an agile construction workforce; and to advocate construction as a career for all.



## INTEGRITY

We act with fairness, honesty and transparency, and we hold ourselves to the highest ethical standards.



## COLLABORATION

We engage with each other, with our stakeholders and with the wider community, fostering empathy, diversity and inclusion.

## OUR VALUES

## STRATEGIC PLAN 2021-2025

CTF has an important role to play, being part of something bigger. We will master our future working alongside and partnering with industry, Government, and the community.

This plan sets the vision, provides an inclusive pathway, and builds on our strengths to foster a safe, skilled and sustainable construction workforce that is critical to a strong and resilient Western Australia.



### COMMUNICATE & ENGAGE

CTF will actively reach out and engage with our stakeholders, our sector and the wider community, creating a useful exchange of information and advocating on behalf of the construction industry wherever we can.

STRATEGIC INITIATIVES	2025 GOALS
Develop a construction industry stakeholder Consultation and Engagement Plan	Positive stakeholder awareness and feedback (via formal survey)
Develop Communications and Marketing Strategy together with associated implementation plans	Increased brand awareness and sophistication, effectiveness and measurability of marketing content and platforms used
Develop an information hub and formal feedback process	Positive stakeholder awareness and feedback
Develop initiatives for SMEs and sole traders	Programs are aligned to the needs of industry
Engage the resources and construction sectors, regional stakeholders and communities at every opportunity	
Create programs to encourage more diverse cultural groups	Create a positive perception of the construction industry
Create initiatives to engage parents, VET Co-ordinators and career advisors to improve their understanding of the construction industry	



### ADAPT & INNOVATE

CTF will lead the industry in training reform and future-proofing of the sector, with an agile and responsive methodology that can meet changing market conditions.

STRATEGIC INITIATIVES	2025 GOALS
Review of the apprenticeship model with industry, and consideration of how CTF should fund these programs.	Number and diversity of apprentices, and level of engagement with CTF
Identify, review and optimise declining trades	
Review post-trade professional development for qualified contractors	Established pathways and skill sets to meet industry shifts in product and workforce changes
Support the skills required for alternative building materials and methods	Suitable skills to support modern methods of construction are included in the appropriate training packages
Develop excellence in construction workforce research and data analytics	CTF is the "go-to" organisation for workforce data, research and planning
Develop strategies to assist industry in managing the rises and falls of the construction industry; "train the trainers" program	The workforce is aligned to the forecast pipeline of works, with ongoing facilitation of training and upskilling
Develop and implement a Workforce Culture and Diversity Strategy	To see improvements in diversity and culture within the industry, and to ensure that CTF is a best practice organisation



### ADVOCATE & ASSIST

CTF will be a clear voice for construction advocacy, giving support to others in their advocacy for the construction industry, and engage with the right people to build construction up as a career of choice.

STRATEGIC INITIATIVES	2025 GOALS
Implement a sponsorship and awards strategy	Broad and varied portfolio of events, groups and initiatives that are sponsored by CTF
Develop a Strategic Plan for the Construction Futures Centre, with a focus on the resources sector, regional packs and optimisation of the Centre	Increased usage of the Construction Futures Centre and regional resources
Collaborate with aligned organisations to further our reach and strategic goals	Valued partnerships have increased, providing a greater reach and variety
Engage with Government agencies on requirements for apprentices and trainees engaged under government contracts, including engagement by sub-contractors	Government contracts provide a shift in the culture of training
Support industry to improve physical safety and wellbeing	Promote a safer and more inclusive industry



### SUSTAIN & OPTIMISE

CTF will develop the right initiatives, operational processes and plans to build strong relationships with stakeholders and the government, and be a model of best practice, responsible and trusted industry representation.

STRATEGIC INITIATIVES	2025 GOALS
Maintain and expand relationships with government agencies	Effective relationships in place agencies
Review and optimise CTF's internal operational systems and processes; develop CTF workforce structure, resourcing and office strategy.	Have a developed workforce structure that has the capability and capacity to deliver the outcomes for the organisation, with strong compliance
Mitigate levy collection leakage	Programs are aligned to the changing needs of the industry
Review and evaluate CTF's grants programs	Strategic plan is an effective document for communication of direction of ICT Services at CTF
Develop ICT Strategic Plan and review and optimise CTF's ICT systems and processes	CTF has strong financial governance and complies with all government and Board requirements
Review and optimise CTF's financial systems and processes	