

**Senate Standing Committee on Education Employment and Workplace
Relations**

**QUESTIONS ON NOTICE
Budget Estimates 2012-2013**

Agency - ABCC/FWBII

DEEWR Question No. EW0029_13

Senator Abetz asked in writing

Question

ABCC – Communications Strategy

Is there a strategy to communicate the changes involved in the FWBI inspectorate to the industry?

Answer

Fair Work Building & Construction has provided the following response.

Yes. FWBC's communications activities are guided by a number of strategic plans.

FWBC has undertaken a number of activities aimed at raising awareness and understanding the changes affecting the industry, including but not limited to:

- Issuing a multimedia press release on the agency's first day of operation;
- FWBC Chief Executive Leigh Johns sending a letter explaining the changes to 91 representatives from trade unions, employer associations, legal firms and head contractors;
- Issuing an e-alert to FWBC's list of approximately 2177 subscribers, most of whom are industry based;
- Providing written material/copy to approximately 85 contacts of industry based publications and newsletters, including a number of industry associations;
- Providing field operations staff with Q and A formatted information to ensure questions taken in the field can be answered comprehensively;
- State Directors undertaking a process of calling of key stakeholders in each state personally, to explain the changes and field questions regarding the transition;
- FWBC conducting 339 site visits between 1 June 2012 and 10 July 2012, providing opportunities to directly explain the changes and field questions; and
- Reaching up to 10,000 building industry participants through sponsoring or participating in events such as the National Tradies Expo, Building Industry Online Networking Functions, and state-based Major Projects Conferences.