# The Construction and Social Media Skills Project

This innovative project is based on the Urban Conservation and Social Media Project now being conducted by the Young Networks Foundation at the Fitzgibbon Chase urban re-development.

Operating out of Caboolture and Morayfield it will allow a team of young job-seekers to prepare for a career in the construction industry by:

1. working on a major urban development site, either Fitzgibbon Chase or a local development;
2. undertaking a workplace simulation in the exciting environment of the Splendour in the Grass Music Festival, at Woodford; and
3. refining their skills in social media and digital technology by building a social network site that will showcase their skills to the employers of the Caboolture/Morayfield and wider areas.

This combination of activities, we feel, offers the best opportunity to introduce young people to the broad scope of the construction industry and illustrate how the various trades work together, often over a very short time span (constructing a shelter for the Woodford site, for example). It offers stimulating experiences like working on a music festival and learning social media skills. Our experience has shown that this is highly motivating for young people and offers them a new insight into the many new aspects of the construction industry, such as sustainable building practices, new tools and techniques.

The project has been developed in collaboration with a range of partners in the Caboolture area who are committed to ensuring that the graduates will, wherever possible, find jobs, Apprenticeships or Traineeships in the local constriction industry.

## Project structure

The project offers the opportunity to learn skills in:

1. construction – small scale projects such as building facilities and assembling accommodation;
2. landscaping and conservation – documenting and restoring a site;
3. waste management, in a new small waste management facility
4. building their networks and promoting their skills using cutting edge social media tools.

Along the way, the young team members:

* complete the Certificate I in Construction;
* learn employability skills, such as team work, time management and building a resume;
* link with a network of prospective, local employers.

A unique feature of the project is the use of social media. The team can:

* refine their existing social media skills and learn how to build a mobile phone application, develop a social marketing strategy and promote their new employer using video and social networks;
* share their learning though an online social learning environment; and
* capture the evidence of their achievements through videos and images in an online ePortfolio.

After they graduate we work with them to showcase their skills to prospective employers, using their ePortfolio presented on an iPad!

## The site

This project will operate out of Caboolture/Morayfield, and will take advantage of a number of opportunities for intensive learning that are available nearby. These include:

* the Urban Land Development Authority site at Fitzgibbon Chase, where the team can engage in activities from landscaping, to building, to waste management;
* at the Woodford Folk Festival site, where the team can undertake their workplace simulation or work placements in an exciting environment of a new form of building site, with a range of trades concentrated on a joint project over a short period
* in local construction projects that will be chosen to offer the best opportunity for the team members to link with local firms;
* in the supportive youth environment of Burpengary.com, a new youth space that motivates the young participants to complete their training and explore how best to apply their new skills through h a range of social media and voluntary projects.

## The partners

Above all the project will take advantage of the goodwill of the wide range of partners that have been involved in the discussion about how best to offer training and motivation to young people of Caboolture and Morayfield to set them on the path to jobs in the building trades. These partners include:

* Burpengary.com (Ashley – what formal title should we use?)
* QYILS
* The YNF
* BIGA Training (I’m yet to speak with them)
* Caboolture and Morayfield High Schools?
* Others?

## The overall aims

The project aims to assist the team members:

1. To acquire skills in construction in a number of setting development.
   * Participants will acquire a range of practical skills including landscaping, tools and construction
2. To learn how to use social media to promote their company
   * Participants will use geo-location, mapping, spatial information and other digital tools to supplement their field work. They will present developments on the site to local residents through a social network site using tools such as Twitter, Twitterwalls and Flickr.
3. To acquire an understanding of contemporary construction practice
   * The Team will work alongside building and landscaping firms on major development sites covering commercial and residential jobs, as well as on small sites such as music festivals.
4. To enhance their job outcomes following the project.
   * We work with Employer Brokers and Indigenous Employment Program Panel members who will promote these young people to prospective employers, along with available incentives and employment support, using the e Portfolio.

## Fees

The core program can be delivered at the fees proposed by CSQ, although additional resources would be needed if an extended workplace simulation at Woodford is required.

With the assistance of the partners, we expect a high level of successful transition from this program to Apprenticeships and Traineeships, and we have developed specific strategies to ensure this, which we are happy to outline if you require.

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