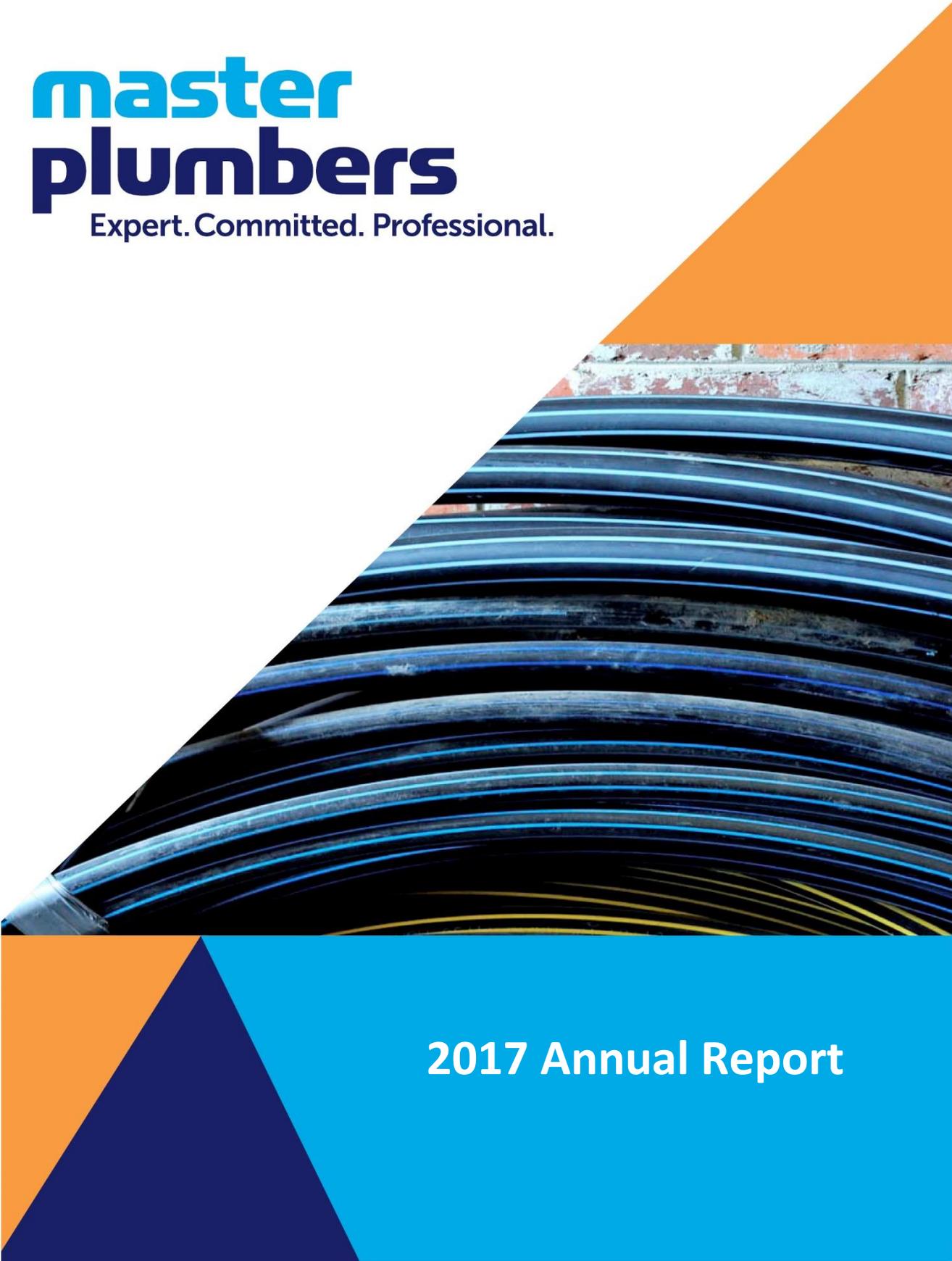


# master plumbers

Expert. Committed. Professional.



2017 Annual Report

### Key events and changes during the year

2017 was an important year for our industry with the review of the Plumbing Regulations. With the regulations sunsetting in 2018 we sought consultation with our Members through our Member Forums and our new online forum on [plumber.com.au](http://plumber.com.au).

Key issues identified requiring regulation or existing regulations needing clarification included:

- the need to explicitly include off-site plumbing works, including bathroom PODS and skid-mounted water heating systems, in the scope of the regulations
- to expand the regulations to define and require qualifications for complex plumbing design work
- to require additional qualifications and business systems for major commercial plumbing works
- to add thermostatic mixing valves as a class of specialised plumbing
- to require Continuing Professional Development (CPD) for licensed and registered plumbers
- to mandate four a year apprenticeship
- to clarify the requirements around provisional registration
- to amend the regulations to establish requirements for fire system certification as well as the testing and auditing of fire protection systems.

In July your association presented to the Senate Committee conducting an Inquiry into non-conforming building products where we explained failures can occur due to non-conforming products, incorrect installations and/or use of conforming products and poor workmanship. We discussed the need to improve the WaterMark Scheme through "point of sale" controls and the introduction of random sample testing and improved factory audits.

### Danish Apprentice Internship

This year one of our apprentices spent four weeks in an internship working with plumbing company Henrick W Hansen, Copenhagen, Denmark. A life changing experience for Jack Dainer and a successful initiative, which we intend to offer again in 2018.

### Plumbing Industry & Fire Association Awards

A sold out gala event held at the Grand Hyatt on Saturday 5 August saw the industry come together to celebrate and recognise the achievements of those in our industry. We were fortunate to have several VIPs in attendance - The Hon. Senator Kim Carr, Senator Kimberley Kitching, Mr Peter Khalil, Member for Wills, Mr Shaun Leane, Parliamentary Secretary to the Special Minister of State and Parliamentary Secretary for Infrastructure, and Councillor Oscar Yildiz of Moreland City Council and Founder and CEO of Bully Zero Australia Foundation.

### On Line Forum

The Master Plumbers On Line Forum was launched in March, giving more opportunities for members to raise issues, seek advice and keep in touch with the plumbing community.

### World Plumbing Day

World Plumbing Day was celebrated on 10 March in Brunswick with over 450 people attending throughout the day. Each year sees this event taking on more traction with many more industry participants.

### Training

Geelong PICAC has now been open for over a year and has begun delivering courses to the plumbers in the Geelong region. New courses will be offered throughout 2018. Planning for the Narre Warren PICAC campus continues. We have now expanded through PICAC into Queensland, giving us a national presence. Our training course offerings continue to expand as well with more Certificate IV level courses being offered. Our apprenticeship training with our own RTO move into fourth year in 2018.

### Plumbing Apprenticeships Victoria

In October, PAV recruited the services of Natalie Reynolds as Manager of the Group Training Scheme. Natalie brings a wealth of experience in managing group training organisations and has implemented new systems and initiatives to greatly improve our current scheme.

We are excited about the future of our industry. It has been a busy year and I would like to thank all Master Plumbers members past and future and I look forward to hearing of another successful year.



**Ken Gardner**  
CEO Master Plumber

## Corporate Governance

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Following a nomination and election process, a new National Council was announced with seven new Members being elected for a two year term.

The following members are representatives on the National Council:

- Norm Anderson
- Grant Donald
- Scott Dowsett
- Peter Hall
- Rob Hansen
- Peter Jensen
- Phil Kelly
- Peter Lord
- Adrian Murphy
- Kevin Shinnars
- Daniel Smolenaars
- Greg Tink
- Michael Tomlinson
- Chris Unwin

The National Council elected the new Executive Board and that Board had elected Office Bearers for the coming year. The elected Members are:

Scott Dowsett – President  
Norm Anderson – Vice President  
Kevin Shinnars – Vice President  
Adrian Murphy – Treasurer  
Grant Donald – Board Member  
Rob Hansen – Board Member  
Daniel Smolenaars – Board Member  
Greg Tink – Board Member

### Scott Dowsett President

Scott has over 26 years' experience in the commercial plumbing industry and has been a member of the Association since 1997. He is Director of Cooke & Dowsett Pty Ltd, a national commercial plumbing company that currently employs over 420 full time employees. He has been a Committee member of the Construction Division since 2006 and is the division's Chairman.

### Norm Anderson Vice President

Norm has over 30 years' experience in the commercial plumbing industry and is the Director of NSG Plumbing Pty Ltd, a Melbourne based company offering contract and maintenance, design and construct services.

NSG Plumbing currently employs 35 full time employees. Norm is an active member of the

Construction Division and is a representative of the National Council.

### Kevin Shinnars Vice President

Kevin's company, Shinnars Plumbing Pty Ltd, has been a Master Plumbers member since 1953. In 2002, Kevin was presented with the Hygieia Award for outstanding voluntary services for the development of the plumbing industry and in particular, recognition of his dedicated involvement in pursuing improvements in apprentice training for the industry. In 2003, Kevin was nominated to represent the Association on a committee headed by the CSIRO for Blue Green Water – remedial treatments.

Kevin is a Life Member of the Association.

### Adrian Murphy Treasurer

Adrian has been actively involved in the process, commercial and industrial heating industry for over 28 years and has been a member of the Master Plumbers since 2008. He is the Managing Director of Boilertech Pty Ltd, a national supplier, installation and service organisation.

### Grant Donald Board Member

Grant is a qualified plumber who has been involved in the industry for over 39 years. He is Director of Premier Plumbing Service, a commercial plumbing company based in Ballarat and the company has been a member of Master Plumbers for 65 years.

### Rob Hansen Board Member

Commencing with Barden Roofing in 1983, Rob has been involved in all aspects of the business from on the tools general roof plumbing to supervising roofing gangs, estimating projects and developing and implementing key company policies and procedures such as OHS and Quality Assurance systems. Rob was appointed a Director of Barden-Steeldeck Industries in 2006.

Rob also has extensive experience in working with builders, employees and union representatives and is committed to ensuring Barden-Steeldeck Industries' activities are carried out in strict accordance with all state and federal government legislative requirements.

## Dan Smolenaars Board Member

Daniel has over 20 years' experience in the Plumbing Industry. He is the managing director of Smolenaars Plumbing. After joining the nationwide Laser Plumbing franchise in 2007, the business has continued to grow, and through the establishment of a second premises in Traralgon in 2009 they now cover a full 200km radius between Lakes Entrance and Warragul.

In addition to their specialised gas and plumbing maintenance services, the company also comprises a Commercial department, to undertake construction activities from housing to hospitals, nursing homes, shopping centres and schools; and a Civil department, which caters for infrastructure developments, new housing estates and detailed sewer works.

## Greg Tink Board Member

Greg has over 30 years' experience both as a contractor and an educator. He has delivered over 15,000 hours of theory, practical and technical training across the pre-apprenticeship, apprenticeship and post-apprenticeship programs at RMIT University. Greg has contributed to a number of industry handbooks, reports and training programs, including over a decade of involvement in developing and delivering Green Plumber training. He has also designed and managed the installation of various leading edge work stations at PICAC as well as running his contracting business.

## About our CEO Ken Gardner

Ken is well-known throughout the plumbing, gasfitting and energy industries. His experience covers interaction with all levels of Government, Industry, Unions and plumbing businesses. He has spent nine years on the Plumbing Industry Commission and has also had a key role in National Licensing.

He is currently on the Board of the industry Skills Council, the Board of Master Plumbers Australia Ltd and is on the Board of PICAC, the Indigenous Plumbing and Sanitation Foundation and Plumbing Joint Training Fund.

Ken is also Chair of the Plumbing Advisory Committee in Victoria and Secretary/Treasurer of the World Plumbing Council.

## Industrial Relations

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### Workplace Relations

Over the past year, there has been a significant amount of activity in the area of employment law. Whilst much of that activity has not directly impacted Master Plumbers, Master Plumbers actively follows these developments and pursues the interests of members.

### Modern Awards – 4 Year Review

Section 156 of the *Fair Work Act 2009* requires the Fair Work Commission (**Commission**) to review each modern award on a four (4) year basis.

There are two (2) separate components or stages to the PFS Award review. The first being consideration of the *drafting and technical issues* identified by the parties with an interest in the award during the re - drafting of the PFS Award. The second being consideration of the *substantive issues*, being variations proposed by the various parties who have an interest in the PFS Award.

Master Plumbers have made written submissions on both the *technical and drafting issues* identified by the parties with an interest in the award and the *substantive issues*, being variations proposed by the various parties who have an interest in the PFS Award.

In addition, Master Plumbers have participated in a number of conferences called by the Commission to consider the issues raised through either stage.

The PFS Award review process and award review process in general will continue throughout 2018.

### Building Code 2016

The *Building and Construction Industry (Improving Productivity) Act 2016* and the *Building and Construction Industry (Consequential and Transitional Provisions) Act 2016* were passed by the Commonwealth Parliament in November 2016.

On 2 December 2016, the Minister for Employment issued a new building code; the [Code for the Tendering and Performance of Building Work 2016](#) (**Building Code 2016**).

Enterprise agreements made from 1 September 2017, must now comply with the Building Code 2016 in order to be eligible to be awarded Commonwealth-funded work.

Following extensive negotiations with the union, the union enterprise agreement is now Building Code 2016 compliant. A number of Master Plumbers' members have varied their enterprise agreement to ensure compliance with Building Code 2016.

### Fair Work Commission - Annual Wage Review 2017

On 6 June 2017, an Expert Panel of the Fair Work Commission handed down their decision on the Annual Wage Review 2017. The decision provided for an increase of 3.3% for award reliant employees. The 3.3% increase took effect from the first pay period commencing on or after 1 July 2017. As a result of the decision, Master Plumbers published new wage rates and allowances.

### Master Plumbers IR Notes

Master Plumbers continues to regularly provide members with the Master Plumbers IR Note.

The Master Plumbers IR Note summarises decision of note from the Fair Work Commission or one of the Courts (Federal Court, Federal Circuit Court, etc).

The Master Plumbers IR Note also provided members with some guidance as to how the decision may impact upon their business and also the lessons that can be learnt from the decision.

### IR Advice

Master Plumbers is regularly required to provide advice (either over the phone, through email or directly through a meeting) on a wide variety of matters, including:-

- wages;
- terms and conditions of employment;
- letters of offer / contracts of employment;
- offsetting (of provisions / entitlements contained in the *Plumbing and Fire Sprinklers Award 2010* or *Clerks – Private Sector Award 2010*) against over award payments;
- termination of employment, including disciplinary matters;
- drafting of enterprise agreements;
- proceedings at the Fair Work Commission or Victorian Building Industry Disputes Panel; and
- drafting and development of policies and procedures.

## Plumbing Apprenticeships Victoria

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PAV is the trading name for the Master Plumbers Group Training Scheme.

PAV had a difficult year in 2017 due to major staff turnover and a significant downturn in the commercial construction sector and in particular, government projects.

By the end of 2017 however the number of apprentices employed started to increase again from a base of 130 apprentices placed in employment.

The downturn however provided the opportunity to improve the management of the organisation and the quality of apprentices employed plus the educational outcomes achieved.

Many new processes were introduced to manage:

- Recruitment
- Down time
- Induction
- Rotation to ensure a breadth of experience
- Employment conditions
- Expectations of hosts

It is expected that these enhancements will lead to improved numbers, financials and quality of graduate apprentices in 2018 and beyond.

## Workplace Health and Safety

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The Master Plumbers Occupational Health and Safety objective is to provide OHS information and support to their plumbing industry members so they meet all their OHS obligations to protect the wellbeing of workers and members businesses. The overall direction of Master Plumbers OHS which is funded by Incolink, is undertaken by the Chief Executive Officer (CEO) of the Master Plumbers. The Master Plumbers employs Mr Rod Tresidder in the role of OHS Officer in their Safety Unit. Mr Tresidder is supported by Mr Bryan Smith the General Manager, Corporate Services and ongoing office support that is provided to the Safety Unit.

Many OHS issues were addressed in 2017, including:

- A comprehensive review and update of the Group Training Scheme's (GTS) OHS component of their management system;
- Providing OHS advice at GTS's inductions;

- Providing injury management and return to work support to GTS apprentice plumbers;
- Facilitating OHS training events with members;
- Assisting members with OHS issues;
- Assisting members with their injury management and Return to Work (RTW) issues;
- Visiting regional members;
- Attending meetings with industry stakeholders including; Work Safe Victoria, Incolink, Building Industry Forums, Australian Government Asbestos Safety Eradication Agency, ACCI's OHS Working Party's and Master Plumbers Divisional Meetings providing reports and feedback.

We provided specific feedback to members via the Australian Plumbing Industry magazine, E-News, the new Members Forum and Members Meetings including:

- Failure to provide a safe working environment; high risk construction work;
- Scaffold Safety;
- Roof Plumber entered into an Enforceable Undertaking with Worksafe;
- Gas Detection;
- WorkSafe's - Small Business Festival Victoria;
- Safe Work Australia (SWA) – Tradies Health Month;
- Master Plumbers OHS workshop;
- WorkSafe's - Plumber Prosecutions;
- SWA Broadcast – No Place for Drugs and Alcohol;
- OHS Alert – The Guarding of Holes and Openings;
- Regulators crack down on asbestos and unsafe tradies;
- Don't become a workplace statistic;
- Worker engulfed in excavation;
- Asbestos Compliance Codes – public comment;
- SunSmart workplace support;
- Construction Safety Focus - Safe Worker and Traffic;
- WorkSafe and Asbestos month;
- WorkSafe Victoria Plumber Prosecutions;
- ASEA awareness guidance for plumbers and electricians.

Master Plumbers also sought specific feedback from members including:

- WorkSafe's Powered Mobile Plant Compliance Code;
- WorkSafe's Preventing Electric Shocks;
- WorkSafe's Construction Site Loading Zones;
- Vic Roads Rope Restraints;

- WorkSafe's Managing Asbestos in Workplaces Compliance Code;
- WorkSafe's Removing Asbestos in Workplaces Compliance Code;
- WorkSafe's Managing Work Environment and Facilities Compliance Code;
- WorkSafe's Managing Noise and Preventing Hearing Loss at Work Compliance Code;
- WorkSafe's Construction Site Traffic Management Safety Compliance Code.

The Master Plumbers OHS Action Book (PACT) continues to provide assistance to members, other employer associations, universities, TAFEs, facility management companies, independent businesses and PICAC.

The Master Plumbers OHS Management Plan was initially rolled out as part of a package that included a comprehensive training course in 2009 to 56 members. This has now reached a distribution of 347 plumbing businesses across Victoria, including group training host employers.

We have provided training to 580 members and staff. The plan is still very popular with members, especially new members and the Group Training Scheme Host employers are also encouraged to participate.

The OHS Management Plan has now reached its maturity. A redraft is planned for 2018 to make it more meaningful and useful to members. Part of that redrafting will include the changes to the OHS Act and Regulations released by WorkSafe Victoria. We are actively involved with WorkSafe Victoria as one of their key stakeholders in reviewing the documents and providing feedback to members and gaining their commentary.

## Training and Development

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Throughout 2017 Master Plumbers consolidated our apprenticeship delivery, further increased our licence level evening courses and expanded our training offerings at the PICAC campus in Geelong.

### Apprenticeship training

The inaugural group of Master Plumbers' apprentices completed their Certificate III qualification in 2017 and undertook their journeyman exam with the VBA in December. The 13 apprentices performed very well in the exam and Master Plumbers was exceedingly pleased with the group results. We wish all the apprentices well as they continue on their pathway to become registered plumbers.

All major building work and training workstation development at the Brunswick campus is now completed. The training team is moving to a phase of continuous improvement and refinement of delivery and assessment methodology across all stages of the apprenticeship. Following feedback from members during 2017 we have slightly adjusted our apprenticeship delivery strategy and from 2018 will be offering the more traditional block training approach of one week per month. Master Plumbers continues to offer training in all six streams of the apprenticeship with employers and apprentices able to select either the drainage or mechanical services focused stream.

We have nine full apprenticeship groups in training at the Brunswick campus, three at each year level. Our apprentices continue to be enrolled with Master Plumbers by a wide range of employers, including members, group scheme employers and local plumbers.

#### Pre-apprenticeship training

Master Plumbers delivered two pre-apprenticeship courses in 2017, with numbers slightly lower than expected in the second half of the year. We continued to see good results from the course. Most graduates successfully apply for employment as a first year apprentice with a direct employer or the Plumbing Apprenticeships Victoria group scheme.

#### Industry training

Participant numbers in all the Master Plumbers' post trade industry courses were strong throughout 2017, particularly in backflow and Type A gas servicing programs. We also successfully ran a number of backflow and TMV programs in Geelong as awareness of the campus builds across the industry in the greater Geelong region. Master Plumbers delivered another suite of Carbon Monoxide testing courses across Victoria, supported by ESV and VBA. These were well attended. A variety of OHS and high risk work training programs were also delivered to members.

#### Evening licencing courses

In 2017 Master Plumbers added the roofing licence level course to our scope for delivery and ran two full programs. The common and stream licence courses continued to be very popular with courses regularly being fully subscribed. In 2018 we plan to add the sanitary and drainage streams to scope to offer the full range of licence programs. All evening courses continue to utilise WebEx as a popular distance learning option for regionally based learners.

## Member Services

Membership Type	June 2017
Full members – B-F	685
Contractor – Affiliates - A	103
Corporates - Affiliates -M	65
Individual Affiliates - I	23
Life Members	12
<b>TOTAL</b>	<b>888</b>

#### Corporate Relations

Building a strategic alliance with corporate partners as well as potential corporate partners has been paramount to ensure the right offerings and benefits to members. In return, our partners receive invitations to all events, have regular benefit/offering communications with members and attend events both as guests and/or providing information on trade tables.

Tradelink continue to be our major sponsor under a Platinum Partnership. Included in our sponsorships we have Cbus and Simpro offering Gold sponsorship together with Corelogic, Silver sponsorship.

#### Member Communications

Members continue to receive the Australian Plumbing Industry Magazine on a quarterly basis which has seen the national distribution grow to over 28,000, together with regular industry e-news updates, the member benefits updates and access to the Member Portal on the website [www.plumber.com.au](http://www.plumber.com.au). The Online Forum offers another source of communication between members, enabling industry issues and concerns to be escalated, and our social media posts continue to grow. Attention has been given to ensure new members are fully aware of the benefits of membership.

The Australian Plumbing Industry website [www.australianplumbingindustry.com.au](http://www.australianplumbingindustry.com.au) was launched, allowing readers to view the magazine online, including older copies, together with industry updates, OHS information, technical issues, industrial relations matters, new product information, plumbing features and news. Advertising on the website will commence in 2018. A review of all front line assets including social media, member forums, information packs and EDM's will be undertaken to increase all communications for members and prospective members based on data received from analytics and member surveys.

## Events

### Annual General Meeting

The new Board and National Council were declared as elected without contest at the Annual General Meeting held on 30 March. Milestone certificates were also presented to 22 Member companies who had achieved a minimum of 30 year's continuous membership, in 5-year increments.

### Plumbing Apprenticeships Victoria Awards

Over 100 apprentices and their guests gathered on 5 May at Munich Brauhaus in South Wharf to recognise Plumbing Apprenticeships Victoria (PAV). This year, the awards format was enhanced to include recognition based on the training component of the apprenticeship as well as the on-the-job requirements.

Success in these awards was determined by the apprentices' work placement performance, recognising the most outstanding apprentice in each year level and separately the best in training efforts and outcomes.

### Business Breakfasts

The Master Plumbers and Tradelink Business Breakfast series continued for the third year with four events held throughout the year. We took on a new look and feel, moving from the city location of The Cube in Federation Square to the metropolitan areas – Essendon, Mount Waverley, Preston and Caulfield. This saw an increase in attendance, as we went to the locations of our members.

These events were well attended with the key themes of Industrial Relations, Marketing, OHS and Business Operations. Corporate Partners were given the opportunity to include a Trade Table at the breakfast to allow for further networking opportunities with our Members.

### Plumbing and Fire Industry Awards

The third annual Plumbing and Fire Industry Awards night was held on Saturday 5 August at the Grand Hyatt Melbourne, continuing the successful partnership between industry stakeholders the Master Plumbers, the National Fire Industry Association, the Plumbing Industry Climate Action Centre, the Plumbing and Pipe Trades Employees Union, and for the first time this year the Association of Hydraulic Services Consultants Australia.

A total of 30 finalists were selected across 16 award categories; the Andrew Letten Gold Medal Award went to Mark Pasini, and the William. P Hite Leadership Excellence Award was awarded to Lou Maglio.

Attendance numbers increased from 2016 and it is anticipated that with ongoing review and improvements this event will continue to grow in size and prestige in the lead up to the 12<sup>th</sup> Triennial World Plumbing Conference to be held in Melbourne in 2019.

### Members Christmas Function

The final event for the year was the Members Christmas Function. Over 150 Members gathered on 5 December at Crowne Plaza Melbourne in the Christmas themed Bridge Room. Members mingled with industry stakeholders during the informal evening.

## Technical Liaison

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2017 has been a year of consolidating our existing relationships between members and other external parties as well as participating on various issues.

### Master Plumbers Forums

To continue the strategy of engaging with plumbers from regional areas who may not have access to other Master Plumbers events, we hosted four regional forums in Ballarat, Bendigo, Traralgon and Geelong. The forums were opportunities to showcase the benefits of Master Plumbers membership and non-members were encouraged to attend these informal information and networking evenings.

Local Water Authorities and Councils were invited to provide information on their activities that related specifically to plumbers in addition to technical representation from the Regulators Victorian Building Authority (VBA) and Energysafe Victoria, (ESV).

Local members assisted with the promotion of these events and Board meetings were held prior to the scheduled forums which provided further opportunities for members and non-members to meet with both Board and National Council members.

### Plumbing and Gasfitting Division

The Plumbing and Gasfitting Division held two meetings in 2017 which provided a platform for members to discuss a range of topics of common interest to the group, the Master Plumbers on-line forum providing many of these topics for discussion. Having both ESV and the VBA technical officers represented at these meetings provided members with the opportunity to address changes

to Standards as they occurred. The Division was also updated on changes within the delivery of Apprentice training and was used to moderate specific training assessments.

### Heating and Cooling Division

Master Plumbers members who operate in the heating and cooling sector met to discuss a number of changes proposed within the refrigerated air conditioning sector primarily driven by the phasing out of ozone depleting refrigerants as well as the development of a new Australian Standard to address the installation of residential climate control systems.

### Sunsetting of Plumbing Regulations 2008

The process of reviewing the current Plumbing Regulations 2008 began this year with the Department for Environment, Land, Water and Planning calling for submissions from industry stakeholders in April. Master Plumbers identified a number of key improvements to the current Regulations which formed part of a formal submission by the Association. Throughout the year Master Plumbers was represented in stakeholder meetings called by the Department which provided the opportunity to support key elements of the Associations submission. A draft of the new regulations will be released for public comment early 2018.

Other activities included;

- Technical support for members
- Input into the development and review of Australian Standards
- Communication with Regulators and Authorities to clarify compliance issues
- Supporting the Associations interests through relationships with other industry stakeholders.

### External Communications

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During 2017, we continued to communicate with members and affiliates via our bimonthly e-news bulletins, reaching out to our Member database. Analytics of this communication channel were positive, with an open rate between 35 and 50 per cent.

The apprentice and host outreach e-newsletter was scheduled for the last Friday of every second month and delivered a great open rate of between 42 and 50 per cent.

For Australian Plumbing Industry magazine, we send eight e-newsletters featuring a mix of editorial and advertorial content to complement

the printed version. Open rates varied between 32 and 47 per cent.

### Websites

[plumber.com.au](http://plumber.com.au) Regular content was uploaded to the website in line with news disseminated through e-news. The most popular pages for the website continue to be 'find a master plumber' and 'contact us.' A new standalone webpage for 'The Hall of Shame' went live in April.

### [australianplumbingindustry.com.au](http://australianplumbingindustry.com.au)

In June we launched a new website for the magazine.

Editorial and advertorial is uploaded to this site in line with every edition of Australian Plumbing Industry magazine.

### [plumbingcareer.com.au](http://plumbingcareer.com.au)

Features content for Plumbing Apprenticeship Victoria, apprentices and host organisations.

### Radio

2017 saw a new direction for our radio advertising as we developed fresh creative to support our prime time radio campaigns across three stations. Still focussing on consumer acquisition for our Members, we opted for more contemporary and attention grabbing creative with a movie trailer theme for Smooth FM and Triple M. We adopted more traditional creative to test a successful short campaign with talk radio channel 3AW for a three month trial campaign over the Grand Final period.

Our messaging is Consumer based, educating and encouraging listeners to find their local Master Plumber at [plumber.com.au](http://plumber.com.au).

### Social Media

In 2017, Master Plumbers boosted its social media presence as a priority.

### Facebook

At the close of the year, the Master Plumbers Facebook page had around 5,500 followers.

A strategic approach to posting and monitoring led to a spike in traction, boosting Master Plumbers' presence in the social sphere.

'The Hall of Shame' continued to grow in popularity and was posted every Monday.

'Funny Dunny Friday' was replaced with 'Throwback Thursday.'

Other posts were sourced from industry news, press releases and media monitoring service Meltwater and posted and monitored accordingly.

### **LinkedIn**

We chose LinkedIn as our second social media channel to focus a strategy on and posted every Wednesday with content from the magazine, recruitment trends and PAV.

### **Ads**

In December 2017 we ran a targeted PAV advertising campaign for the apprentice recruitment drive.

We also continued with ad hoc Master Plumbers branding ads on Facebook at intervals.

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### **Australian Plumbing Industry Magazine**

Four issues were printed and distributed during the year and we were CAB Audited for a distribution of 28,400+.

The themes for the year were innovation for March, winter for June, construction and development in September and health and wellbeing in December.

Highlights for the year included cover star Scott Cam, detailed summaries of the sunsetting of the 2008 Plumbing Regulations and some strong Member profile stories from companies, including Geelong Roofing and Keraltan plumbing. We also had regular features from The Hall of Shame, Industry News, Member News and Industrial Relations.