



australiantilecouncil

### ACKNOWLEDGEMENTS

On behalf of the working group who contributed in some way to bring about this Australian Tiling Industry survey, I would like express my appreciation to the immediate past executive of the Australian Tile Council, President Rob Walker, Vice President Graeme Parkin, Secretary/Treasurer Mike Snare and the Public officer Mr Keith Healey (OAM).

Similarly my appreciation to the present ATC executive, President Graeme Parkin, Vice President Peter Carter, Secretary/Treasurer Mike Snare and the Public Officer Mr Keith Healey (OAM).

Many thanks must go to my wife Julie Bulmer and my son Anthony Bulmer and close colleagues Rob Walker and Don Muir for their contributions and support with the Survey.

Again on behalf of the ATC, I would like to express my thanks for the support given by the Department of Education, Employment and Workplace Relations (DEEWR), in particular the officers Mr. Richard Millington and Mr. Ray Dingli from DEEWR.

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## **ABSTRACT**

The Australian Tile Council (ATC) and the Department of Education, Science and Training (DEST) entered into a contract under the Workforce Innovation Program in 2007 with the purpose to achieve the outcome of raising the number of competent tile fixers in Australia.

Under the National Skills Shortage Initiative at the time, funding was provided by DEST to the ATC to work in concert with Techtile Consulting Pty Ltd to establish and conduct a skills training initiative for Mature Age persons under the heading of "Upfront Productivity Training) (UFPT) delivered via the concept of "Authentic Learning".

The ATC, in conducting the UFPT initiative was able to provide a flexible response to emerging issues on the National skill shortage within the tiling industry.

The Mature Age, UFPT model was a viable educational process with beneficial outcomes by way of accelerating the acquisition of skills for those participating in the scheme. However, the UFPT initiative was not without flaws and those flaws became evident at the commencement, during and post UFPT. These flaws were articulated to DEST and the ongoing newly elected Federal Government Authority, The Department of Education, Employment and Workplace Relations (DEEWR).

The information submitted to DEEWR from the ATC, on the identified various UFPT program flaws included a range of possible solutions to address those flaws. By agreement the ATC and DEEWR, undertook to establish a review of the UFPT initiative to specifically address the identified flaws but remain within the criteria of the National Skills Shortage Strategy that will lead to an increase in the number of skilled tilers.

A Deed of Variation of the original contract was established under the agreement between the Commonwealth of Australia, as represented by the Department of Education, Employment and Workplace Relations and the Australian Tile Council titled "Raising the Number of Competent Tile Fixers within Australia.

## **SPECIFIC ACTIVITIES CARRIED OUT BY THE ATC**

### **REVIEW AND MODIFICATION OF UFPT**

Reviewed and modified the Up Front Productivity Training (UFPT) to include the development of an on-site assessment scheme for apprentices including guidelines for pre employment work experience for participants specifically for the one day per week on site work experience component and additionally a follow up, supporting on site assessment component in the following weeks of employment.

The purpose is to ensure that a specific reliable National assessment criteria is put in place and is consistently applied, to select those that are motivated and have some aptitude for tiling that apply for participation in UFPT.

## **ABSTRACT – Page 2**

Developed ways and means on how to encourage employers, and tiling industry members and those that engage labour for tiling, outside the traditional formal training agreements, to undertake a greater participation in training and support an innovative culture, such as the UFPT initiatives.

ATC interacted with the Australian Tiling Industry and TAFE to undertake a specific review of the existing processes that recognize existing mature workers skills (RPL). The purpose is to ensure that a specific reliable National assessment criteria is put in place and is consistently applied to select those that are motivated and have some aptitude for tiling that apply for participation in UFPT. Subsequently, initiating discussion on participating with on and off the job training assessment schemes, with links between the achievement of key competencies and higher pays.

## **REVIEW OF THE NATIONAL INFORMATION WEBSITE**

The ATC developed a comprehensive ATC National Website which provides user friendly direct links to what assistance is available by State and Federal Governments, and also other matters of importance when considering a tiling apprenticeship or employing/ participating in an apprenticeship training program (such as UFPT) some examples being: State and Federal regulations/obligations for indentured or Trainee apprentices, salaries and conditions, types of training programs offered across Australia for new entrants, up-skilling and re-skilling their durations and locations.

## **THE DEVELOPMENT OF A DATA BASE BY A NATIONAL TILING INDUSTRY SURVEY**

The development of a Data Base which brings about information from the Australian Tiling Industry, gathering data about engagement with training systems for different tiling organisations including but not limited to sub contractors, suppliers and tile industry companies and other relevant organisations and provide a report listing the outcomes of this consultation.

The ATC is seeking substantive Data, Information on issues such as Regulation, Licensing and Retail training courses along with a proposed accreditation system for tile retail outlets. This Survey has been directed to a defined sample of the Australian Tiling Industry, the distribution of the Survey was mid March 2010 with the data collected, analysed, conclusions drawn and recommendations stated, is now available via the ATC website.

## **ATTENDENCE AT THE AUSTRALIAN TAFE TEACHERS UFPT WORKSHOP 2010**

The ATC and the national members organised the ATC AGM and the Australian TAFE Teachers Workshop in March 2010 in Hobart, Tasmania. The ATC would see the continuation of the ATC/TAFE annual workshops essential to consolidate the good work carried out with the UFPT initiative from the outset bringing forward a much improved innovative approach in training that will benefit the Australian Tiling Industry in achieving the objectives of the UFPT - that is, to increase the number of tile fixers in Australia.

We are now pleased to advise that the Deed of Variation under the agreement between the Commonwealth of Australia, as represented by the Department of Education, Employment and Workplace Relations and the Australian Tile Council titled "Raising the Number of Competent Tile Fixers" project has been completed.



## **SIGNIFICANT FINDINGS**

The most significant findings were that :

- (a) 97% of Respondents affirmed that the ATC is the recognised peak body, with the authority to represent the Australian Tiling Industry as the ATC presently does on matters of importance.
- (b) 93% of Respondents have indicated that the overall standard of tiling in today's industry is just over a pass mark of 50% with a rating of 5.48(AV).
- (c) 92% of Respondents indicated their support for an ATC Professional Development System for tilers including a Master tiler's category along with other various industry incentives that encourage excellence.
- (d) 89% of Respondents indicated their support for the ATC to continue its efforts to persuade the Federal Government to approve the ATC's Training Subsidy concept.
- (e) 84% of Respondents indicated their support for the ATC to conduct a 16 hour retail training course
- (f) 79% of Respondents indicated their support for the establishment of an accreditation system by the ATC for tile retail outlets.
- (g) 76% of Respondents work within a managerial role in one of the following categories: Chief Executive Officers, Company Directors or Managers.

## **RECOMMENDATIONS FROM SURVEY**

Given that the majority of Respondents who completed the Survey affirm that the Australian Tile Council (ATC) is the recognised peak body, with the authority to represent the Australian Tiling Industry as the ATC presently does on matters of importance, therefore the following recommendations were made that:

- (a) The ATC should exercise its authority as the peak body of the Australian tiling industry and initiate State based meetings and engage the wider tiling industry to participate and discuss ways and means to raise the tiling industries competency levels.
- (b) The ATC should continue to lobby the Federal Government to seek approval for the ATC's Training subsidy concept.
- (c) The ATC should liaise with the Construction, Property Industry Skills Council (CPISC) on ways and means to establish an ATC National Licensing/ Accreditation System for Tilers and a Tilers Waterproofing Licence including a Professional Development Points scheme.
- (d) The ATC should establish a National 16 hour retail training course including a tile retail outlet accreditation system with some E-learning theoretical units.
- (e) The ATC to provide and update relevant information on the ATC's website, pertaining to State and Federal Governments funding initiatives to engage and encourage employers to take on apprentices.
- (f) The ATC should promote nationally the benefits of membership to the wider Australian Tiling Industry.



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**RAISING THE NUMBER OF COMPETENT TILE FIXERS AND  
OTHERS WORKING WITHIN THE AUSTRALIAN TILING  
INDUSTRY**

**FINDINGS FROM AN AUSTRALIAN TILE COUNCIL INDUSTRY SURVEY  
SUPPORTED BY THE DEPARTMENT OF EDUCATION EMPLOYMENT  
AND WORKPLACE RELATIONS**

Dear Sir/Madam,

Please find attached the results of an Australian Tile Council Industry Survey, based upon the Hypothesis: "INSUFFICIENT COMPETENT TILERS AND OTHERS WORKING WITHIN THE AUSTRALIAN TILING INDUSTRY".

To assist in achieving valid and reliable outcomes, a randomly selected group of 200 members from the Australian tiling industry received a copy of the Survey, distributed in March 2010.

The Australian Tile Council indeed thanks those Respondents who took the time to complete and return the Survey. Further, The Australian Tile Council thanks the Department Of Education, Employment and Workplace Relations (DEEWR) for their support and assistance with funding to enable this report to be possible.

**OVERVIEW**

Those who are working in the Australian wall and floor tiling industry would be aware of the critical skill shortage of "Tilers and Others" working within the Australian tiling industry.

The purpose of the Survey was to obtain a broad range of relevant data from the Australian tiling industry, that could be used objectively and specifically by the ATC, the wider Australian tiling industry and DEEWR to raise the competency level of Tile fixers and others that are working within the Australian tiling industry.

The success of this Survey relies upon respondents providing their professional opinions and comments where they can, to gather accurate present time Data that could be used to assist the Australian Tile Council to achieve the primary objective of the Survey, that is to "raise the number of competent tile fixers and others working within the Australian tiling industry".

The findings on all the data will be distributed through the ATC web site to enable those who have completed the Survey and the wider tiling industry to view and consider those findings and conclusions and their subsequent recommendations.

## ANALYSIS - PAGE 2

### SECTION (A) RECIPIENTS PROFILE

Question 1-6 within section (A) gathers data to establish a profile on Respondents. Respondents are required to provide details on which State within Australia where they conduct business or are employed, additionally their status within their respective workplace and also to indicate which sector they are mainly working in, within the Australian tiling industry.

The Respondents status along with which sector the respondents mainly work within, the time they have worked within the industry and the number of people that are employed within their business or the business that they are employed within is essential to obtain qualitative data for analysis, to enable conclusions to be drawn that establish recommendations or suggests further research.

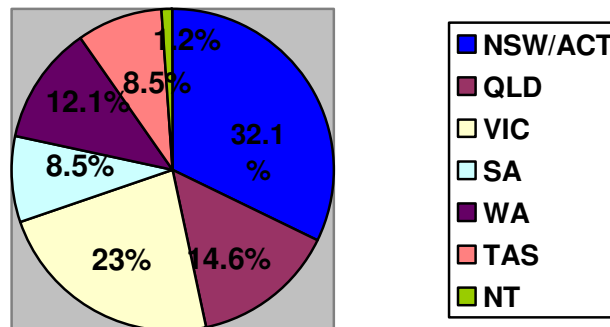
The Recipients profile data verifies that Respondents are providing professional information from a reliable source but maintains anonymity.

#### QUESTION (1)

Question 1, requests the Respondents to indicate which State within Australia they mostly work within.

The 82 Respondents that returned the Survey indicated they work mostly within the following States and Territories of Australia.

**TABLE 1 N=82 STATE OF AUSTRALIA  
EMPLOYED WITHIN**

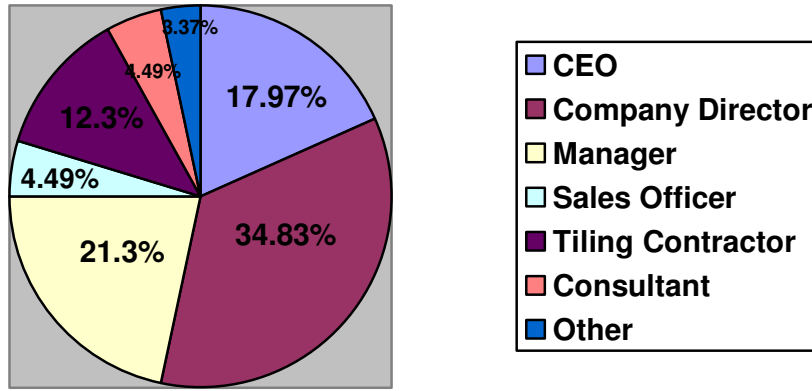


## **ANALYSIS - PAGE 3**

### **QUESTION (2)**

Question 2 collects data on the Status of each of the Respondents. Some Respondents indicated that they participate in dual roles within the workplace.

**TABLE 2 N=82 STATUS OF RESPONDENTS**



The multiple responses on the status of the Respondents indicating that they may have more than one role within the workplace would be not uncommon in the tiling industry. It is well known, that the Australian tiling industry mostly consists of contract operators, with a predominance of other small to medium tiling businesses.

However the significance of the analysed data gathered from question 2 is that, predominantly the Respondents work at the Managerial level.

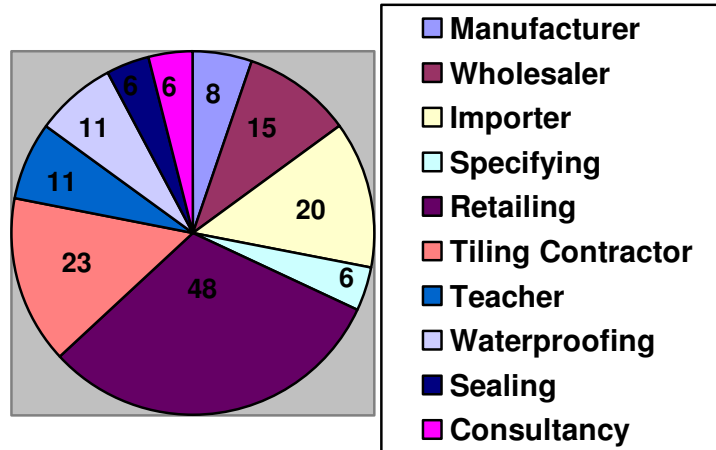
The data collected indicates that 74% of Respondents work within a managerial role in one of the following categories: Chief Executive Officers, Company Directors or Managers.

This specific cluster of professional responses on the questionnaire and their comments are particularly important in relation to drawing conclusions and bringing forward recommendations on the data gathered from the Survey.

### **QUESTION (3)**

Question 3 requires the Respondents to indicate which Sector they mainly work within. Many Respondents listed multiple sectors of the tiling industry that they mainly work within, which would suggest that many Respondents have a wider personal experience and knowledge within the Australian tiling industry than other Respondents who have completed the Survey. A combination of sector classifications would not be uncommon, Manufacturing and Distribution, Importing and Wholesaling are such examples, additionally the common policy these days, that of direct selling by the Manufacturers to the wider tiling industry.

**TABLE 3 : N=154 WORKING SECTOR**



Within Question 3, 58% of Respondents indicated that they work within the retail sector of the wall and floor tiling industry thus being the larger group of Respondents followed by 23 % of Respondents indicating they either work within or conduct contract tiling businesses.

The significance of this data is that a high percentage of Respondents from the retail tile sector would be providing their experience and knowledge from a retail perspective on questions within the Survey that are directed towards obtaining data on the retail tile sector.

This group of Respondents from the retail sector would provide valuable input to assist the ATC to draw conclusions and recommendations on appropriate sales training and product knowledge courses, suitable for the wider tiling industry.

Of the 58% of respondents that indicated they work within the retail sector, 50% indicated that they work at the managerial level of retail. Equally the input by the other groups of respondents, Specifiers, Sales officers, Tiling contractors, Tiling Teachers, Waterproofers, Sealing contractors and Consultants is also valuable but reflects a different perspective then that of managers, particularly on initiatives for the tiling Standards, the installation of tiles and associated products and tiler training programs.

A cluster group representing 52% of Respondents was identified being Manufacturers, Wholesalers and Importers. This cluster group would be prominent in the range and type of tiles manufactured, imported or distributed through wholesalers into the Australian tiling market.

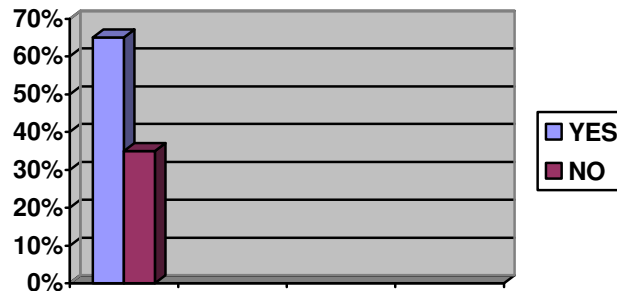
This cluster group of Respondents professional opinions and comments are most important in providing data on matters of tile specifications, standards, regulations, accreditation and the proposed Training Subsidy.

## **ANALYSIS - PAGE 5**

### **QUESTION (4)**

Question 4 asks Respondents to indicate, irrespective of what sector that they are mainly working within, are stone tiles part of your work? 65% of Respondents indicated that stone tiles are part of their work.

**TABLE 4 N=82 STONE PART OF WORK**



By far, Ceramic tiles are the major products merchandised in Ceramic Tile outlets. Stone tiles are becoming more popular with consumers and ceramic tile retail outlets are inclined to broaden their range of products to meet the demand of consumers.

The issue here is that stone tiles either natural or engineered have vastly different characteristics and limitations to that of ceramic tiles.

The importance of Question 4 is that it establishes that stone tiles are now likely to be sold by traditional Ceramic tile outlets as opposed to specific Stone outlets.

A significant number of respondents (65%) are selling or using stone tiles, however little support is provided for sellers and installers of stone tiles by way of knowledge based training to ensure that skills are gained to ensure successful outcomes when selling or using stone tiles.

Given the data collected within question 4, the ATC could work towards initiating discussion with Training groups such as TAFE to offer specific units of training on stone tiles for its members and the wider tiling industry.

### **QUESTION (5)**

A large percentage of the Respondents indicated that their experience working within the wall and floor tiling industry is from 11 years to more than 20 years.

This length of time worked in the tiling industry can be viewed from different perspectives.

It is apparent after combing the categories 1-5 years and 6-10 years that a total of 12% of Respondents indicated that the length of time within the tiling industry is less then 10 years.

## **ANALYSIS - PAGE 6**

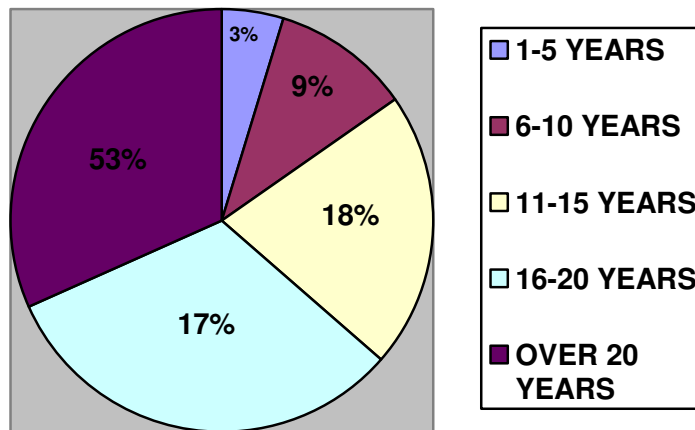
As a comparison, those over 20 years number 53% of Respondents. The entry level is far less than that of the more experienced level of over 20 years, this could imply that the tiling industry is also subject to the ageing population of Australia.

Further research may be implemented to obtain a better understanding of these circumstances.

With 88% of the Respondents indicating that they have between 11 years and over 20 years of time served, it would suggest that the Respondents would be well placed to provide experienced professional opinions on the questions within the Survey.

Initiatives put forward by the ATC within the Survey on accreditation, regulation, licensing, appropriate training courses and the various roles and responsibilities of the ATC are better assessed by people that are experienced and therefore supportive or non supportive commentary by the Respondents on the ATC's initiatives should affirm the ATC as an authority to act on the proposed initiatives.

**TABLE 5 : N=82 LENGTH OF TIME  
WORKING WITHIN INDUSTRY**



## ANALYSIS - PAGE 7

### QUESTION (6)

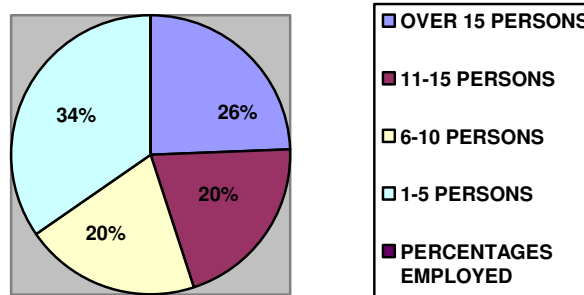
The data collected from question 6 has been divided into four employer categories, 1-5, 6-10, 11-15 and over 15.

Those Respondents who either employ or are employed within a business that employs over 15 people represent 26%, of all the Respondents, however 34% of all the Respondents who employ between 1-5 employees would be classified as small employers.

The data collected from the group of Respondents, who are employed as Specifiers, Sales officers, Tiling Contractors, Tiling Teachers, Waterproofers, Sealing Contractors and Consultants indicates that they mainly operate independently or therefore would fall into the classification of small to medium business.

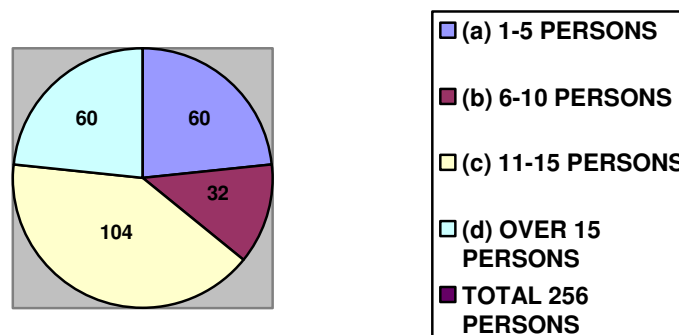
The data collected from this group of Respondents, reflects a different perspective than that of Managers, however their opinions and comments particularly on the sales of tiles, the quality of tiling work, appropriate tiler and up skilling training programs along with the essential standards and regulations that are applied throughout the tiling industry.

**TABLE 6 N=82 NUMBER OF PEOPLE EMPLOYED**



The data collected from this particular group of respondents taken as a cluster group, who are either self employed or employed as Specifiers, Sales officers, Tiling contractors, Tiling Teachers, Waterproofers, Sealing Contractors and Consultants provide the following data, that they either employ OR are employed within a group that totals approximately 256 persons.

**TABLE 7 N=82 CLUSTER GROUP 1**



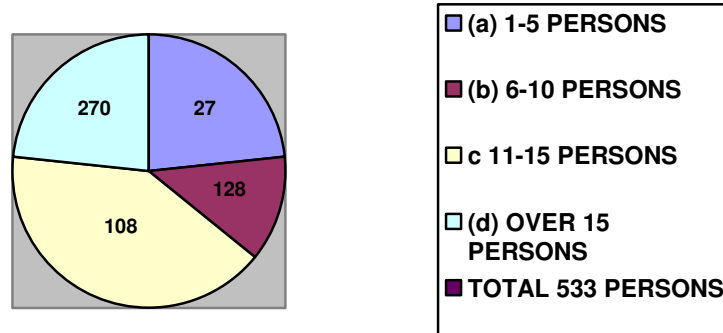
Further, a cluster group of Managerial Respondents is established representing 55% of Respondents from the Manufacturing, Wholesaling, Importing and Retailing sectors and who are providing data on the number of people that they employ.

## **ANALYSIS - PAGE 8**

The significance of the data gathered from this cluster of Managerial Respondents is the number of employees that they employ. The extrapolation of this data indicated that 533 persons are employed by 55% of this cluster group of Managerial Respondents.

### **CLUSTER GROUP: MANAGERS OF MANUFACTURERS, WHOLESALEERS, IMPORTERS, RETAILERS NUMBER OF EMPLOYEES**

**TABLE 8 N=82 CLUSTER GROUP 2**



The data collected from this cluster group of respondents, reflects a perspective of Managers who employ approximately 533 persons. Their opinions and comments on pertinent industry issues would denote experience and judgement based upon circumstances paramount in managing their businesses successfully.

Within question 6 the data gathered on all of the 82 Respondents and then extrapolated and expressed as a number of people that either work independently are employed or employ others within the Australian tiling industry totals 789 persons.

The significance of this data is that, the responses gathered within this Survey are responses that are based upon accumulative interaction and experiences with 789 others working within the Australian tiling Industry. Further the importance of any action or actions that are effected from the conclusions and recommendations from this Survey that may come about, has the potential to make a difference either positive or negative to many others working within the Australian tiling industry.

**SECTION (B) THE AUSTRALIAN TILE COUNCIL'S ROLE AND RESPONSIBILITIES**

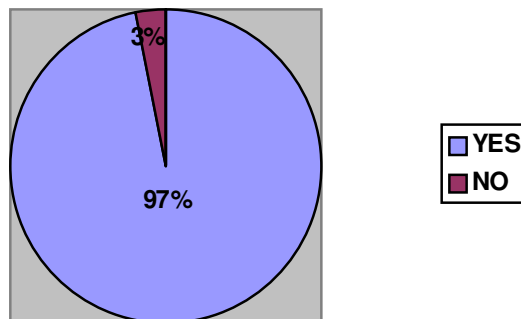
**QUESTION (7)**

Question 7, request the Respondent to indicate if they are of the opinion that the Australian tile Industry requires a peak body to represent the tiling industry on matters as listed within question 7.

The majority, (97%) of Respondents indicated yes to this question.

This data would indicate that the majority of Respondents affirm that the ATC is the recognised peak body, with the authority to represent the Australian Tiling Industry as the ATC presently does on matters of importance.

**TABLE 9 N=82 AFFIRMATION OF ATC AS INDUSTRIES PEAK BODY**



**QUESTION (8)**

**N=82**

Question 8 request Respondents to comment on what they think should be the role and responsibilities of the ATC

Refer to comments from Respondents listed within the comments section.

## **ANALYSIS - PAGE 10**

### **QUESTION (9)**

Question 9 seeks information from Respondents as to ATC membership, either as an individual or the business that they are employed in.

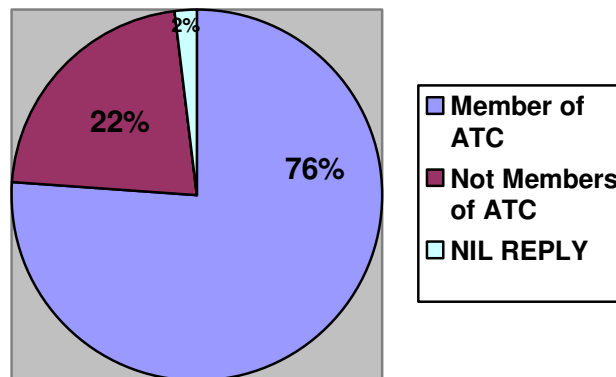
The significant findings within the data collected, from question 9 is as follows: A total of 200 Surveys were sent out, randomly selected from the Australian Tile Council's members and the Tile Industries members who are not members of the ATC.

155 ATC members (77% of posted Surveys) were included within the randomly selected 200 surveys posted out, however only 63 (40%) ATC Members replied.

The remaining 22% of respondents indicated that they are non-members of the ATC.

76% of the Respondents are presently members of the Australian tile Council.

**TABLE 10 : N=82 ATC MEMBERS**



Given that 40% of the ATC's members did not complete and return the Survey, the above data could suggest that the ATC in its efforts to carry out its roles and responsibilities may not have the supportive base as would be expected in actually contributing practically in the day to day business of the ATC. Perhaps alternately, those that did not complete and return the Survey are typical of that group of individuals that do not return surveys at all.

## **ANALYSIS - PAGE 11**

### **QUESTION (10)**

**N=82**

Question 10, seeks further information from the Respondents if they were previously a member of the ATC and now are not, to indicate why they are not now a member of the ATC

YES 8  
NO 9  
N/R 65

A majority of respondents indicate a nil response to question 10, which would indicate they are members of the ATC and have continued their ATC membership.

### **QUESTION (11)**

**N=82**

Question 11 request respondents to indicate if they answered yes to question 10, if they were previously a member of the ATC and to make any comments on why did they not renew their membership.  
Refer to comments from Respondents listed within the comments section.

### **QUESTION (12)**

**N=82**

Question 12 seeks to gather data from a broad range of options, provided for respondents to consider if any of those options contribute towards non membership of the ATC.  
Refer to comments from Respondents listed within the comments section.

### **QUESTION (13)**

**N=82**

Question 13 seeks to gather data from a broad range of options, provided for respondents to consider if any of those options would contribute towards encouraging them to join the ATC.  
Refer to comments from Respondents listed within the comments section.

**SECTION (C) INITIATIVES BY THE ATC TO RAISE THE COMPETENCY LEVEL OF TILERS AND OTHERS WORKING IN THE AUSTRALIAN TILING INDUSTRY**

Raising the competency level of tilers and others working within the Australian Tiling Industry is the primary reason for the Survey. Section (C) provides the opportunity for respondents to indicate their support for new initiatives and affirmation of some established programs put forward by the ATC.

**QUESTION (14)**  
**INITIATIVES FOR TILERS**

Question 14 provides five options for respondents to indicate their support on initiatives that have been put forward essentially to raise the skill level of existing practicing tilers either tiling and or waterproofing.

The implication of Question 14 and the various options put forward is that if strong support is evident, then how are these initiatives to eventuate?

The data gathered from the five options, indicates that a majority of respondents support all 5 initiatives as stated within question 14.

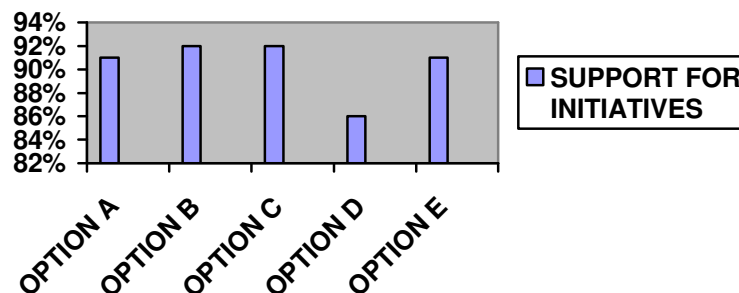
OPTION (B) 92% of respondents indicated their support for an ATC Professional Development System for tilers including a Master tiler's category along with other various industry incentives that encourage excellence.

OPTION (C) 92% of respondents indicated their support for an ATC accredited Up-skilling trade course for tilers either working within the industry or wanting to enter the industry.

OPTION (D) 86% of respondents indicated their support for an ATC Up Front Productivity Training course for mature age persons (UFPT over 30 years).

OPTION (E) 91% of respondents indicated their support for the ATC to be more pro-active in the establishment of the Australian Tiling Industry standards, their distribution and access for not only tilers, but also for others working within the tiling industry.

**TABLE 11 N=82 SUPPORT FOR 5 ATC INITIATIVES**



## **ANALYSIS - PAGE 13**

The majority of support indicated by the Respondents with the five options provided within question 14 would require:

National training programs for targeted groups

National Licensing and regulation Accreditation by the ATC for Tilers and those Tilers Waterproofing

Accreditation for Retail tile shops

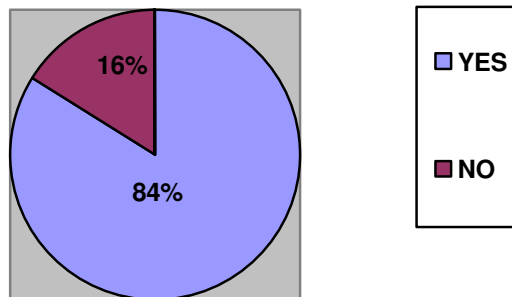
Given that the majority of respondents have indicated their support for the above initiatives, in the interest of the wider Australian tiling industry the ATC should consider ways in which these initiatives could be established.

### **INITIATIVES FOR THOSE RETAILING TILES**

Question 14 (F) requires respondents to indicate if they would support a 16 hour, staff retail training course that is also available for those specifying tiles and associated products, for wall and floor tiles, tiling products, relevant industry standards and classifications for adhesives and grouts.

The data gathered from Question 14 (F) was that, 84% of respondents indicated their support for the ATC to conduct as such a 16 hour retail training course.

**TABLE 12 N=82 SUPPORT FOR ATC  
CONDUCTED 16 HOUR STAFF RETAIL  
TRAINING COURSE**



Additionally there are three options (a), (b), & (c) for Respondents to indicate their opinions on what they consider to be suitable times to conduct the staff retail course, the appropriateness of an electronic delivery and a fair cost that they would be willing to pay for the 16 hour staff retail training course.

## **ANALYSIS - PAGE 14**

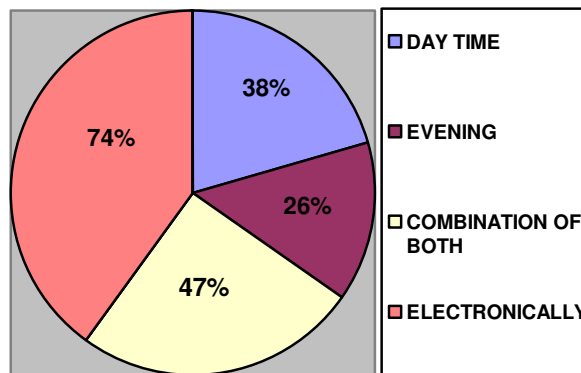
The following data was gathered on those options:

**TABLE 8**

- (1a) 38% of respondents indicated their support for a day time course.
- (2a) 26% of respondents indicated their support for an evening course.
- (3a) 47% of respondents indicated their support for a combination of day and evening time course.
- (b) 74% of respondents indicated their support for some theoretical units to be delivered electronically.
- (c) Respondents indicated that on an average a fair cost to pay for a 16 hour retail staff training course would be \$390.00

The data gathered from question 14 indicated that a majority of respondents indicated that they would support a 16 hour staff retail training course with no definitive decision on what would be the most suitable times to conduct the staff retail training course. Although marginally a combination of day and evening time attendance patterns were preferred, with 47% of Respondents indicating that way.

**TABLE 13 N=82 % SUITABILITY,  
DELIVERY AND FAIR COSTS**



As the Respondents have indicated that they are prepared to pay for that training it would seem reasonable that the ATC could investigate the viability of developing a National course with the view of conducting that retail training course with some E-learning theoretical units.

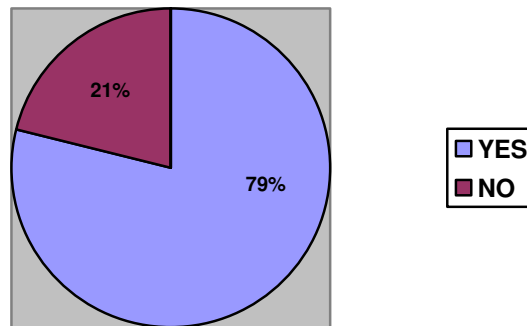
**QUESTION (15)**

**N=82**

Question 15 seeks to obtain Respondents opinions on the establishment of an accreditation system for tile Retail outlets.

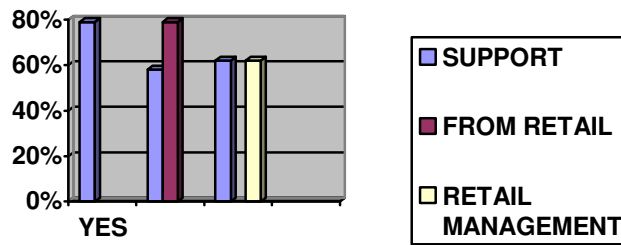
The data collected from question 15 indicates that 79% of respondents support the establishment of an accreditation system by the ATC for tile retail outlets.

**TABLE 14 N=82 SUPPORT FOR THE ESTABLISHMENT OF AN ACCREDITATION SYSTEM FOR TILE RETAIL OUTLETS**



Further, of the 79% of respondents who indicated their support, 58 % of respondents indicated that they mostly work within retailing of tiles and of that 58%, 62% are at retail management level, (CEO's, Company Directors and Managers).

**TABLE 15 N=82 SUPPORT BY RETAIL GROUP**



Given that the data gathered from the previous Question 14 (F) was that, 84% of respondents indicated their support for the ATC to conduct a 16 hour retail training course it would seem that a link of the two initiatives, that is, the retail training course and the retail accreditation system, may be possible.

The establishment of an accreditation system for Retail tile shops, which requires a pre-requisite, certificate of attainment for an ATC Retail tile training course, would act as an incentive and encouragement for retail tile shops to undertake ATC accreditation. It would seem that those that were ATC accredited would stand to gain some commercial advantage over non accredited ATC Retail tile shops.

The significance of these findings, are important to the ATC achieving a National accreditation system for retail tile shops and future discussions should be put into place on ways to establish an ATC accreditation system for tile retail outlets.

**SECTION (D) APPRENTICESHIP, MATURE AGE & UPSKILLING TILER TRAINING PROGRAMS**

Within the questionnaire, section (D) provided an overview on current TAFE tiling Apprentice enrolments and projected graduates for 2010, along with youth unemployment along with other relevant ABS and industry data to assist all Respondents in completing the questions 16 through to 22 within the Survey.

Within this section of Tiler Training programs the respondent was requested to complete all relevant questions, if they considered that they could put forward a professional opinion on these training matters.

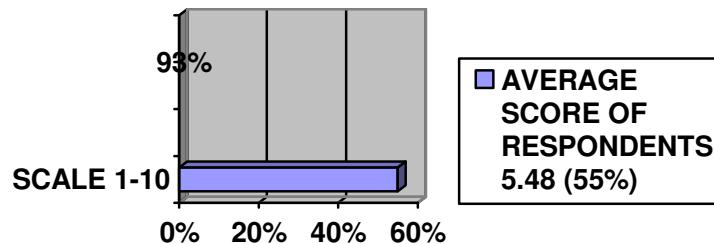
## ANALYSIS - PAGE 17

### QUESTION (16)

Question 16, requests the Respondents within their experience to rate on a scale, the quality of today's wall and floor tiling fixing. (1 being unsatisfactory and 10 being excellent)

On that scale of 1-10, 93% of Respondents indicated 5.48 (AV) was the quality of wall and floor tiling fixing.

**TABLE 16 N=82 RATING ON QUALITY OF TILE WORK**



This data would suggest that Respondents have indicated that the overall standard of tiling in today's industry is just over a pass mark of 50% and the rating of 5.48(AV) would signify that an extensive percentage of tile work would be below a pass mark of 50%.

This data and the data provided within the Survey overview provides an affirmative answer from the respondents that a critical National Skill shortage exists within the Australian wall and floor tiling industry.

### QUESTION (17)

**N=82**

This question seeks opinions and comments from the respondents on ways in which the ATC could reduce the ever increasing amount of defective tile work. Refer to comments from Respondents listed within the comments section.

**QUESTION (18)**

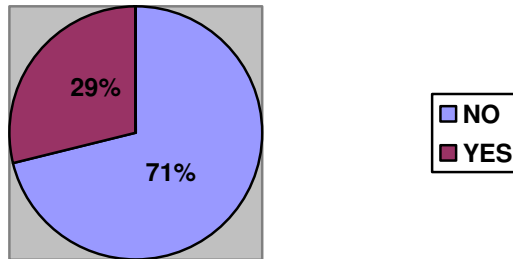
**N=82**

Questions 18 to 22, seeks the opinions of all Respondents on various matters with the employment of Tilers and Tiling apprentices and of the training systems in place for those groups. The ATC puts forward four (4) proposed tiler training initiatives to address the tiling skill shortage for considered responses.

Within question 18 data is sought from Respondents on if they presently employ tilers.

71% of Respondents indicated that they do not presently employ tilers with 29% of Respondents indicating that they do presently employ tilers.

**TABLE 17 N=82 NUMBER OF TILERS  
EMPLOYED BY RESPONDENTS**



The importance of this data received and analysed from Respondents was that 29% of those Respondents that do employ tilers indicated that they employ 93 tilers.

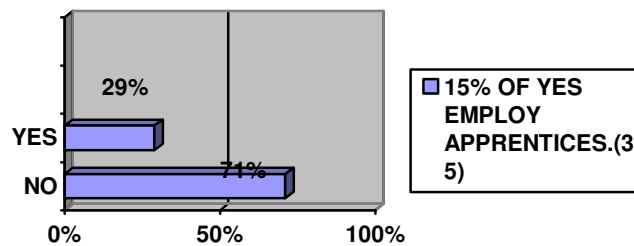
**QUESTION (19)**

**N=82**

Question 19 also seeks from Respondents if they presently employ tiling apprentices.

15% of Respondents indicated that they do employ Apprentices. After extrapolation of the variables, 35 apprentices are employed by those that employ tilers (13%), which is approximately one Apprentice for every three tilers.

**TABLE 18 N=82 APPRENTICES EMPLOYED BY RESPONDENTS**

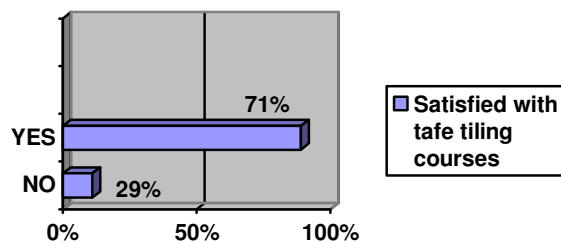


Further question 19 seeks data on the percentage of Apprentices who attended or are attending a TAFE tiler training centre;

Of the 15% of Respondents that employed Apprentices, the majority indicated that their apprentices do attend or were attending a TAFE tiler training centre. Question 19 also request the Respondents to indicate if you were/are satisfied with the following aspects of the existing TAFE tiling courses for apprentices: Their duration, (usually 20 weeks over 3 years), the course content and the attendance pattern for apprentices, (generally block release).

Of the 15% of Respondents who employ apprentices the majority (89%) indicated that they were satisfied with the existing tiling courses for TAFE.

**TABLE 19 N=82 SATISFIED WITH TAFE TILING COURSES**



Additionally Respondents were requested if they would support some evening time attendance patterns, where daytime attendance only is offered, 61% of Respondents indicated some TAFE tiler training evening attendance patterns should be offered.

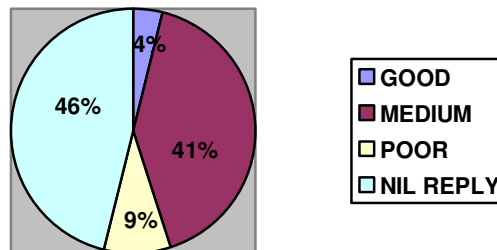
**QUESTION (20)**

**N=82**

Within question 20, Respondents are requested to provide their opinion and experience, on the costs (wages, Super, Insurances, Training etc.) associated with employing an Apprentice: Three options are provide for selection they are either, poor value, medium value or good value.

The returned data was that, 41% of Respondents indicated that the costs associated with employing an apprentice as medium value, 9% indicated poor value with 4% of Respondents indicating good value with 46% of Respondents providing a nil response.

**TABLE 20 N=82 COSTS  
ASSOCIATED WITH EMPLOYING  
APPRENTICES**



A high nil response with 46% from Respondents on the value of Apprentices would be expected from question 20, given that within question 18, 71% of respondents indicated that they do not employ tilers.

The findings that a medium value response on the cost of an apprentice was the majority from Respondents that employ tilers, may signify that the ATC should undertake a role in disseminating information to members of the wider tiling industry, who may be potential employers of apprentices of the incentives, that are available from the Federal Government to encourage employers to take on apprentices.

## ANALYSIS - PAGE 21

### QUESTION (21)

Question 21 seeks further information on reasons why the engagement of tiling apprentices remains at a low level within the Australian tiling industry. The questions posed is that if the cost of employing apprentices was less, would the respondent or the employers of tilers employ one or more apprentices.

The data collected from question 21 on lower costs for apprentices is that:  
18% of respondents indicated that they would employ more apprentices  
19% of respondents indicated that would not employ more apprentices  
63% of respondents indicated a nil response.

Within those findings from questions 20 and 21 it may signify that the wider Australian tiling industry may not be fully aware of the incentives such as the Federal Governments present KICKSTART Program that reduces the costs of engaging apprentices and encourages employers to take on apprentices.

**TABLE 21 WILLING TO EMPLOY  
MORE APPRENTICES**



## ANALYSIS - PAGE 22

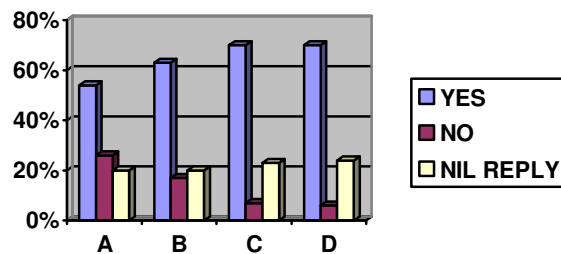
### QUESTION (22)

Question 22, provides further ATC training initiatives for tilers who are entering the trade or updating their skill base. Four initiatives are put forward for respondents to indicate their support or non support on those four initiatives, (a), (b), (c) & (d)

- a) Provide Tiler Training modules, where possible, electronically.
- b) Accelerated Apprentice Training, (AAT) with a work experience and on site assessment component.
- c) Governmental Pre-Apprenticeship Tiler Training, (Pre Voc) with a work experience and on site assessment component.
- d) Up Front Productivity Tiler Training program (UFPT) for mature aged (up to 30 yrs) with a work experience and on site assessment component.

The following data that was gathered from the respondents is shown in Table 10 below.

**TABLE 22 N=82 SUPPORT FOR 4 ATC INITIATIVES**



- |                       |                  |                  |
|-----------------------|------------------|------------------|
| (a) 54% indicated yes | 26% indicated no | nil response 20% |
| (b) 63% indicated yes | 17% indicated no | nil response 20% |
| (c) 70% indicated yes | 7% indicated no  | nil response 33% |
| (d) 70% indicated yes | 6% indicated no  | nil response 24% |

As indicated previously section (D) provided an overview on current TAFE tiling Apprentice enrolments and projected graduates for 2010, along with youth unemployment and other relevant ABS and industry data to assist all respondents in completing the questions 16 through to 22 within the survey.

The data collected from question 22 suggest that the respondents are most supportive on the four initiatives put forward by the ATC.

**SECTION (E) ATC'S TRAINING SUBSIDY FOR APPRENTICESHIP TRAINING**

The ATC put forward to the Federal Government an Industry funded concept by way of a Training Subsidy (TS) to be collected by the Federal Government on the importation of Tiles and locally made tiles. The fundamental goal of the TS program for the tiling industry was to increase the potential long-term economic growth of all sectors within the Australian tile industry by raising the overall level of competency for those working within the Australian tiling Industry.

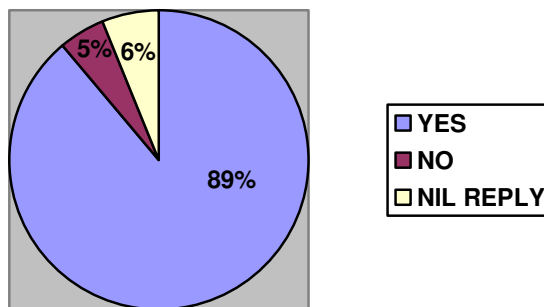
Question 23 essentially seeks support from the Respondents to indicate their support for the ATC to continue in its efforts to persuade the Federal Government to approve the ATC's TS, concept.

Within question 23 an alternate method is put forward for a considered opinion from Respondents on the collection of an Industry nominated subsidy being placed upon the sale of tiles.

**QUESTION (23)**

The significant findings from question 23, is that the majority, 89% of Respondents, indicated their support with 5% of respondents indicating non support with the remaining 6% of Respondents providing a nil response.

**TABLE 23 N=82 SUPPORT FOR TRAINING SUBSIDY**

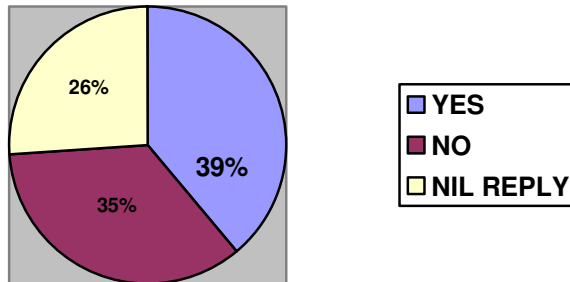


Given the above affirmation from the majority of Respondents, the ATC should continue its efforts to persuade the Federal Government to approve the ATC's Training subsidy concept.

## **ANALYSIS - PAGE 24**

The Alternative option put forward on the industry nominated tile Subsidy within question 23 gathered indicates marginally that a greater number of respondents (39%) would support this alternate option however 34% of Respondents indicate they would not support the alternate option, with the remaining number of Respondents 26% providing a nil response.

**TABLE 24 N =82 SUPPORT FOR  
INDUSTRY NOMINATED TRAINING  
SUBSIDY**



## **QUESTION (24)**

**N=82**

Question 24, explores the possibilities of having Respondents indicate their professional opinions on ways in which the level of competence for tile fixers and others working within the Australian tiling Industry could be raised. Refer to comments from Respondents listed within the comments section.

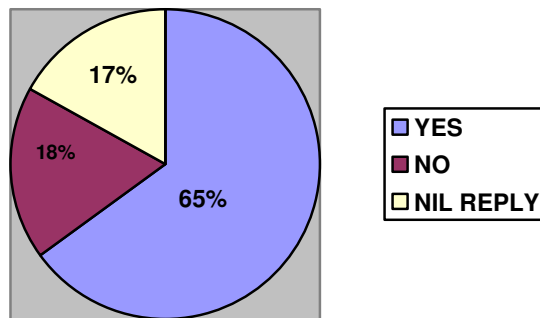
**QUESTION (25)**

**N=82**

Question 25 seeks the willingness of Respondents to participate in a State based ATC meeting to discuss ways and means to raise the competency level of tilers and others working in the Australian Tile Industry.

Respondents indicated strong support for participating in state based meetings as requested in question 25.

**TABLE 25 N=82 PARTICIPATION IN STATE BASED MEETINGS**



Given that 65% of Respondents have indicated that they are willing to participate in State based meetings to discuss ways and means to raise the competency level of tilers and others working in Australian tile industry, it would seem that an opportunity for those meetings has been established for the ATC to bring about discussion with the wider Australian tiling industry.

Therefore the ATC should exercise its authority as the peak body of the Australian tiling industry and initiate State based meetings and engage the wider tiling industry to participate and discuss ways and means to raise the tiling industries competency levels.

**COMMENTS FROM 50% OF RESPONDENTS (RANDOMLY  
SELECTED)  
ATC SURVEY 2010**

**QUESTION (8) - In your opinion, please comment on what you think should be the Role and Responsibilities of the ATC**

*"Do what this survey is setting out to do, otherwise pointless organisation"*

*"Keeping tabs on quality and making sure their all licensed and trying to keep square metre rates similar to keep it competitive"*

*"For the same reasons given in the overview and in Question 7, and in addition to ensure a high standard of materials imported into Australia meet all relevant standards for their application"*

*"Promoting industry training, trade and retail. Encouraging all sectors of the industry to work together"*

*"A Forum where industry issues and problems can be discussed. A Body to liaise with Governments, etc. in regard to the tile industry. A Body to represent the tile industry in general business"*

*"To govern all matters relating to tiles and tile installation"*

*"Advocate to Government, develop and monitor standards, police same, promote industry across states (& NZ, protect and grow total industry revenues and market share"*

*"To help organise the industry training and accreditation of tilers and retail staff to ensure the public get the best possible advice and fixing solutions"*

*To try and unite members to go forward in our Industry, work together for the better of our great industry, and tackle the large issues on behalf of the members"*

*"As the Industry's representative, to provide information on tiles and tiling. To be a consultant for education"*

*"Monitoring, Mentoring, Reviewing – raise levels of expertise"*

**QUESTION (11) - If yes, why did you not renew your membership?**

*"To help maintain a nationally recognised body to represent all members of the tile industry"*

*"If You are part of the industry you should support Your Industry"*

**QUESTION (12) - If you are not a member of the ATC, could you indicate why, by ticking any of the following boxes**

Ticked (c) & (h) and added "To this date not relevant in Tas. for meetings etc. although I see other benefits of supporting ATC"

(i) Other reasons: "Northern Territory run by SA in this instance, but usually Qld in other instances"

**QUESTION (13) - If you are not a member of the ATC, what would encourage you to join the ATC. Please indicate by ticking any of the following boxes or other suggestions**

*"I might join if the number one task of the ATC was to get all tilers accredited/certified e.g. like an electrician"*

*Ticked (e) and said "Teleconferencing might work as I have a very busy workload. Find time very hard to get".*

*"For the ATC to be more relevant"*

*"More information of upcoming Events, not closed shop mentality"*

*"N.T. Division run by locals"*

**QUESTION (14) - Would you support, in principle, the ATC to establish the following initiatives to raise the skill level of those working in the Australian Tiling Industry?**

*"(a), (b) and (c) should be TAFE rolls"*

**QUESTION (14) (f) - A 16 hour, staff retail training course on wall and floor tiles, tiling products, relevant industry standards and classifications for adhesives and grouts and for those selling or specifying tiles and associated products**

*"Possibly, but we would need to know the course is suitable to our Business"*

**QUESTION (17) - Could you suggest other ways in which the ATC could reduce the ever increasing amount of defective tile work?**

*"Be stricter in licensing and try to cut unlicensed tilers which would mean even more shortages but much better quality. It would be very hard to have quality and a non-shortage in tilers.*

*"Certification of each tiler through the ATC and an approved course, similar to the certification of electricians in their industry"*

*"Be involved in a total review of the way Tilers are trained and helping to formulate an effective National Licensing System"*

**QUESTION (17) - Could you suggest other ways in which the ATC could reduce the ever increasing amount of defective tile work? (Cont.....)**

*“Accreditation and training are the best ways to improve quality of tilers. Possibly trade nights for tilers (some already held in regional areas) could also be beneficial”*

*“Publishing a list of “approved” and “banned” tilers on the website, regardless if licensed or not. Creating a “Gold Class” certification system for tilers, retailers, service providers – based on quality, compliance, knowledge, training, insurance and P/L, work cover history etc.”*

*“Better education/training of sales staff to enable correct product selection and registration at least of all “tilers” by ATC and this to be available to trade and other bodies to provide some guidance on the skill (or otherwise) levels of those claiming to be “tilers”*

*“Due to the lack of quality tilers and the demand for their labour, this will continue. The public 99 out of 100 will always take the cheaper price, this is where THE PROBLEM BEGINS. In boom times, please accept below average workmanship to get the job done”*

*“Increase prices of jobs”*

*“This must be more of a problem in other states. Generally not too many issues in Tasmania”*

*“More pro-active! Sell the tile fixing game on the front foot not the back”*

*“I would like to see ATC have authorised inspectors/certifiers to judge level of competency in tiling. These officers could be used to settle disputes between tradesperson and client when or if they arise. Could certainly work within the framework of “security of payment legislation” as in NT, WA, SA etc. Thus ensuring all jobs are done to Industry Standards and not based on impractical expectations of some clients”*

**QUESTION (21) - If the total cost of employing an Apprentice was less, would you employ one or more apprentice/s?**

*Ticked Yes - “But very hard to find one”*

**QUESTION (22) - Would you , or your company support in principle, the following ATC initiatives?**

*“(a), (b), (c) & (d) But to be provided by TAFE”*

**QUESTION (24) - What other practical ways would you suggest that could be put into place to raise the level of competency for tile fixers and others working within the Australian Tiling Industry**

*"Having someone in the ATC to go and check random jobs and if below par, tilers must do extra training or lose their licence"*

*"Funding should be the responsibility of the apprentice. Government should introduce a scheme similar to HECS for TAFE and university students"*

*"As previously stated, a combined effort from all stakeholders within the industry"*

*"Accreditation and Training"*

*"Business owners ensuring their staff are trained correctly to pass correct information on to tilers"*

*"In our case we supply and install, hence setting high standards from our Outlet"*

*"Have a registration/licensing system for tilers (as with electricians, plumbers, builders etc) to keep professionalism in the industry. Tilers do lots of rectification work – done initially by "cowboys"*