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Builders Launch Election Campaign

The Master Builders Association will be launching a media campaign in the lead up to the federal election on 2 July setting out what the industry wants from the next federal government.

According to Master Builders Director, Michael McLean the decision to engage in a non - political media campaign was taken to ensure the building and construction industry in Western Australia can play an influential role in building a better Australia.

“Our campaign is part of a national media campaign but with a state focus based on the theme of “Strong Building, Strong Economy”. The national campaign will be formally launched next Thursday (9 June) at Parliament House in Canberra”, Mr McLean said.

“The two most critical elements of our campaign will focus on the need to re-establish the Australian Building and Construction Commission (ABCC) and the benefits of retaining negative gearing”.

“Our members were appalled by numerous examples of unlawful industrial relations practices exposed by the Heydon Royal Commission which has tarnished the reputation of our industry and can only be effectively addressed by a well-resourced and empowered ABCC”.

“It is very disturbing that the current regulator, the Fair Work Building and Construction Commission, has publicly conceded that it is ill equipped to deal with many of the unlawful industrial relations actions which are prevalent in our industry”.

“On the housing industry front, our Association strongly supports the retention of negative gearing”, Mr McLean said.

“Three other themes our campaign will focus on are apprenticeship and skills training, building a strong economy and investing in infrastructure”.

“In addition to our specially developed national website (www.strongbuilding.com.au) our advertising will focus on social media, newsprint and radio”, Mr McLean concluded.

Riley Mathewson has been engaged to help Master Builders with its campaign in WA.

For more information please contact:

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