

Careers in Construction: Action Plan



SUMMARY OF RESEARCH FINDINGS



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About the Research

Research Agency - Accuracy met with a working group to design the focus groups, including the questions that would be asked during these sessions.

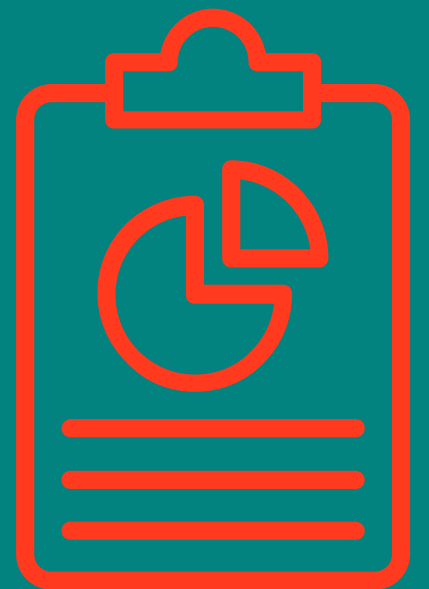
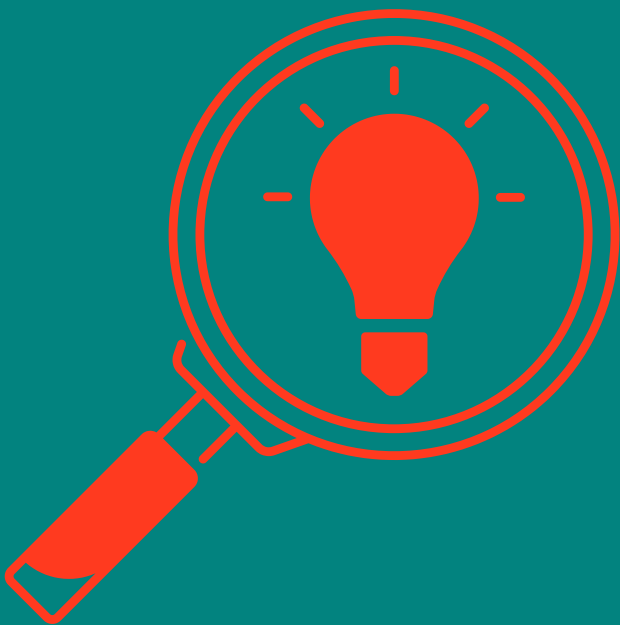
The proposed focus groups included:

- **Construction employers**
- **Current workers in the sector**
- **Former workers in the sector**



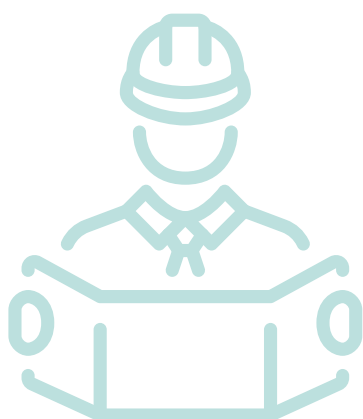
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Survey Findings



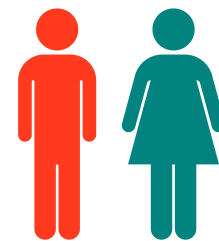
Key themes:

- **Benchmark key barriers to entering the industry**
- **Attitudes to the construction sector as an attractive career option**
- **Measure key barriers to remaining in the industry**
- **Determine what would attract new entrants into the sector**



3 Main Issues identified from the surveys:

Gender



Perceptions of Career



Retention & Recruitment



Table 3A: Employment in the Construction Sector

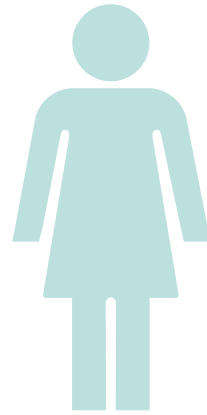


Source: Career Survey Report available
Gov.ie website

As Table 3A shows over the past 14 quarters:

- women have only been **10%** of the construction workforce in 3 quarters.
- The CSO's Gender Balance in Business Survey 2021 found in construction just **9.5%** of the senior executives are women.
- A percentage that falls to just **4.5%** for directors.



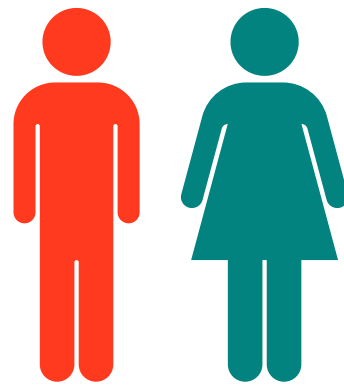


Gender

73% v 57%

**Notably more women (73%) than men (57%)
acknowledge an issue with female access to
construction apprenticeships at second-level**

Understanding of Apprenticeships



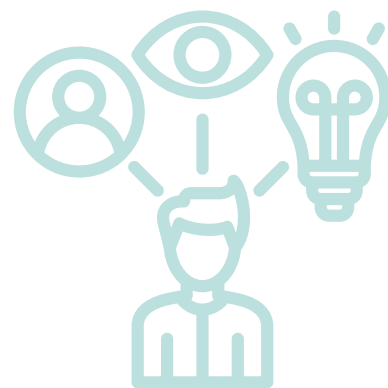
In the student survey, only **18%** of girls reporting a good understanding of the construction apprenticeship compared with **42%** for boys

The construction sector needs to address this imbalance.

By addressing it and removing the other barriers to careers in construction noted in this report, a pathway to ensuring a successful industry into the future can be found.



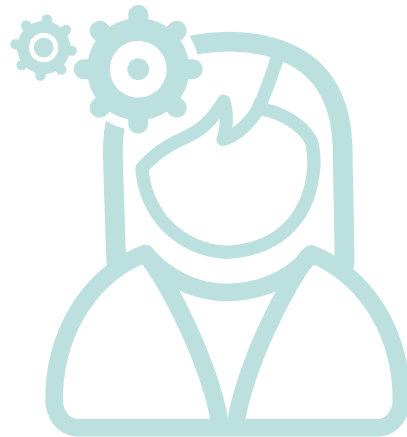
Career Perception



Parents & students continue to associate the industry with on-site work

(76%) Parents see a career in the sector as a financially unstable option

Perception



76% of parents see working in
the industry as a more suitable
environment for men

Perception



70% hold the view that it is unsuitable work for people as they get older, from the age of 50-60 and upwards

Table 1A: Demand and supply for professionally qualified workers 2023-2025

Occupations	New entrants required			Existing annual supply based on 2019		
Years	2023	2024	2025	Level 7	Level 8+	Total
Waste disposal managers	58	48	33	0	0	0
Construction managers	221	226	149	63	137	200
Project managers	165	135	100	68	68	136
Structural engineers	121	111	76	0	104	104
Architects	172	152	102	0	271	271
Quantity, building surveyors	87	76	52	50	173	223
Planners	45	37	26	0	47	47
Architectural technologists/technicians ^s	123	110	81	23	47	70
Conservation professionals	37	30	27	0	12	12
Environmental professionals	69	61	42	0	31	31
Total	1,098	981	681	204	890	1,094

Source: DFHERIS and report author's own estimates^s

Source: Career Survey Report available
Gov.ie website

Retention

Employers recognise that the sector has an issue with attracting & retaining staff.

Key barriers to attracting new workers:

- a lack of promotion in schools,
- disinterest
- job insecurity
- an unwillingness to work hard



Retention

Retention viewed to be a result of other industries paying more & job insecurity.

However many employers have not engaged with the ETBs (63%) and Intreo (81%) in the last 24 months regarding staff recruitment.



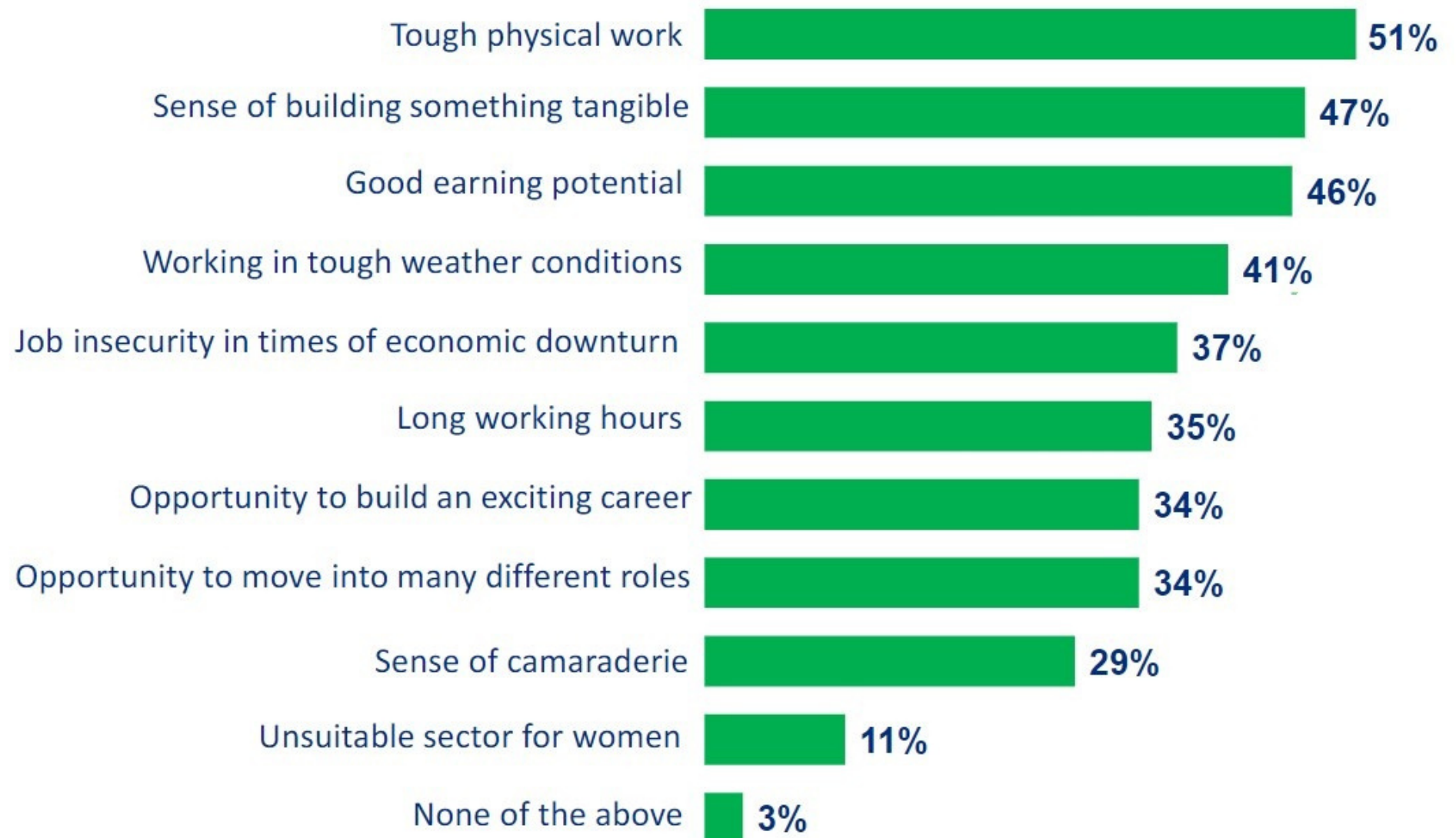
Words associated with working in the construction sector	Parents (with children in senior cycle)	Students	Employers
Good earning potential	39%	47%	46%
Sense of building something tangible	29%	32%	47%
Opportunity to move into different roles	28%	39%	34%
Tough Physical Work	41%	82%	51%
Working in tough weather conditions	36%	47%	41%
Long working hours	30%	40%	35%

Source: Career Survey Report available
Gov.ie website



Employers Survey

Words Associated with Construction Industry



+

- Sense of building something tangible
- Good earning potential
- Opportunity to build an exciting career/move into many different roles

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- Tough physical work
- Working in tough weather conditions
- Job insecurity in times of an economic downturn

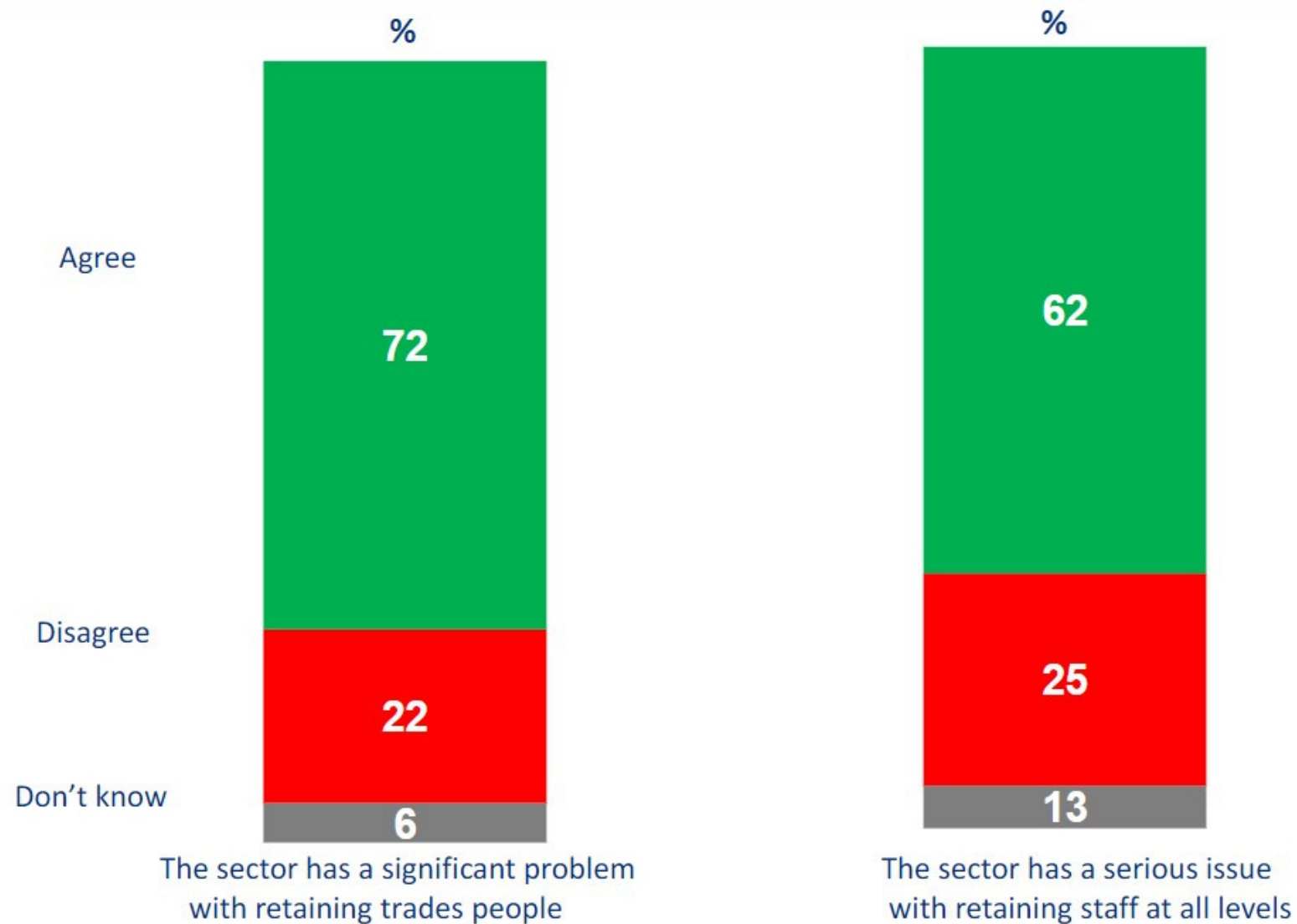
Source: Career Survey Report
available Gov.ie website

Barriers to Attracting New Entrants & Retaining Staff in the Construction sector

(Base: All respondents = 198)	Attract	*Remain
Second level schools not providing students with sufficient information about careers in the industry/ *Other industries providing more attractive remuneration	60%	48%
Irish people don't want to work in the trades	56%	52%
Job insecurity in times of an economic downturn	48%	51%
Not willing to work hard/ *Poor work life balance	46%	29%
Tough physical work	45%	46%
Limited understanding of the diversity of roles available/ *Inflexible working hours for women with children	37%	19%
Long working hours	27%	32%
Male dominated industry	26%	14%
Employers unwilling to take on apprentices/ *Foreign nationals returning home	17%	34%
Pay	16%	15%

Source: Career Survey Report available
Gov.ie website

Recognition of the Staff Retention Issue in the Construction Sector

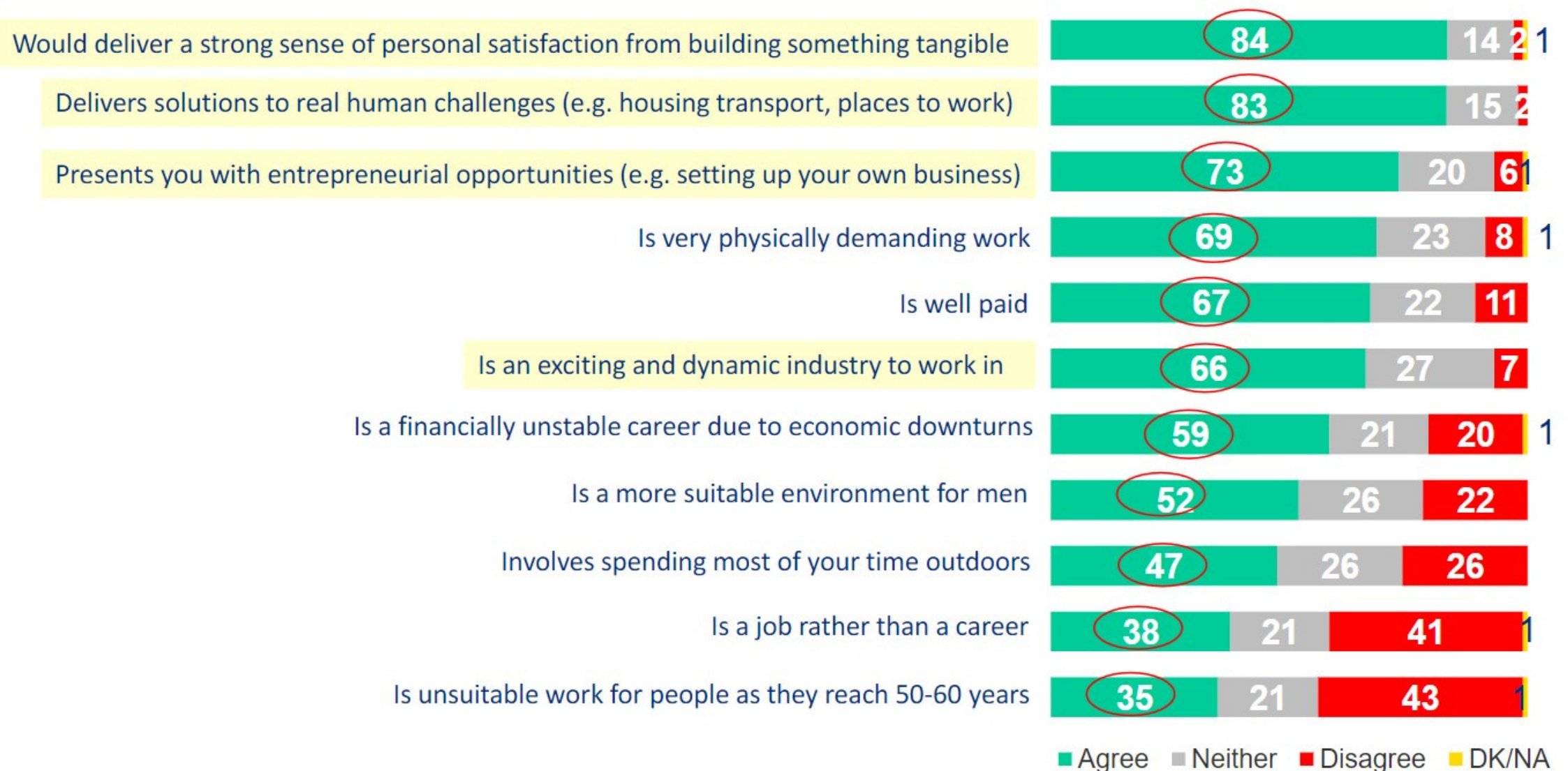


(Base: All respondents = 198)



Source: Career Survey Report available
Gov.ie website

Attitudes towards Working in the Construction Industry



Q4 How strongly you agree or disagree with each of these statements regarding working in the construction industry

(Base: All respondents = 198)

Source: Career Survey Report available
Gov.ie website

Conclusions

Actions have been developed to help promote careers in construction.

These are set out in the report on the Gov.ie website - Table of Actions document.

They draw on much existing work and develop it further in light of the research findings.



In Closing

Important to highlight the National Development Plan through the promotional actions.

Need to highlight the changing nature of work in the sector. Particularly with MMC developments.

New skills are required relevant to the sector, opening up a range of non-traditional and emerging opportunities to greater numbers.



**Full Report Available,
Visit:**

www.gov.ie



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