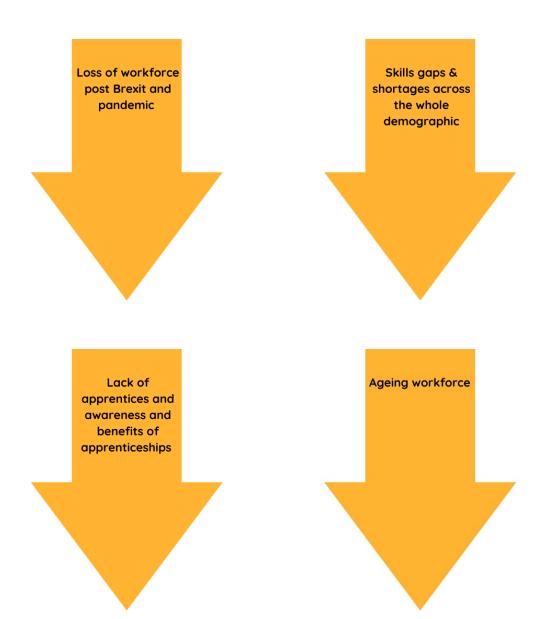


Hands Up







Why do we need to attract the younger generation?

Why aren't young people attracted to Manufacturing?

Both young people and their parents lack an understanding of what a career in engineering and manufacturing entails

- Manufacturing workplaces are perceived as harsh, outdated, and dirty places to work
- They believe that manufacturing jobs are low paid
- There is a lack of awareness of the various areas of manufacturing and the types of jobs available
- There is a lack of influence from educators
- And a perceived lack of opportunity for advancement or fulfillment



What actions can we take?



Engage with your local Schools and Colleges



Show young people how they can play a part in bringing about a more sustainable manufacturing industry



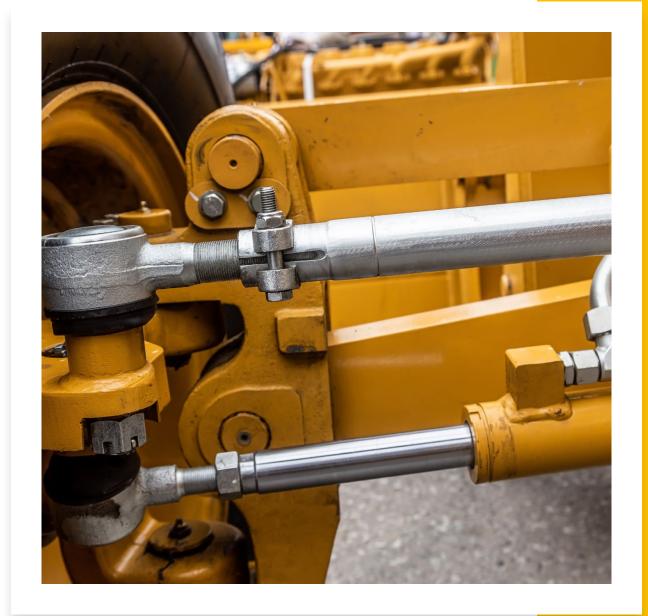
Make them excited to be part of the journey

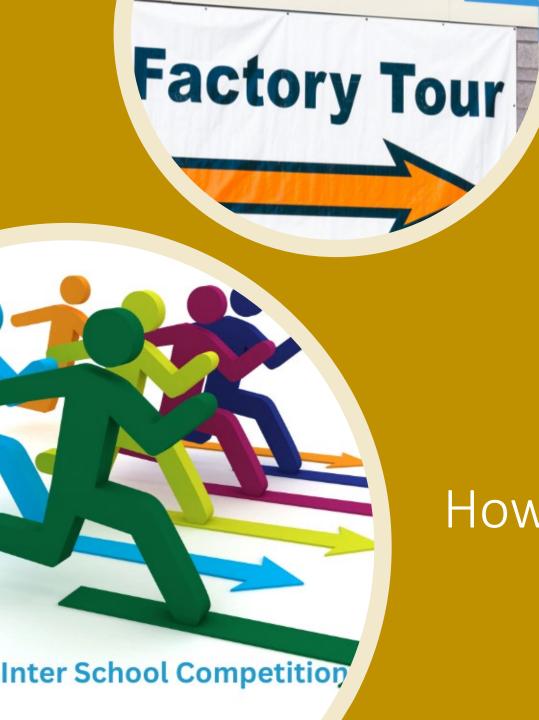


Promote what you do on Social Media

What are the benefits of engaging?

- Students have a better understanding of manufacturing and for members of BFPA how and where Hydraulics and Pneumatics are used
- Dispel the myths around the manufacturing environment
- Better understanding of the different career options
- Line up our future talent pool





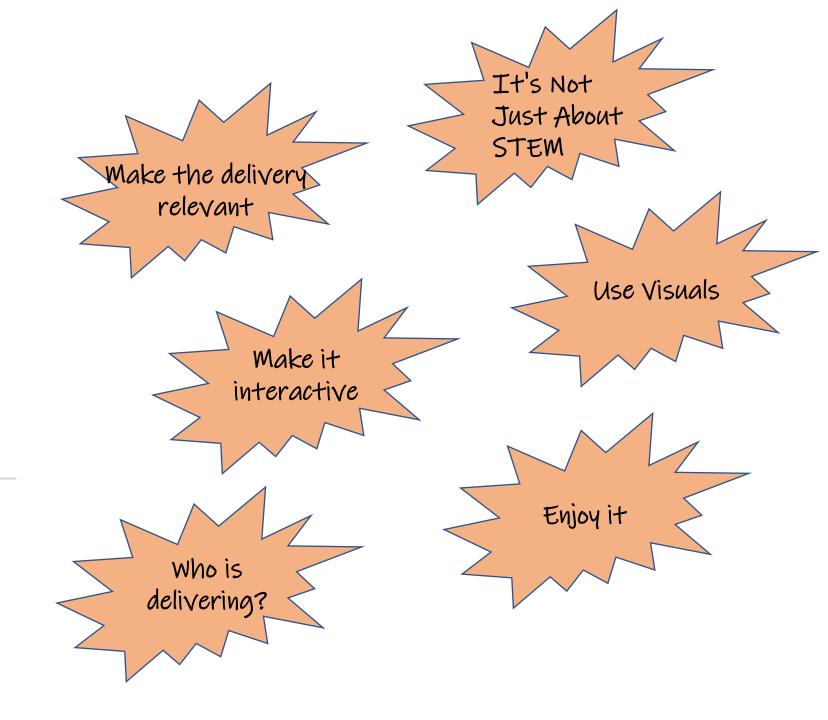




How can we engage?



Top tips for engaging

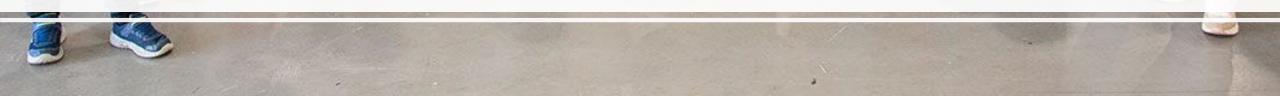


Getting the message right





Who says Schools engagement doesn't work?



The future for BPFA

- Welcoming the first female President
- The 4 Pillars Education and Training
- Inspire your future employees

Be the employer of choice not the last resort







Thank you for your time and I am happy to take any questions

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