

# 2024 MPAQ AMBASSADORSHIP PROGRAM

## AMBASSADORSHIP PROGRAM INFORMATION PACK

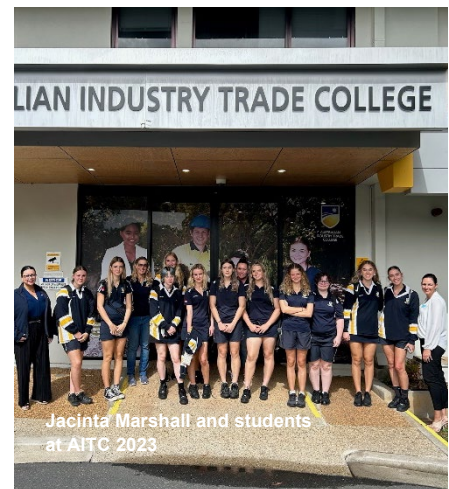
### WHAT IS AN AMBASSADOR?

*Ambassador: (noun) a representative or promoter of a specified activity or industry.*

### WHAT IS EXPECTED OF AN AMBASSADOR?

A summary of the roles included with the ambassadorship are:

- Attending the World Plumbing Day Breakfast (Thursday 7 March, The Star Gold Coast) to accept the ambassadorship.
- Attending career days/expos throughout 2024 (approximately 5+ for the year).
- Speaking at high schools and possibly primary schools to educate students on the options within the industry and general awareness about water conservation, importance of plumbing and using someone licensed etc.
- Attending other industry relevant events as required.
- Taking footage (both video and photos) of involvement at the events and supplying it to MPAQ to utilise in future marketing.
- Participating in content writing for various communications throughout the year (magazine articles, media releases, etc.).



### WHY BECOME AN AMBASSADOR?

As the peak industry body representing plumbers and gasfitters in Queensland, MPAQ have a vested interest in ensuring the future of the industry. MPAQ is committed to working alongside ambassadors from the industry, assisting them in driving future apprentices into the trade and making sure there are enough apprenticeships available for those career seekers.

The Ambassadorship program enables current industry individuals to represent and promote the plumbing and gas industry to future apprentices, the general public, and other business owners. Ambassadors have the opportunity to share their story and get the personal satisfaction of giving back to the industry.

### WHY IS THIS PROGRAM IMPORTANT?

The Plumbing Ambassadorship program is an important component for encouraging future generations of men and women to become involved in the plumbing and gas industry, and it will also be a vital resource for the development and sustainability of their careers.

## BENEFITS OF THE PROGRAM

- Opportunity to drive industry change through promotion and representation
- Chance to make a difference in the trade and assist in the longevity of the profession
- Ongoing support from MPAQ to deliver the right messages and create easier opportunities for future apprentices to take up an apprenticeship and employers to take on apprentices
- Promotion of your dedication and contribution to the industry, through social media, media releases and inclusions in the Master Plumber magazine throughout the ambassadorship

## WHAT'S INVOLVED

The Ambassador role is a 12-month commitment including participation in industry events and/or career days/expos, speaking with students, potential future plumbers and gasfitters, or potential employers. It will also require involvement in content creation for various communications throughout the year.

MPAQ will guide and support the ambassadors by providing promo items, information flyers, banners and other equipment as required for the ambassador to undertake their duties. They will also cover the financial costs associated directly with having a place/stand at any of the events and liaise on behalf of personnel to finalise all details of the events in the lead up (inclusions of costs covered is subject to prior approval by MPAQ).

## EXPECTED COMMITMENT

If you are selected as an Ambassador for 2024, you will be invited to attend the World Plumbing Day Industry Breakfast on Thursday 7 March 2024. You will also be requested to attend a number of events throughout the year to encourage career seekers, school students, and parents to consider an apprenticeship. Below is a list of events/career expos over the next 12 months that MPAQ plans to have a representative at. In addition, there may be a number of school or community visits required.

Event/Requirement	Date	Location
World Plumbing Day Industry Breakfast – Announcement and awarding of Ambassador	Thursday 7 March 2024 (7:30am – 10:00am)	The Star Gold Coast
Brisbane Careers & Employment Expo	Friday 24 & Saturday 25 May 2024 (Times TBC)	Brisbane Convention and Exhibition Centre, Brisbane
Sunshine Coast Daily Careers Expo	Tuesday 16 July 2024 (10:00am – 2:00pm / 3:00pm – 6:00pm)	Venue 114, Bokarina
Mackay Careers Expo	Thursday 15 August 2024 (Time TBC)	Mackay Entertainment & Convention Centre
Plumbing and Gas Industry Awards – May include the presentation of an award but will be discussed closer to the event date	Friday 11 October 2024 (6:00pm – 12:00am)	Queen's Wharf, Brisbane

*Attendance at the Expos can be altered as per the Ambassadors availability. The final calendar of events will not be confirmed until the Ambassadors are selected, and their availability confirmed.*

## WHO CAN APPLY?

To apply for the ambassadorship, you must be:

- currently working in the plumbing and gas industry, this may include apprentices, tradespeople, project managers, business owners, supervisors, etc.

You must be available for the duration of the program and have permission (if applicable) from your employer to be available on majority of the above tentative dates.

## APPLICATION PROCESS

The below process will be followed to determine the MPAQ Ambassadors for 2024:

Stage	Date
<b>Applications Open</b>	Monday 5 February
<b>Applications Close</b>	COB Friday 16 February
<b>Applicant Interviews*</b>	Wednesday 21 February
<b>Ambassador Selection</b> – all nominees will be notified of the outcome of their application on this date	Monday 26 February

\*You may be requested to participate in a teleconference which will be organised at an appropriate time for yourself and MPAQ representatives.

## WHAT IF I AM NOT SELECTED?

MPAQ will endeavor to provide feedback to all applicants on their suitability for the role, and we may request that we keep your details for possible selection in future ambassador roles.

## CODE OF CONDUCT

By applying and entering into the Plumbing Ambassadorship Program, it is understood that the following code of conduct is adhered to at all times:

1. MPAQ is committed to advancing the plumbing and gas industry by enabling ambassadors who will promote the industry to the best of their ability.
2. The ambassador is a representative of the Association and the plumbing and gas industry as a whole and, as such, is expected to conduct themselves appropriately.
3. Ambassadors volunteer their time, energy and expertise to the program on a schedule determined between the ambassador and MPAQ.
4. The ambassador is encouraged to suggest options and ideas to further promote the plumbing and gas industry.
5. MPAQ or the ambassador may request to dissolve the relationship if they feel it is not working for them. However, they have a responsibility to discuss options to improve the relationship before deciding on this step.



## FREQUENTLY ASKED QUESTIONS

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### HOW LONG WILL THE AMBASSADOR PROGRAM RUN FOR?

The Ambassadorship Program will run for 12 months from March 2024 – March 2025.

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### IS THE PROGRAM OPEN TO MPAQ MEMBERS AND NON-MEMBERS?

The program is open to both members and non-members, provided they are involved in the plumbing and gas industry and meet the criteria outlined in this document.

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### WHAT COST IS INVOLVED?

MPAQ will cover the financial costs associated directly with having a place/stand at any of the events and any costs relating to promotional material for display/hand-outs on the day (inclusions of costs covered is subject to prior approval by MPAQ).

Ambassadors are not expected to pay to be part of this program and expenses incurred in relation to attending one of the required events will be reimbursed, within reason. This may include meals and parking while at the event.

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### HOW DO I APPLY?

Complete an expression of interest form [here](#) by Friday 16 February.

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### WHEN WILL I KNOW IF I'VE BEEN SUCCESSFUL?

You should hear from us by no later than Monday 26 February as to whether your application has been successful. If you haven't heard from us by this date, please contact the MPAQ office on 07 3273 0800.

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### WHAT WILL I HAVE TO DO IF MY APPLICATION IS SUCCESSFUL?

If your application is successful, we will request a meeting to finalise a schedule of your participation over the next 12 months. You will also be requested to attend the World Plumbing Day Breakfast at the Star Gold Coast on Thursday 7 March to formally accept your ambassadorship appointment.

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### WILL MY PARTICIPATION IN THE PROGRAM BE MADE PUBLIC?

The ambassadorship will be a public role and will be promoted accordingly in MPAQ communications and at industry events. They may also be included in media releases announcing the ambassadorship and helping to spread awareness of the program and its importance.

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### WHO DO I CONTACT FOR MORE INFORMATION?

If you're interested in finding out more about the program, please contact Summer Adams, Projects and Events Manager on 07 3273 0800 or [summer.adams@mpaq.com.au](mailto:summer.adams@mpaq.com.au)