



## 2025 Builders & Trades Business Owners Conference



# Gain a competitive advantage in 2025 and beyond

In an industry that is ever-evolving, staying ahead of the curve is more than just a strategy – it's a necessity. The Builders & Trades Business Owners Conference is your opportunity to gain invaluable insights, practical tools, and exclusive access to the latest trends shaping the future of construction.



With special guest  
**Keith Schleiger**

A talented and skilled carpenter, builder and foreman, Keith is also a popular television personality – best known as 'The Blockinator' for his role on Nine Network's hugely successful series, The Block.





# Topics covered



## Keynote

Q&A with Keith Schleiger



## Session 1

Know Your Numbers — The essential numbers you should know in your business



## Q&A Panel #1

Future of the Construction Industry “what does this look like”



## Session 3

Stand out from the Crowd and Win more jobs



## Q&A Panel #2

“Software Supporting Builders & Trades Business Owners”



## Session 5

TEAM: Building your dream team — Hire, Engage, Retain

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## Date

Friday 4 April, 2025  
8.30am–4.30pm

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## Location

McClelland Sculpture Park & Gallery,  
390 McClelland Drive, Langwarrin

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## Supported by





For more information,  
email [business@frankston.vic.gov.au](mailto:business@frankston.vic.gov.au)  
or call us on 1300 322 322



# Agenda

- 8.30am Breakfast and Networking
- 9.15am Start  
Keynote Speaker — Keith Schleiger
- 10am Session 1 — Simplified P&L: Know Your Numbers  
The simple set of key metrics that you can easily track to understand and improve profit and cash flow
- 11.15am Q&A Panel #1 — Future of the Construction Industry “what does this look like”  
Join representatives from HIA, Master Builders, Australian PassivHaus Association and Home Innovations for an insightful Q&A discussion on the future of the construction industry
- 12.30pm Lunch break  
Introduction to the Economic Development Team
- 1.30pm Session 3 — Stand out from the crowd and win more jobs  
Simple tactics to help you differentiate from your competitors, get more jobs, increase return on ad spend, and increase profit
- 2.30pm Q&A Panel #2 — “Software supporting Builders & Trades Business Owners”  
Hear from 4 software companies, ASPIRE, Built Grid, Send-a-Tradie and Wunderbuild on how you can use these services to enhance and grow your business, think more sustainable and save money
- 3.30pm Session 5 — TEAM: Building your dream team – Hire, Engage, Retain  
Why most Builders & Trades business owners struggle to attract A-Players, and what you can do instead
- 4.30pm Finish

