

 **AUTODESK**
Construction Cloud

Construction
in Ireland 2022

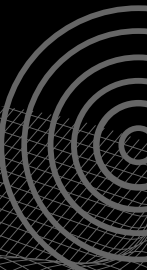
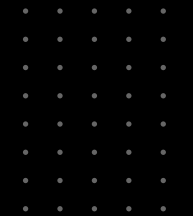
Building a workforce for the future





Table of Contents

03	Foreword
04	Executive summary
05	<u>Chapter 1</u> : The health of Irish construction: An uncertain recovery
09	<u>Chapter 2</u> : Skills shortages: The impact of construction's image problem
14	<u>Chapter 3</u> : Construction strategies: Meeting policy ambitions and targets
21	<u>Chapter 4</u> : The future: Short-termism beats tech ambition
26	Conclusion
29	Methodology





Foreword

The construction industry is central to Irish life. We've seen how flagship projects have reshaped our environment - from the regeneration of Dublin Docklands into a stunning global innovation hub, to the restoration programmes protecting our national heritage.

As well as shaping our landscape today, construction is central to Ireland's plans for growth. Ambitious infrastructure programmes like Project Ireland 2040 aim to improve life across the country, while construction will be critical to reducing building emissions and enabling us to become carbon neutral by 2050.

Construction plays a vital role in our national economy - and has huge potential to do even more. What's more, the health of the construction industry is often a sign of wider economic prosperity.

Understanding the mood of construction companies - including the opportunities ahead and barriers to growth - gives a valuable insight into Ireland's prospects for the future.

We've conducted a survey among professionals at Irish construction companies to understand the challenges and opportunities of the industry today.

It's clear that construction isn't in a bad position overall. Companies have shown incredible resilience to largely recover from the Covid-19 pandemic and are anticipating higher revenues ahead.

However, there are clear warning signs, particularly when it comes to people. Skills shortages are proving a headache for businesses of all sizes, causing concern about the capacity to meet policy ambitions in the timescale set. Uncertainty over the cost of materials may jeopardise the recovery.

And crucially, businesses are deprioritising the technologies that could help to mitigate today's issues and prepare the sector for the future. Altogether, these issues could hinder Irish construction from reaching its incredible potential.

That's not to say it's all doom and gloom. But targeted measures, from individual companies, industry bodies and government, would help to strengthen the position of Irish construction for the future.

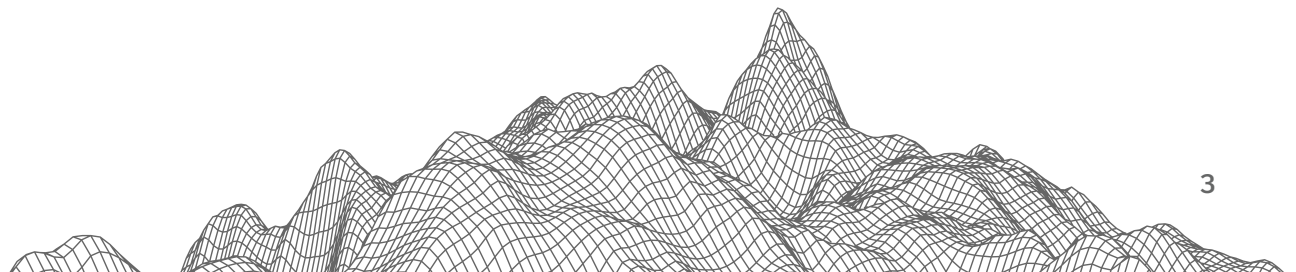
With some action, we can secure construction's position as Ireland's success story.

I hope you enjoy the report.

Brian Roche

Brian Roche

Construction Sales Lead Ireland, Autodesk, July 2022





Executive summary

The Irish construction industry has recovered well from the Covid-19 pandemic.

38%

of construction companies expect revenues to increase in 2022 - while only one in ten expect a decrease.

Two fifths

of companies are actively recruiting, rising to 85% of companies with over 100 employees.

However, construction companies face three key issues.

1 Skills shortages are limiting the potential of the construction industry

Construction companies are facing significant recruitment challenges, which - along with inflation - are limiting their performance. There are signs of a significant industry image problem, which will need to be addressed at a national and company level for construction to thrive.

- 63% of construction companies are struggling to recruit the talent they need.
- A quarter of companies surveyed say construction is less attractive than other industries – and a further 15% say it is seen as a career of last choice. One third believe that young talent is emigrating from Ireland altogether.

2 There is a gap between government and industry on key construction policies

Construction professionals express clear notes of caution about the industry's ability to meet ambitious government policy timescales for housing and retrofitting, particularly given people shortages and inflation. Closer engagement between government and industry, especially on talent strategies, will help to boost confidence and find the most effective route forward.

- Two thirds of construction companies believe Housing for All and the National Retrofit Plan will be difficult to meet based on workforce challenges and increasing costs.
- Eight in ten say the rising cost of materials will make the programmes difficult to deliver.

3 Short-term thinking is hindering tech ambitions

Although some firms recognise the potential of technology and modern methods of construction, short-term challenges are getting in the way - and investment plans are limited. Ireland has a great technology opportunity to address talent shortages, productivity and rising costs, but many appear to be overlooking how digital ways of working can enable construction companies to overcome current challenges.

- Only one in three firms will prioritise IT investments in the next two years.
- 60% of construction companies aren't planning to invest in any modern construction methods or emerging technologies over the next five years.

Despite today's challenges, it's critical for Irish construction to continue investing in people, technology and innovation, to create a robust, future-facing industry.



Chapter 1

The health of
Irish construction
**An uncertain
recovery**





38% of Irish companies expect revenues to increase in 2022, by an average of 17%

Construction is expected to be one of the most dynamic sectors in Ireland in the years ahead. It's predicted that the value of construction output nationwide will grow by 18.5% in 2022 - [from €27bn to €32bn](#).

But is that optimism mirrored in the expectations of Irish construction professionals on the ground?

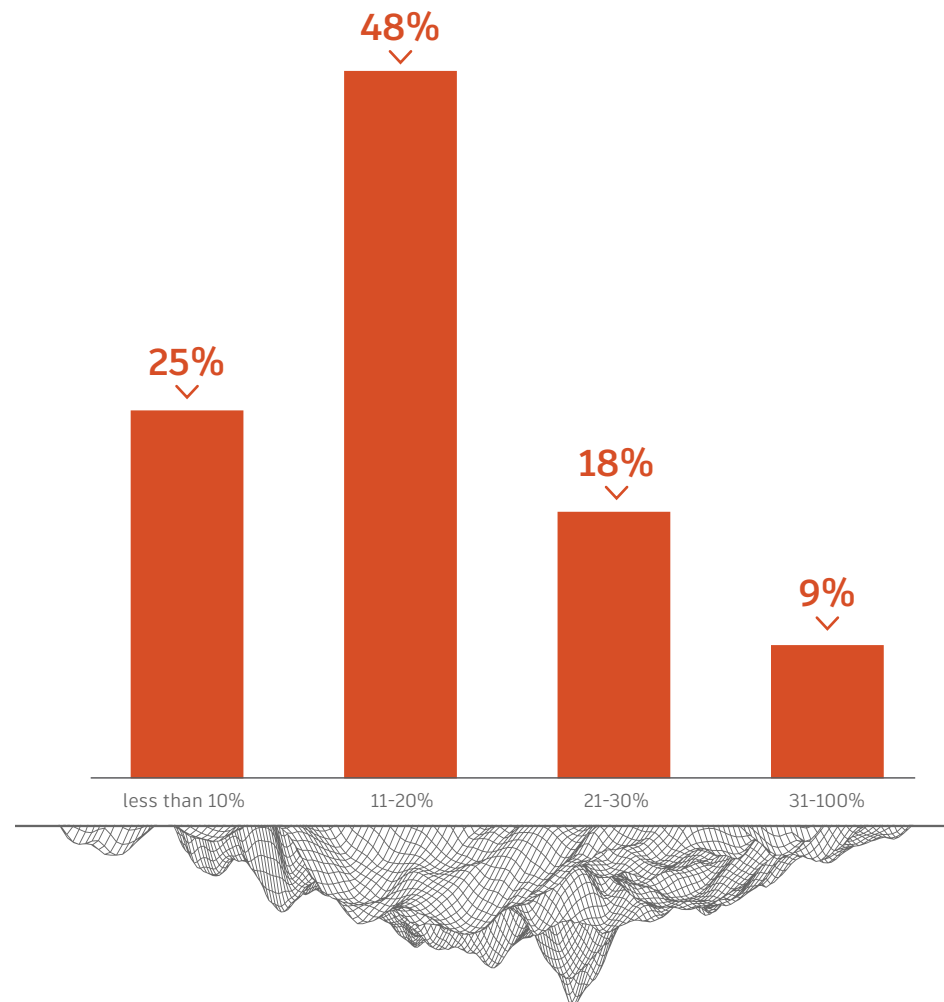
Resilience after the pandemic

A key issue is how well the construction industry is recovering from the Covid-19 pandemic. During 2020 and 2021, businesses faced significant restrictions from social distancing measures to a total shut down of non-essential sites - causing delays and costs. But positively, most professionals are expecting a busier 2022.

Nearly two fifths of construction companies (38%) expect revenues to increase in 2022 – a figure that rises to 51% of companies with over 100 employees. On average, professionals anticipate a rise of 17%, with most (48%) expecting revenue growth of between 11 and 20%. By contrast, only a tenth of companies are expecting their revenue to decrease (11%).

Backlogs caused by the pandemic have also largely been cleared. Two in three companies don't have any backlog caused by Covid-19 restrictions (63%), while 28% have a backlog they expect to clear this year.

What increase in revenues are you expecting in 2022, based on 2021 figures?





39% of construction companies are currently hiring

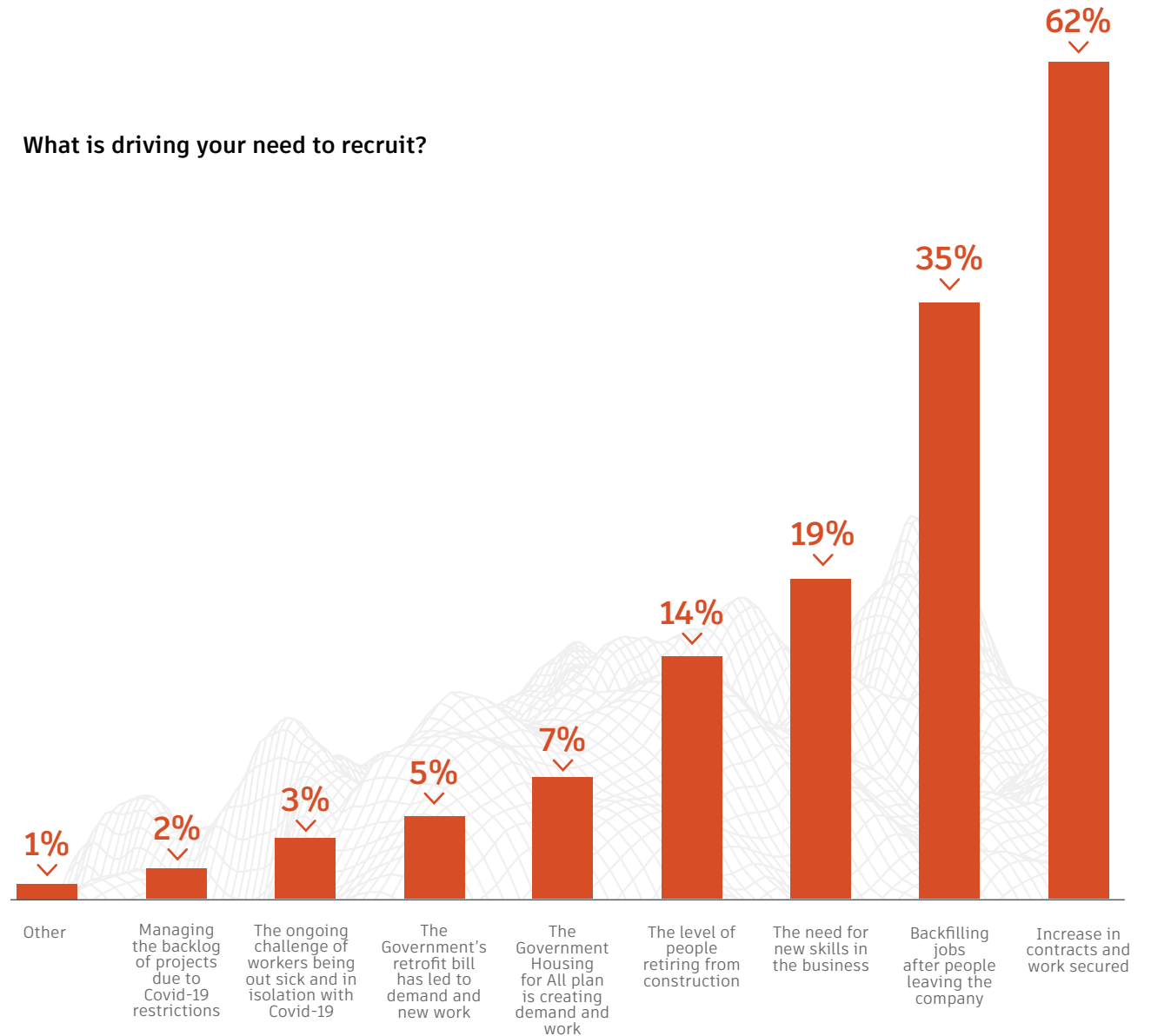
Returning to recruitment

This brighter outlook is reflected in recruitment plans. Two fifths of construction companies are currently hiring (39%) - rising to 85% of companies with over 100 employees. Businesses expect to create an average of 15 new jobs in 2022.

The resurgence in demand is a key driving force; the most common reason for companies recruiting is an increase in contracts and work secured (62%).

The turnover of talent is also important, as professionals say backfilling jobs after people leave the company (35%), the need for new skills in the business (19%) and the level of people retiring from construction (14%) are also important recruitment drivers.

What is driving your need to recruit?





Inflation bites

However, there are signs that uncertainty is continuing to unsettle the sector - particularly when it comes to inflation. After prices rose by 13% in 2021, the Society of Chartered Surveyors of Ireland [predicts commercial building costs will continue soaring](#) this year due to factors like the war in Ukraine.

Companies are concerned about the impact of rising prices. For example, when it comes to delivering the government's Housing for All targets, the rising cost of materials (85%) and builders stalling one-off projects as a result (81%) are seen as key blockers.

Inflation is also hindering recruitment, as one in ten say that a major factor behind the skills shortage is the cost of living diverting people from construction to other sectors (10%). Some even say they are reluctant to recruit due to the uncertainty caused by rising materials costs (4%). As a result, the construction sector's recovery seems far from certain.

AUTODESK Insight

Irish construction has recovered well from the pandemic. Through outstanding resilience, most companies have overcome many of their Covid-19 challenges and are looking forward to growth this year.

However, it's clear that the sector is still facing key issues, with the tragic events in Ukraine sparking further uncertainty and in particular causing costs to skyrocket.

Although times are tough, it's critical that companies keep taking proactive steps to address the obstacles they are facing. Investing in construction technology, such as a common data environment solution, can significantly improve productivity.

With access to accurate, up to date information, anywhere on-site or in the office, it's easier for firms to build right first time – and avoid wasting costly materials. It's also possible to plan the quantities of materials needed and when with more precision, to avoid fighting for crucial components.

Smart investments can deliver returns for construction companies very quickly, so creating a mid-term technology strategy can help to mitigate issues today and protect against future uncertainty.



Chapter 2

Skills shortages

The impact of construction's image problem

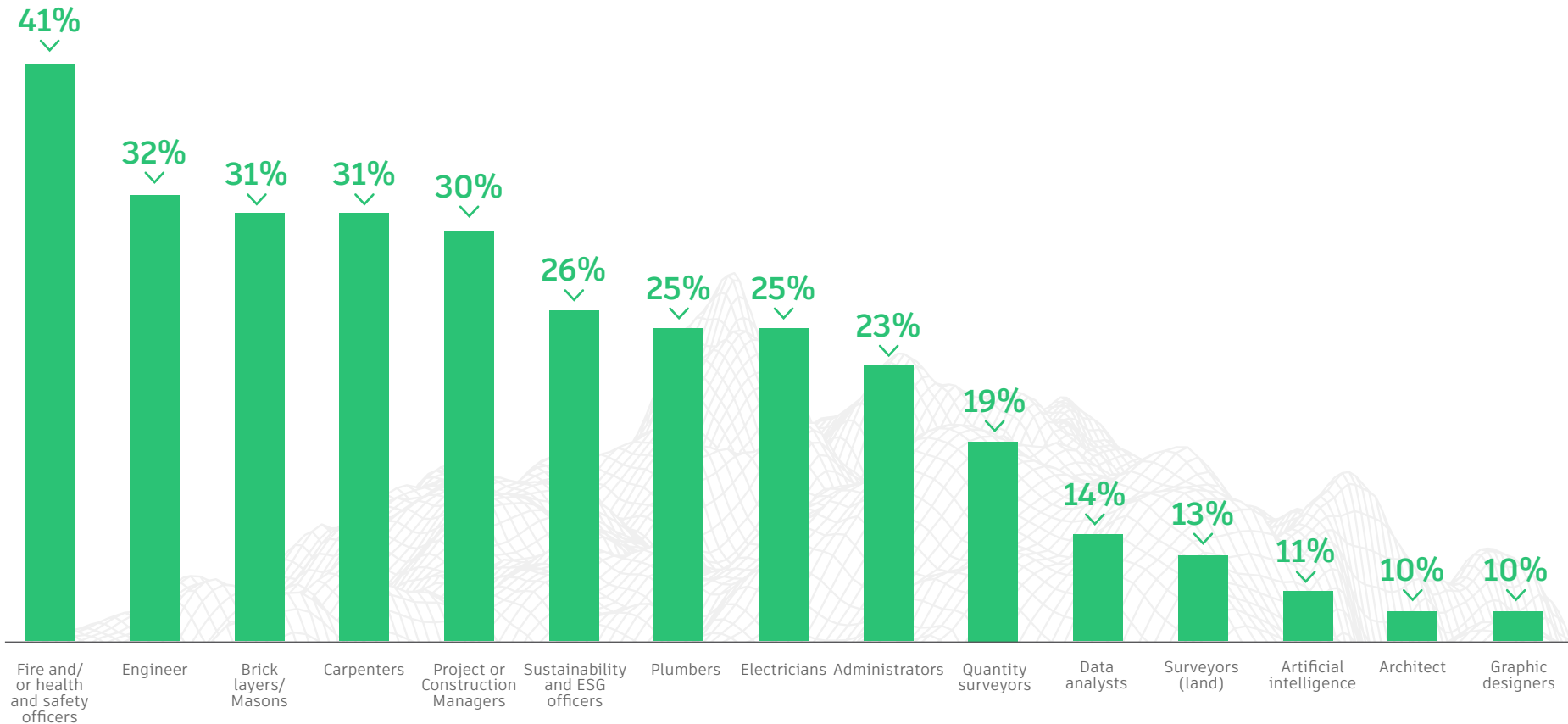




63% of construction companies are struggling to recruit

People are at the core of the Irish construction industry. The sector is a significant employer with [127,300 workers in Ireland](#), equating to almost 6% of the national workforce. However, this is below the European average of 8% – and people shortages are causing problems for construction businesses.

Which roles are you struggling to recruit?





Common recruitment headaches

Although many construction firms are recruiting again, securing talent is difficult. Nearly two in three construction companies are finding it hard to recruit the talent they need (63%).

Hiring issues are disproportionately impacting smaller companies; 76% of businesses with fewer than 100 employees are encountering problems, compared to 50% of organisations with more than 100 staff.

Most professionals put the recruitment challenge down to a lack of skilled labour generally (59%) or not being able to find people with the skills needed (43%). Nearly one in ten (8%) highlight the fact that people left the construction sector during the pandemic.

There also seems to be a mismatch between the skills available and the skills needed. According to construction companies, the most challenging roles to fill are fire or health and safety officers (41%), engineers (32%) and bricklayers and carpenters (each 31%).

Construction firms indicate far fewer challenges recruiting digitally skilled candidates, suggesting businesses might not be hiring these roles at all. Despite the growing use of technology in construction and significant digital skills shortages, far fewer businesses report struggling to recruit digital roles, such as data analysts (14%) or artificial intelligence specialists (11%).





A less attractive industry (25%) and limited awareness (16%) are putting people off construction

The poor industry image

Many professionals believe that the construction sector simply isn't attractive, particularly for younger candidates.

Skills shortages are attributed to the construction industry appearing less attractive than other sectors (25%), a limited awareness of career options in the industry (16%) and construction being seen as a career of last choice for school leavers (15%). A third say that young talent is emigrating from Ireland altogether (31%).

Interestingly, 13% say college courses aren't producing graduates with the skills needed by the industry, suggesting a gap between construction education and the needs on the ground.

A leaky talent pipeline

It's a situation that many believe will worsen over the next decade, particularly when it comes to traditional trade skills. Nearly half of the construction professionals surveyed are concerned about the rarity of trade skills like brick laying and plastering (46%) - rising to 58% of subcontractors.

In contrast, there's much less concern about the shortages in digitally focused skills, such as data analytics (8%), artificial intelligence (13%) or data usage for asset operations (5%). Likewise, professionals seem much less worried that there might be a lack of skills in modern methods of construction like off-site manufacturing (8%) or design for manufacture (5%) in ten years' time - despite signs that these approaches will be much more important by then.





Growing valuable digital skills at the Kirby Group

Kirby Group Engineering embed technology into their company culture. Under The 'Kirby Way', the company's cultural, systems and process approach to doing business is outlined clearly for employees and partners. The Kirby Academy, which is part of The Kirby Way, trains all key site staff to deliver its projects as a collaborative team using world class processes.

Technology like Autodesk's Construction Cloud is a key enabler to this approach and piloting the technology on a few projects first helped the team to develop this training iteratively. Kirby is committed to ensuring teams are using world-class software in the right way; this approach helps employees to apply the best processes and deliver the best possible outcomes for clients and for the Kirby Group. The training for the team not only provides a thorough understanding of how technology is applied to projects, it also reaffirms Kirby's key values of quality and safety to their employees undertaking the training.

"For us, ensuring our team understands the value and benefit of unified data means our projects run smoother and our people are happier. Everyone knows where and how to access the information they need from anywhere and we can be more transparent with our clients creating a culture of shared learning and understanding."

Mark Danaher

Mark Danaher

Associate Director, Kirby Group Engineering

AUTODESK Insight

Like many countries, the Irish construction industry has significant people problems - and as activity grows, this could limit the sector's potential.

With construction companies facing multifaceted recruitment challenges, it's important to take steps to make the industry as productive - and as attractive - as possible.

On a company-level, in the short-term it's about doing more with fewer people. Introducing tools like cloud-based information-sharing can reduce admin time and rework, improving employees' output at a time when growing the team is tough.

Digital tools can also make construction companies more attractive to younger, digitally-native candidates, acting as an important differentiator in a competitive market.

At an industry-level, it's time to invest in a coordinated national campaign to improve construction's image. We should emphasise the incredible opportunities in this sector, including the varied roles and skillsets that will be required by construction companies in a more technology-driven future.

Partnering closely with schools and colleges will encourage students to consider careers in construction. We can also create greater pride in careers in construction, improving engagement and retention for our existing workforce and the next generation of recruits.



Chapter 3

Construction strategies

Meeting policy ambitions and targets





Chapter 3: Construction strategies: Meeting policy ambitions and targets

The Irish government has an ambitious policy agenda for construction. Driven by a critical shortage of housing and the need for climate action, the government has launched several large-scale house building and upgrading programmes to be achieved by 2030.

But what are the views of the construction companies that will be asked to deliver these goals?

Housing for All: The government housing plan to 2030

- Housing For All aims for every citizen in Ireland to have access to a good quality home to purchase or rent at an affordable price. To meet this goal, Ireland will need an average of 33,000 new homes each year to 2030.
- Steps to increase new housing supply include investing over €4bn in housing each year and increasing skills and capabilities in construction.
- The government estimates that an extra 27,500 workers will be needed in construction to hit the target of 33,000 homes per annum.

The National Retrofit Plan: Taking action for the climate

- The National Retrofit Plan sets out how the government will deliver on the target of achieving 500,000 home energy upgrades, to B2 Building Energy Rating (BER) standard, by 2030.
- The plan aims to increase the pace and scale of delivery of home retrofitting by addressing barriers in areas including the supply chain, skills and standards.
- Key measures include an Exchequer investment of €8 billion to 2030 to enable the supply chain to scale up and create thousands of high-quality jobs.





Two thirds of construction companies believe Housing for All and the National Retrofit Plan will be challenging to meet

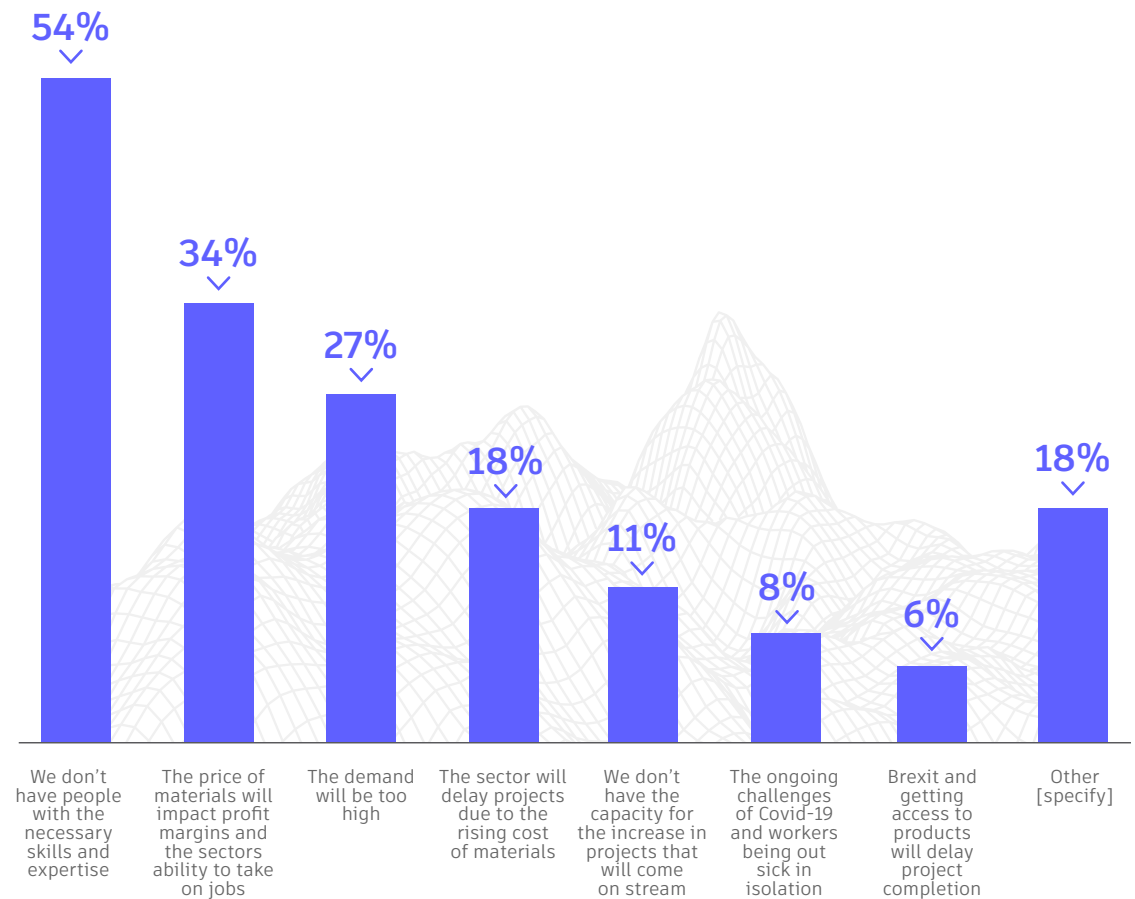
Government ambition; industry caution

The Housing for All policy has a target of delivering 300,000 homes each year up to 2030. However, many construction professionals are concerned about the sector's ability to meet this level of demand and timescale.

Two thirds (67%) believe the size of the current workforce will make housing targets difficult to meet by 2030.

Professionals express similar concerns about the National Retrofit Plan. Two thirds (66%) say the construction sector is not equipped to meet the demand that will result from the bill - with most pointing to a lack of people with the necessary skills and expertise (54%). A further quarter say the sheer scale of the demand will be the blocker (27%).

Do you think Ireland's construction company is adequately equipped to meet the demand that will come as a result of the Government's latest retrofit bill?





The rising cost of materials

One of the issues is the steep increase in costs caused by global instability. Most professionals (85%) believe the rising cost of materials will make it difficult to achieve the targets of the Housing for All programme.

Likewise, 81% say many builders are stalling one-off housing projects due to the rising cost of materials - which in turn will impact the delivery of the scheme.

It's a similar picture for the National Retrofit Plan. Of the professionals that don't believe the plan is achievable, 34% say the price of materials will impact profit margins and the sector's ability to take on jobs - while 18% say companies will delay projects due to the rising cost of materials.

People shortages are a major barrier

Talent shortages in construction are also seen as a major barrier to achieving government ambitions. Seven in ten professionals (70%) believe the industry will need a bigger workforce to meet the targets.

People skilled in all areas will be required. Two thirds (68%) point to a need for more people with traditional skills, like surveyors and engineers, while 36% believe more digital skills like AR and VR will be vital.

Both policies are already prompting some companies to expand their workforce. Amongst firms currently recruiting, 7% say this is driven by demand resulting from the Housing for All plan, while 5% point to the National Retrofit Plan.

But ultimately, this leaves firms competing even more intensely for the same limited talent pool - which may be why so much of the industry is concerned about actually delivering government aims.

Seven out of ten professionals believe construction needs a bigger workforce to meet the targets





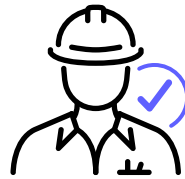
Five tips to successfully deliver housing and retrofitting projects:



1 Build right first time to mitigate the rising cost of materials

Government policies involve delivering very large numbers of house building and retrofitting projects, when many companies are concerned about the rising cost of materials. Avoiding expensive and time-consuming waste by building right first time will be important for companies to deliver projects on time, and on budget.

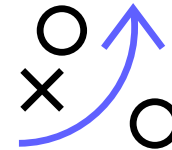
Ensuring that everyone has access to up to date information, whenever they need it, is one of the most effective ways of building right first time. Digital construction platforms can enable teams on-site to access the latest plans and models from anywhere, across mobile devices and laptops. Because information is updated in real time, version control is taken care of – to avoid mistakes made through outdated or incorrect information.



2 Keep ahead of best practices for a government supplier

The Housing for All and National Retrofit schemes are introducing a number of new requirements for companies to meet; for example, from 2022, all building service providers will be required to register with the [Construction Industry Register Ireland](#). But as well as meeting regulations, staying ahead of best practice will be valuable for winning projects.

That might mean using digital safety checklists for construction sites for health and safety, or providing rich BIM data at handover to support future maintenance of social housing. Embedding best practice will help companies appear more attractive and reliable partners for government projects – as well as providing internal advantages.



3 Create an upskilling strategy for both new and existing employees

Overcoming skills shortages - especially for specialist areas like retrofitting - will be critical for companies to deliver government plans. A dedicated upskilling strategy can help to ensure companies have the staff needed as demand grows.

Apprenticeships could be a valuable resource for securing new candidates and upskilling staff; the National Retrofit Plan includes an action plan to expand the number of apprenticeships available and ensure that both new learners and current construction workers can gain the skills needed. Construction companies could also consider creating a centralised knowledge bank, to ensure that key skills can be passed around the company, rather than sitting with individual employees.



4 Take advantage of the grants available

Both the Housing for All and National Retrofit schemes include support for construction businesses delivering projects. The [Built to Innovate initiative](#) from Enterprise Ireland looks to support companies in the housebuilding sector with grants for improving the use of digital tools, implementing modern methods of construction and introducing training on lean approaches.

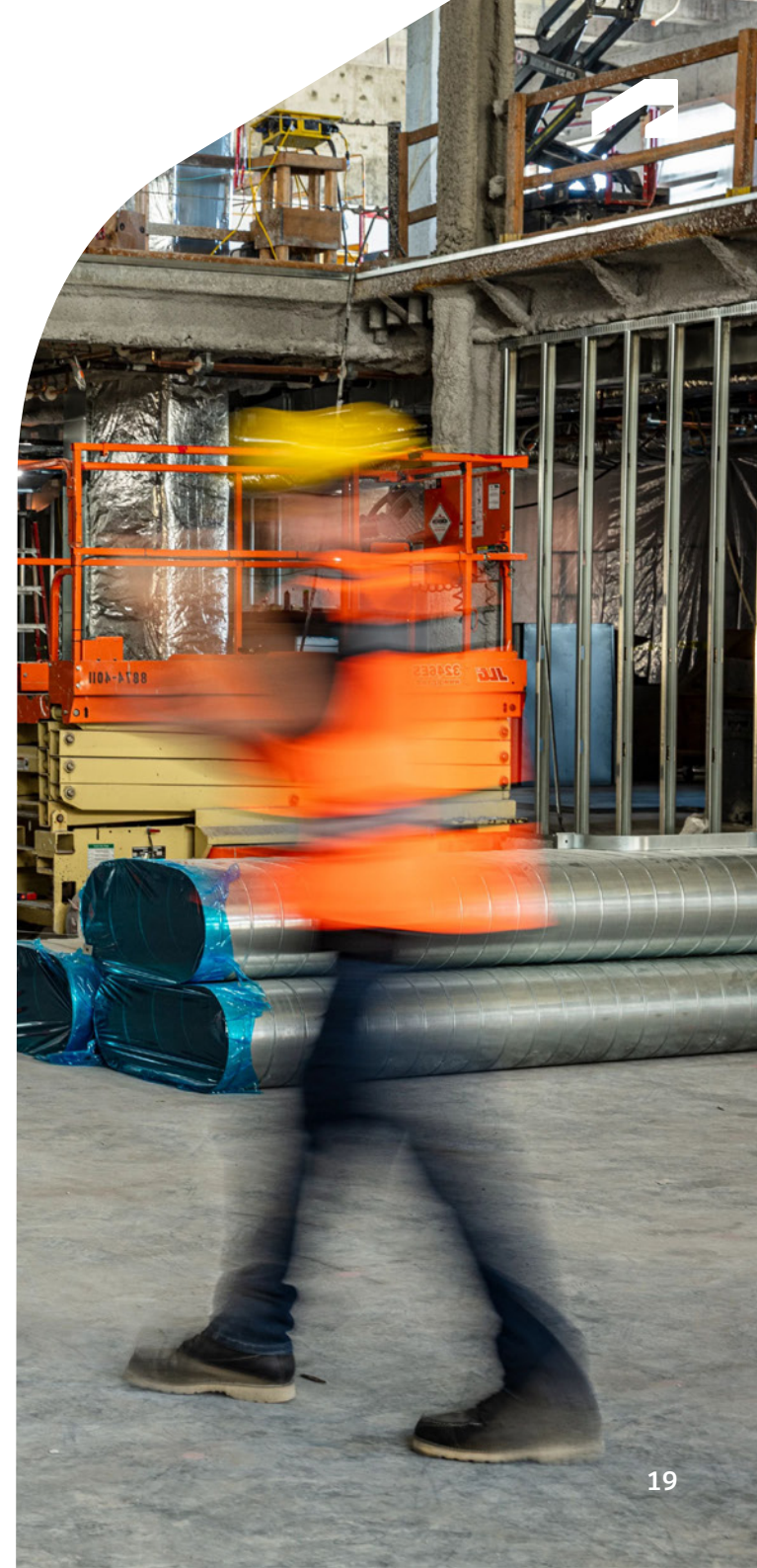
Securing this sort of financial aid could help companies implement processes to deliver projects more efficiently and profitably, to meet government plans.



5 Maintain an engaged workforce by addressing frustrations

Having enough people to meet the demand for public sector projects is clearly a concern for some companies. A dedicated plan to keep existing employees - as well as attracting new talent - can help. Consider ways to address key frustrations, such as spending large amounts of time on repetitive administrative tasks or wasting time waiting for information.

Digital construction tools that streamline day to day processes can significantly improve staff's working lives, as well as improving productivity. Providing this kind of technology can help companies to both keep current staff engaged and compete for key younger construction talent.





AUTODESK Insight

The Irish government has set out to tackle two key national issues through construction: the housing shortage and carbon emissions. But despite the positive aims of the measures, construction professionals are sounding clear notes of caution that there are a number of challenges facing the industry as it seeks to meet the targets and timeline set.

Growing the construction workforce is one measure the government is exploring for these policies. In the meantime, there are opportunities on housebuilding and retrofitting projects to use data to work as efficiently as possible.

For example, construction firms can collect detailed project data across multiple jobs, and then use predictive insights to spot trends and identify efficiency improvements for the future. This could cut down both planning and execution times for housebuilding and retrofitting projects - which are often highly repeatable.

On the government side, incorporating specific talent strategies into policies may be key to recruiting the talent needed: for example appealing to people interested in a career in sustainability or digital construction.

Across the board, there may be a need for government and the construction industry to engage more closely on these policies, to ensure plans are realistic and achievable - so that everyone can be supportive.



Chapter 4

The future

Short-termism beats tech ambition





With the disruption caused by Covid-19 abating and revenues increasing, construction companies have more capacity to look to the future. This is more important now than ever, as the global construction sector transforms to meet demands for greater sustainability and the use of technology.

Only one in three companies will prioritise IT over the next two years

So, what are Irish construction businesses planning to prioritise in the next two years and beyond?

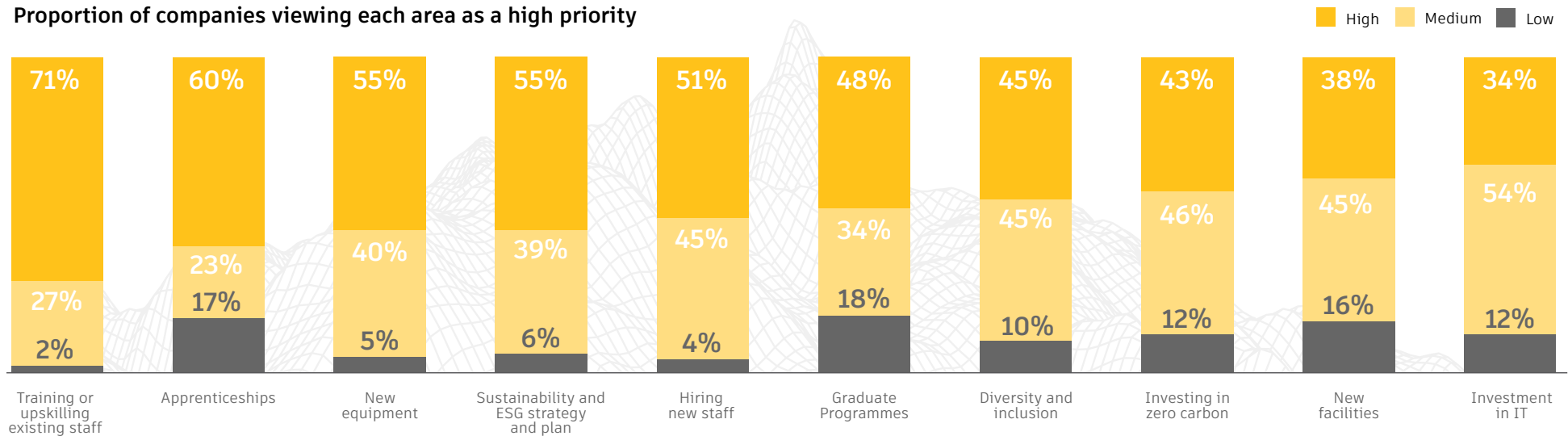
Investing in existing talent

Short-term talent challenges are a major focus for many firms - and looking to the next two years, companies are planning to prioritise investments in their existing staff over other areas.

Seven in ten professionals (71%) say training and upskilling existing staff will be a high priority, while 60% will focus on apprenticeships for the business.

In comparison, only around a third will prioritise investments in new facilities (38%) or IT (34%).

Proportion of companies viewing each area as a high priority





The sustainability size gap

In certain areas, there are clear gaps between the priorities of smaller and larger companies. Sustainability appears to be much higher on the agenda for bigger businesses.

While almost all companies with over 100 employees are planning to highly prioritise a sustainability strategy (97%) or investments in zero carbon (92%), less than half of their smaller counterparts will focus on a strategy (44%) and even fewer on zero carbon (28%).

There's a similar gap when it comes to graduate talent. Three quarters of companies (72%) with over 100 employees are prioritising investments in attracting and training graduates, but this falls to 41% of smaller companies.

Overlooking innovation

Even looking ahead to the next five years, interest in modern methods of construction and emerging technology remains low. Only one in five Irish companies are exploring investing in new methods of construction like off-site manufacturing (22%) – a figure that's consistent across smaller and larger companies.

There's little interest in the use of data; few are planning to invest in artificial intelligence (12%) or data analytics (7%) at any point in the next five years. Similarly, very few companies are planning to introduce technologies like 3D printing (12%), virtual or augmented reality (7%) or robotics (5%).

In fact, 60% of Irish construction companies aren't planning to invest in any of these areas by 2027. It's an approach that could be risky. As public and private sector clients become more interested in the predictability and sustainability of these approaches, early adopters will gain a big advantage – while other companies may be left behind.

Six out of ten companies aren't planning to invest in any modern construction methods or emerging technologies by 2027





JJ Rhatigan

Building Contractors

JJ Rhatigan is a tier one main contractor that operate in the UK and Ireland. Established in 1952, the company remains a family orientated operation which has been growing rapidly. They deliver residential, educational, and commercial spaces as well as healthcare facilities. With a strong focus on delivery quality outcomes, their team have been investing in the use of digital solutions to aid and expediate productivity on projects.

As an avid user of Autodesk Construction Cloud solutions, JJ Rhatigan began exploring the ways in which technology could support collaboration amongst their teams. Working on a range of multidisciplinary projects means the team must share a number of documents with a variety of project team members – both internally and externally. They identified that this process, along with adhering to industry compliance standards could be improved significantly by using a digital workflow to help with enforcing standards.

Sonny McAnulty, BIM Manager for JJ Rhatigan comments: *“Our construction projects either align with the PAS 1192 framework or ISO 19650 series of standards and our document controllers are critical to ensuring compliance. They spent a lot of time manually checking the content of all documents submitted by subcontractor and supply chain partners which was not the best use of their time and open to error.”* The team worked with Autodesk to develop a feature in Autodesk’s Construction Cloud solutions that enabled document naming conventions

to be enforced digitally by setting naming convention rules. Prior to this naming convention workflows being made available, JJ Rhatigan’s Document Controller Hui Qi Lim estimates that she could spend anywhere up to ten hours a week manually checking documents. This has now been halved. *“Having greater certainty that the document is named correctly the first time creates standardisation across the project team, and this enables them to know what information is in a file before they even open it,”* says Hui Qi.

For JJ Rhatigan, standardising how project information is managed and shared helps improve the quality of what is delivered on projects by reducing the number of errors through better information sharing and improved collaboration. And for teams like the document control team, using technology to aid the time it takes to carry out particular workflows supports them to manage their workloads and gives them the capacity to take on more varied work.

Hui Qi reflects: *“I’m able to work on different projects as well as different aspects of projects because time has been freed up from repetitive tasks.”*

“My skills and knowledge are constantly developing as I now support more than double the number of projects than I did previously, but it is more manageable because of the technology I have to support me to prioritise tasks and manage my time better.”



AUTODESK Insight

It's understandable that in challenging times many companies may be focused on "keeping the lights on", rather than investments that look as though they can wait for the future.

But construction technology can help to address many of the problems firms are facing today, with measurable impacts on productivity, turnaround times and material waste. Clients are also increasingly interested in working with construction firms that use digital technology to deliver a more predictable, transparent build.

Looking at other companies' experiences can help businesses to see cost-effective technology investments that might benefit them. It's also up to technology partners to show how these innovations can quickly deliver tangible benefits for businesses.

Modern methods of construction, particularly off-site manufacturing (OSM), also offer significant advantages that the industry should embrace in the years ahead. Manufacturing components off-site in a controlled environment is safer and more sustainable. One project, the Forge in London, reduced the build's embodied carbon by 20% with OSM. Prefabrication also centres production in a factory setting - increasing accessibility for different kinds of talent, including people with disabilities. For construction companies, productivity - and so profitability - can increase; as a result, beginning to explore and invest in OSM now may pay dividends.

Modern methods of construction and other emerging technologies are likely to transform how we build over the next few years - so this area is well worth companies' consideration, if Irish construction is to keep up internationally.



Conclusion



Irish construction has bright prospects. Demand is recovering post-pandemic, the government has big ambitions for the sector and digital tools are emerging that can fundamentally improve how we build.

There is every opportunity for construction to cement its place as one of Ireland's flagship industries.

But there is one clear message from this research. Skilled people are core to the success of every construction project, company and government programme - but right now, there are warning signs about the availability of crucial talent.

The workforce has to be at the heart of planning across the industry. That means strengthening the talent pipeline by attracting new recruits, upskilling workers and giving employees the digital tools that can improve their productivity, satisfaction and competitiveness.

In the longer term, it's also important to explore new ways of working, like off-site manufacturing, that can make construction more accessible to all kinds of people - as well as delivering higher quality outcomes.



Conclusion

We have three recommendations for companies, industry bodies and the government, to strengthen construction's prospects:

1 Launch a national campaign to promote the value of careers in construction

Tackle the industry's image problem by raising awareness of the opportunities in the sector and the new kinds of roles being enabled by digital technology and sustainability initiatives. Create links with schools and colleges to ensure students are gaining the skills valued by companies and will quickly find employment after leaving. Altogether, make construction a career to be proud of.

2 Increase engagement between government and industries to ensure national programmes have a dedicated talent strategy

In government, engage closely with the construction industry about strengthening the workforce to meet the demands of the Housing for All and National Retrofit Plan. Together, develop a realistic plan for attracting or upskilling the talent needed to meet demands, drawing on insight from companies on the ground. Within construction businesses, incorporate digital upskilling like data analytics into people plans, to use cross-project data to improve the efficiency of housebuilding and retrofitting over time.

3 Continue to prioritise investments in digital construction to improve people's productivity

In businesses, introduce digital tools that can enable employees to build right first time, reducing errors and cutting admin time for higher productivity. Use case studies from other construction businesses to choose technologies that will deliver the highest return on investment. Through technology, it's possible to remove obstacles and frustrations for employees - while making the business more appealing to younger candidates.

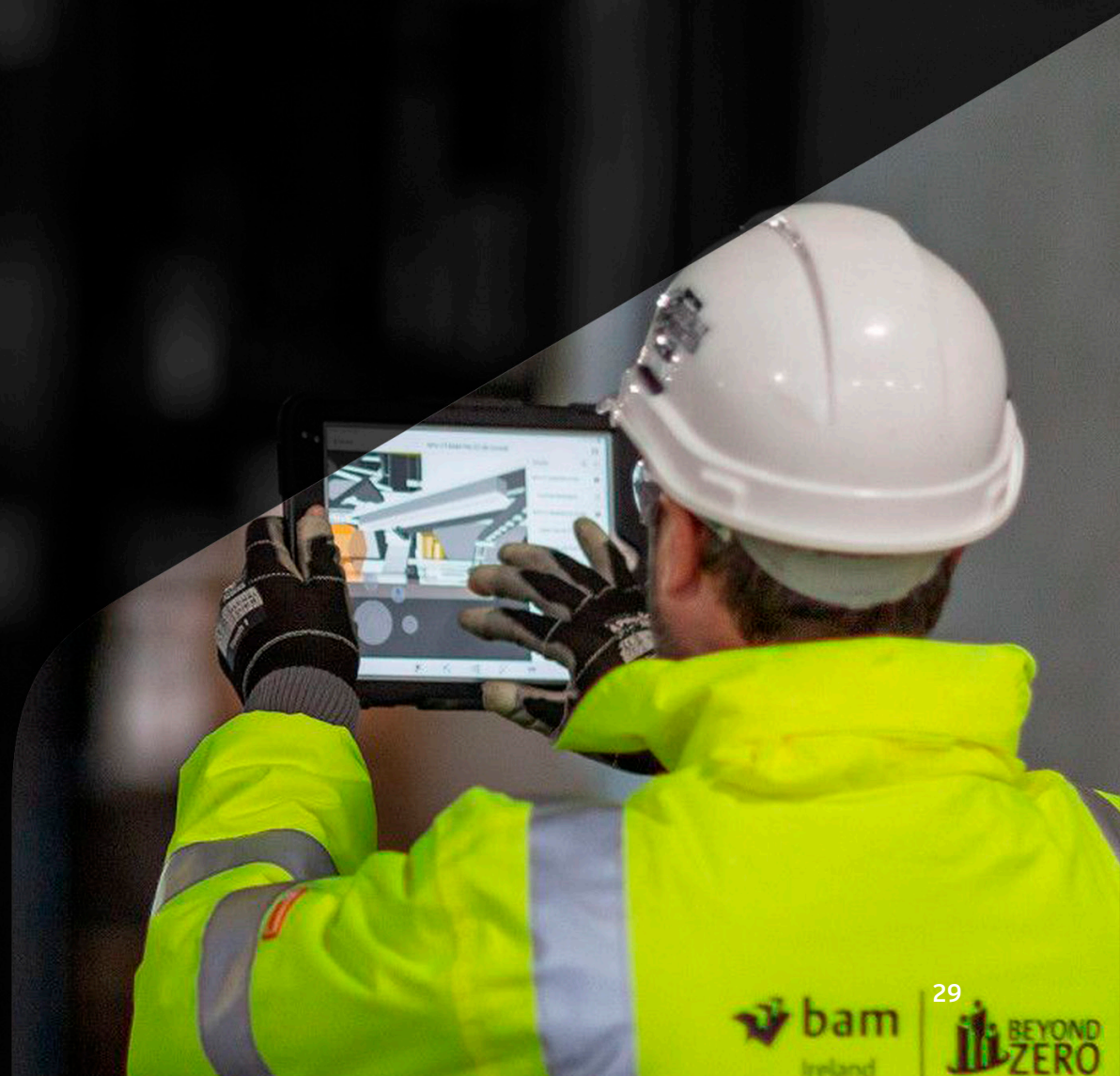
All in all, it's crucial that the industry avoids falling into the trap of short-term thinking. Unfortunately, uncertainty has become a core part of the business world. Nonetheless, we mustn't overlook the investments in people, technology and innovation that can create a more robust, future-facing industry.

This will ensure that Irish construction isn't left behind - and continues to shape our country's future.



Methodology

This research was carried out by Core in April 2022 through a telephone quantitative survey of 300 construction professionals in Ireland.





Who we spoke to

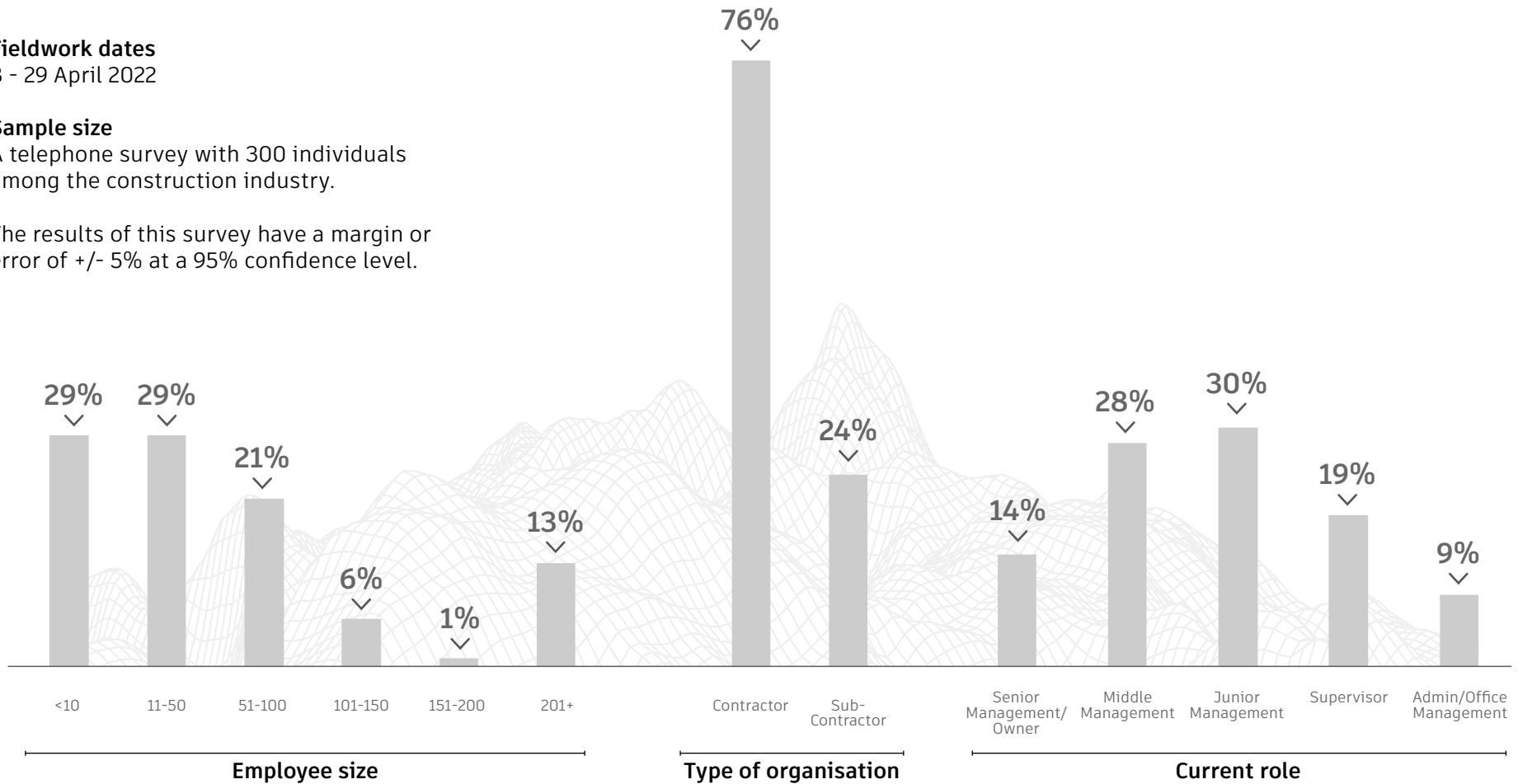
Fieldwork dates

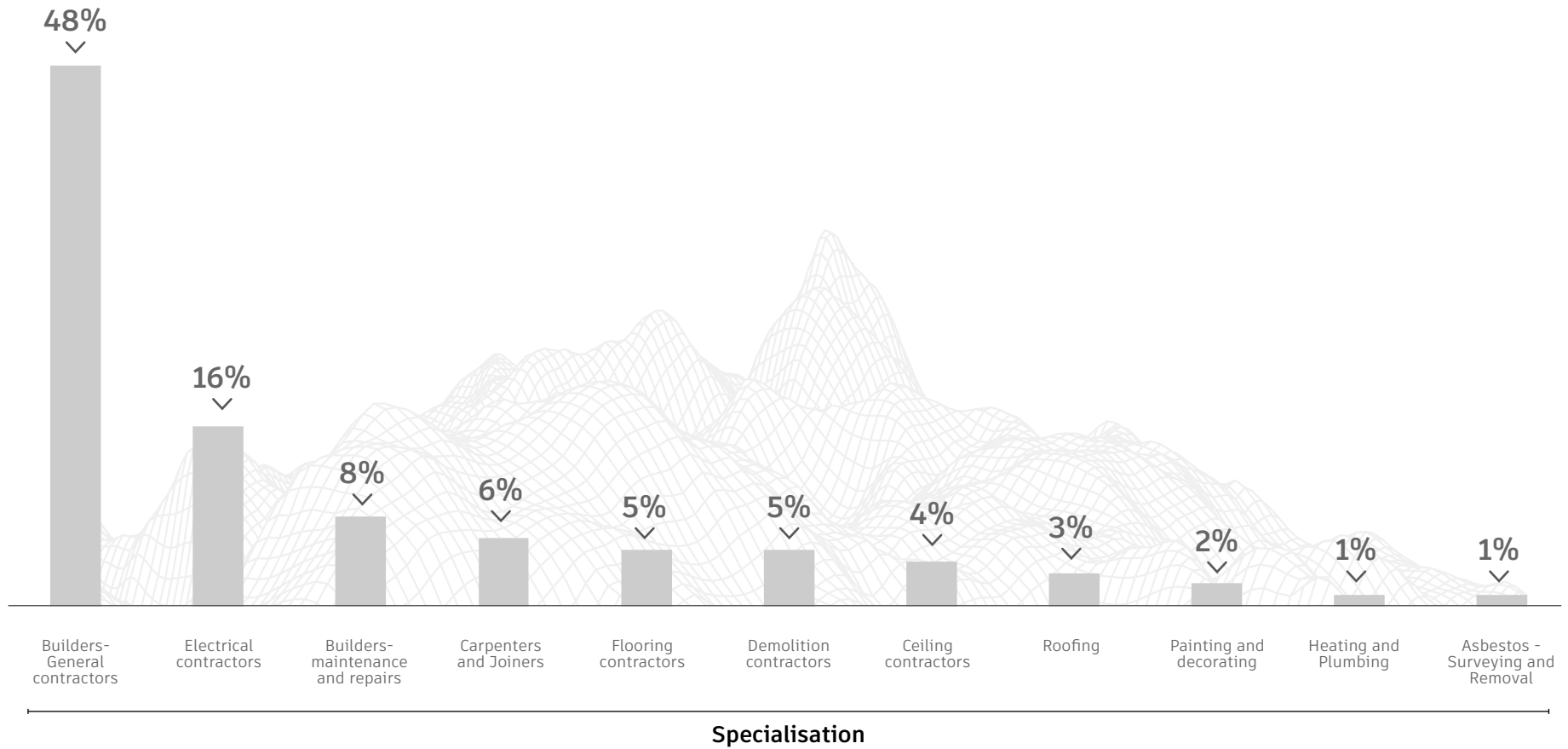
8 - 29 April 2022

Sample size

A telephone survey with 300 individuals among the construction industry.

The results of this survey have a margin or error of +/- 5% at a 95% confidence level.







AUTODESK

Autodesk is changing how the world is designed and made. Our technology spans architecture, engineering, construction, product design, manufacturing, media, and entertainment, empowering innovators everywhere to solve challenges big and small. From greener buildings to smarter products to more mesmerizing blockbusters, Autodesk software helps our customers to design and make a better world for all. For more information visit [autodesk.com/construction](https://www.autodesk.com/construction).

Connect with ACS



© 2021 Autodesk. All Rights Reserved.

United States
+1 (866) 475-3802
[construction.autodesk.com](https://www.construction.autodesk.com)

Australia & APAC
AUS +61 1800 314 435
acs.apac@autodesk.com
[construction.autodesk.com.au](https://www.construction.autodesk.com.au)

UK & EMEA
+44 808 1892 253
acs.emea@autodesk.com
[construction.autodesk.co.uk](https://www.construction.autodesk.co.uk)