

**BUILDING +
CONSTRUCTION
TRAINING FUND**

BRAND JOURNEY

BCTF.ORG.NZ

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MARCH
2001



BCITO
buildingpeople

March 2001

The name of the society was changed in 2001 (from NZ Federated Builders and Contractors Industrial Association of Employers) and a new brand introduced.

**Building and Construction Industry
Training Organisation Inc.**

OCTOBER
2021



BCITO
Te Pūkenga
buildingpeople | Te Pūkenga

October 2021

The transition resulting from the RoVE initiative was undertaken. Staff transferred to Te Pūkenga/WDC and brand name transferred under the terms of the transition agreement.

BCITO brand transferred to Te Pūkenga.

OCTOBER
2021



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October 2021 (Contemporaneously with above)

The name of the society was changed to Building and Construction Training Fund (Inc)

The name change was the only significant change made to the societies constitution and was considered by the Board at the time to be an interim name only – pending development of strategy providing direction for the future.

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2023
(1ST-3RD
QUARTER)

2023 (1st- 3rd quarter)

A strategy for the society was developed including a new Vision, Purpose and Mission – reflecting the new entity.

<p>VISION.</p> <p>A highly productive, attractive and cohesive construction industry</p>	<p>PURPOSE.</p> <p>To empower the construction industry to take on more technical and professional roles and create a sustainable, thriving industry that benefits workers, employers and communities.</p>	<p>MISSION.</p> <p>To provide construction industry participants with access to training and career advancement opportunities and foster collaboration, inclusion and innovation for the benefit of all stakeholders</p>
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The strategy was underpinned by the 3 strategic pillars.

<p>IMPROVING SKILLS & PATHWAYS</p>	<p>FUTURE STATE & SUSTAINABLE</p>	<p>COLLABORATION</p>
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2023
(4TH QUARTER)

2023 (4th quarter)

The work commenced on developing a new constitution that was fit for purpose for the future. This included a new name that aligned with the strategic direction and the 3 strategic pillars as it was felt that the existing name aligned with only 1 of the strategic pillars.

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2024
(1ST QUARTER)

2024 (1st quarter)

After considering a number of names the **Construction Growth Foundation (Inc)** was settled upon.



CONSTRUCTION

GROWTH

FOUNDATION

This aligned with the new vision that had been adopted and was considered a description that was all encompassing of the sector and the association members of the society.

It runs across all 3 strategic pillars that were developed.

The strategic documents contain the theme of growth.

This is of course not just the growth of capacity and size, but more importantly growth of capability, productivity, professionalism, willingness to work with each other and innovation, all providing direction of for the society.

The word foundation implies greater strength and longevity than the word fund. It also has some relation to a strong physical base used in construction.

It also ties back to the existence of the 3 strategic pillars.

2024
(2ND QUARTER)

2024 (2nd quarter)

A redrawn constitution of the society was presented to the Association Members for approval which included the change of name to Construction Growth Foundation.





SYMBOLISM OF THE LOGO ICON:

Stability and Structure:

The square or cube represents stability and structure. Conveying the idea that the Construction Growth Foundation provides a solid and stable foundation for individuals in the construction industry, supporting them in their career path.

Progress and Advancement:

The diagonal arrow pointing upwards signifies progress and advancement. It suggests that by engaging with the Construction Growth Foundation, individuals in the construction industry can move upward in their careers, indicating growth and development.