



# **The Concrete Academy (Betonakademie) Education Program**

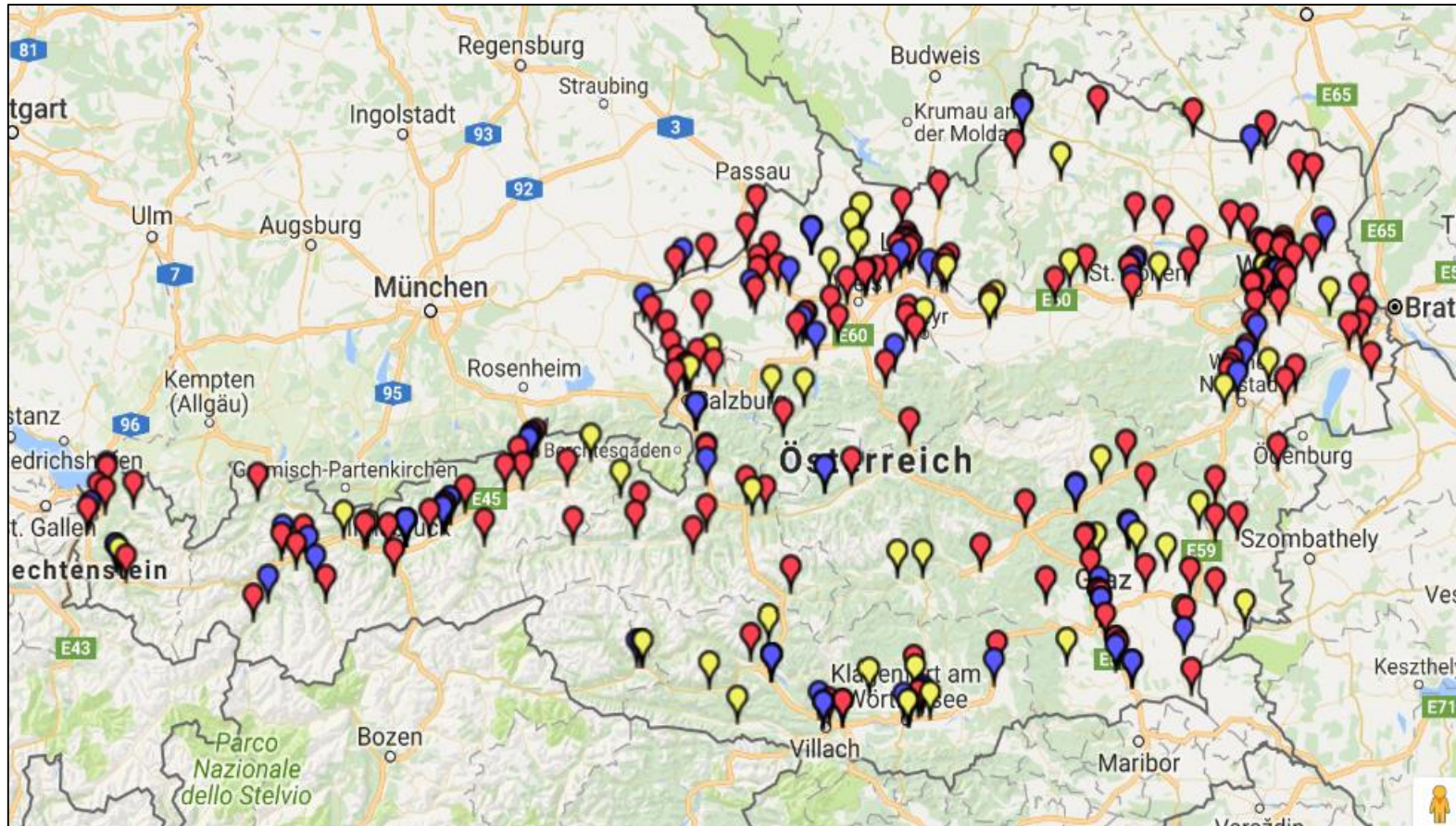
**CHRISTOPH RESSLER**

# Güteverband Transportbeton - GVTB



- Austrian Ready Mixed Concrete Association
- founded 1979
- members only RMC producing companies
- membership voluntary
- member fee depends on number of plants and trucks

# Güteverband Transportbeton - GVTB



**members:**

~ 110 companies

~ 230 plants

~ 2100 employees

~ 1700 trucks + pumps

~ 10 Mio. m<sup>3</sup> RMC

~ ***90% of the market***

## concrete market – working conditions

- often changing standards, guidelines, rules for production, treatment and handling
- no professional education for trainees before 2009
- mostly trained adults who made any other education before
- requirements for 'knowledge, training and experience of personnel involved in production of concrete' (EN 206, 9.6.1)

# concrete market – education conditions

situation before 2005:

- not specialised educational institutions offered seminars
- no influence to the seminar content
- no influence to the teaching staff
- no influence to the seminar location
- no influence to the offered seminar dates

→ unhappy with the situation

→ decision to start a seminar program on our own

**Concrete Academy (Betonakademie)**



# Concrete Academy (Betonakademie)



- started in 2005
  - cooperation between two associations:
    - Austrian Ready Mixed Concrete Association  
(Güteverband Transportbeton - GVTB)
    - Austrian Society for Construction Technology  
(Österreichische Bautechnik Vereinigung - ÖBV)
- education/training program for adults in concrete and concrete-construction technology

## target groups

concrete producers  
mixing staff  
laboratory staff  
concrete truck- and  
pump drivers

building industry  
designers  
public employers  
customers  
authorised experts

## members GVTB

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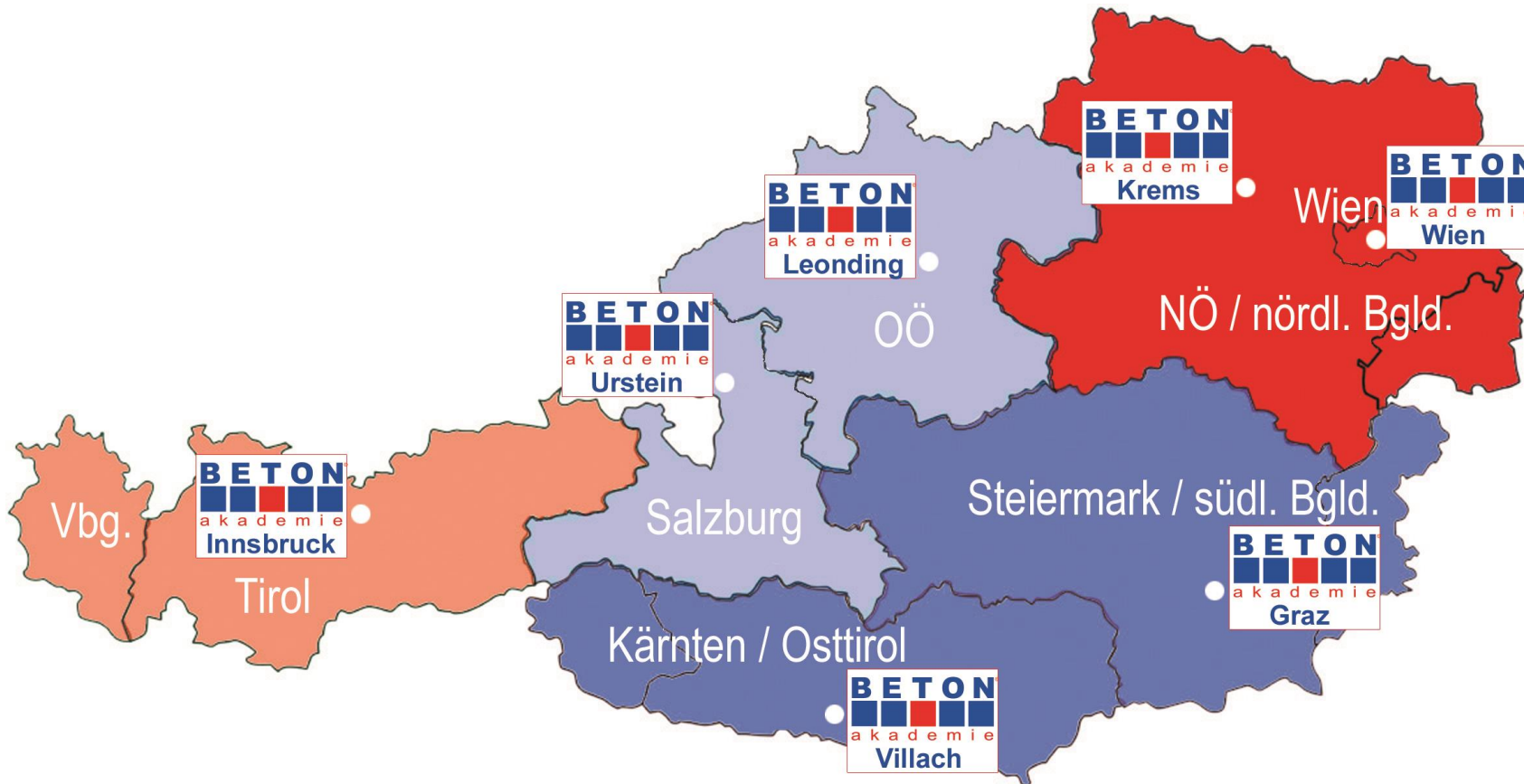
## benefits:

- specialised educational institutions
  - offer exclusive seminars for concrete, concrete constructions, ...
- influence to the seminar content
  - produce our own seminar documents
- influence to the teaching staff
  - engage only active experts with practical experience

## benefits:

- influence to the seminar location
  - choose locations with regard to the seminar requirements and with regard to our members
- influence to the offered seminar dates
  - offer seminars in periods with low production or desired dates

# Concrete Academy (Betonakademie)



## locations:

- all over Austria
- cooperation with local building institutions
- only rent teaching rooms and laboratories
- external lectures from Concrete Academy

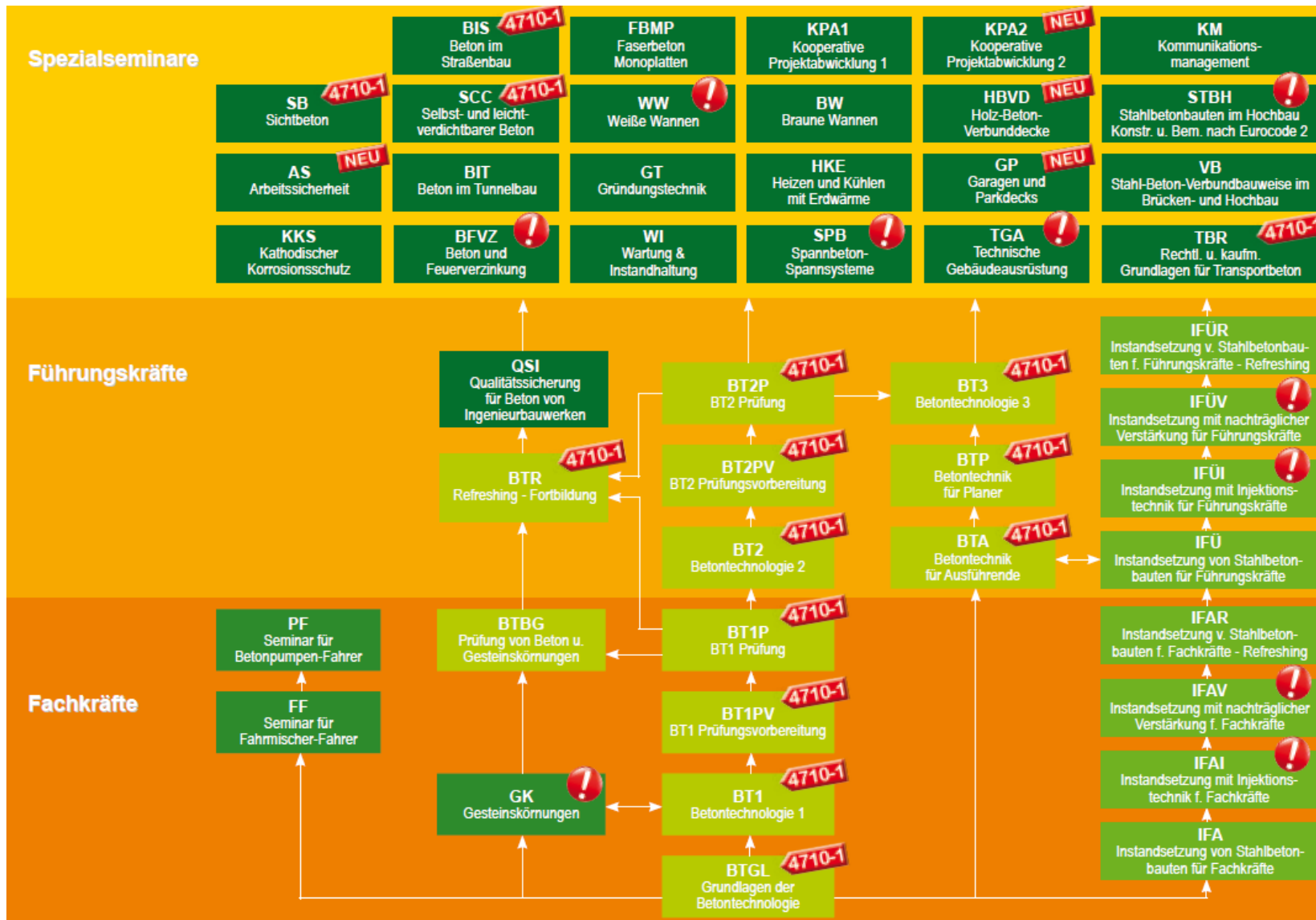
# Concrete Academy (Betonakademie)



## seminar program 2005:

- 12 different seminar types
- 30 seminars/a
- 600 participants/a

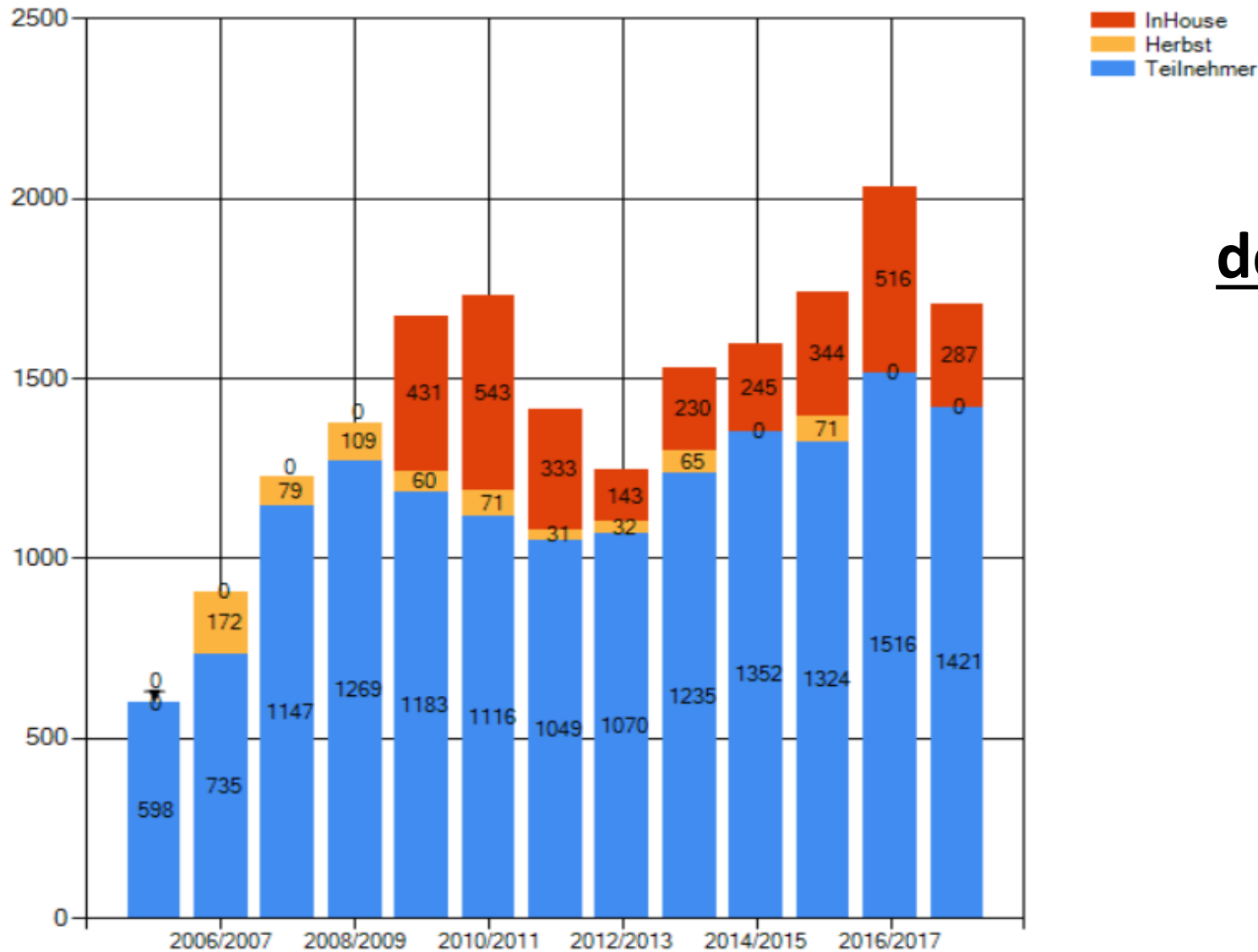
# Concrete Academy (Betonakademie)



## seminar program 2018:

- 47 different seminar types
- >100 seminars/a
- >1800 participants/a

# Concrete Academy (Betonakademie)



development of participants:

2005 – 2018

stabilised with 1700-1800  
participants per year

# Concrete Academy (Betonakademie)



## financial aspects:

### income:

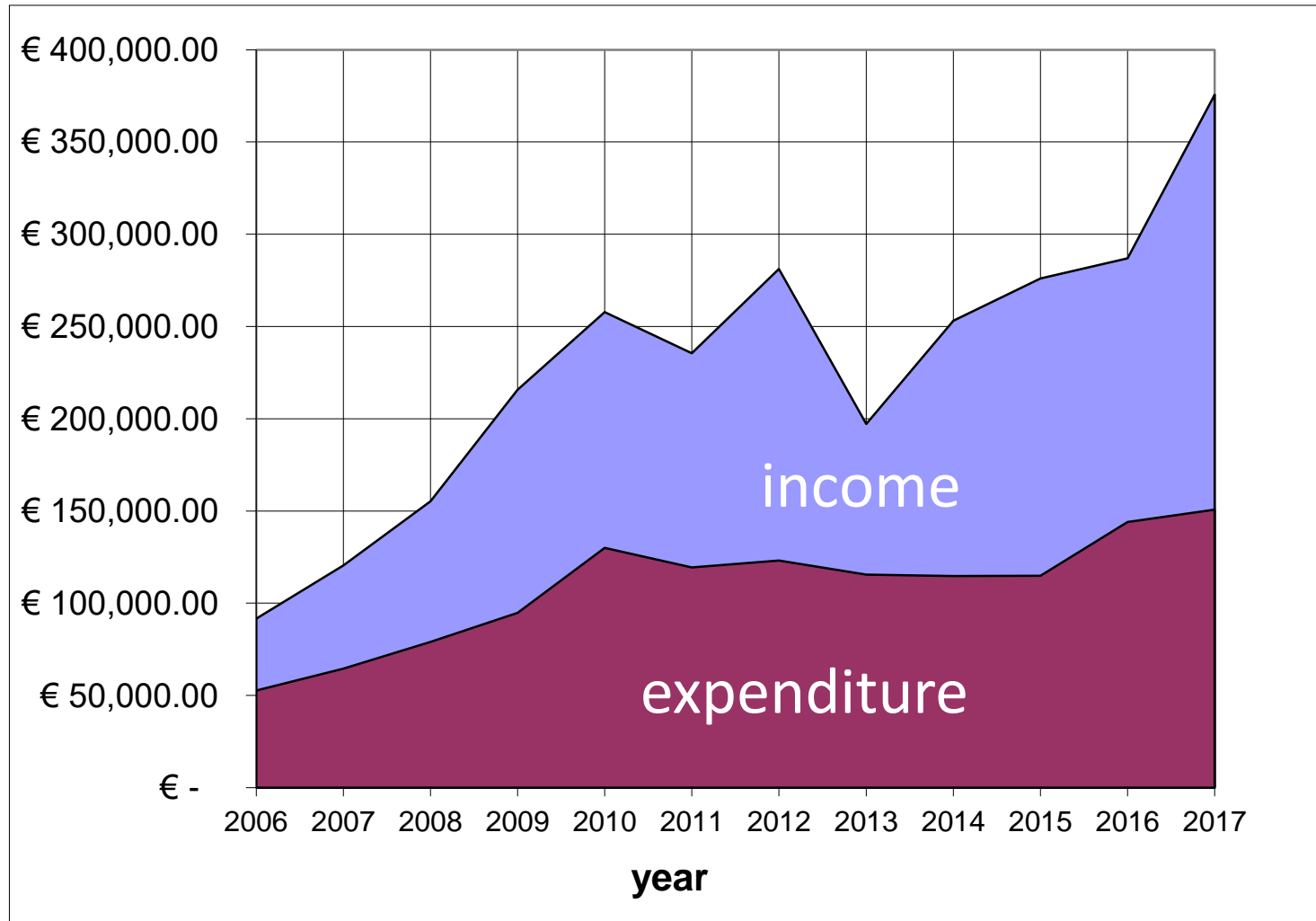
- participation fees  
(members – non members)  
+20 to 30%

### expenditure:

- lecturer fees
- rental fee for rooms
- catering
- printing costs
- homepage...

no internal staff costs

# Concrete Academy (Betonakademie)



**financial development:**

2005 – 2017

benefit ~ 50%



# Concrete Academy (Betonakademie)



## Benefits for industry and for the association:

- self organized and common accepted education program
- service for the industry with direct influence
- direct and frequent contact between members and associations
- special lower prices for members of associations
- financial benefit of the seminars is reinvested in activities for the industry
- financial benefit gives the association more freedom of action

→ altogether more than a win – win situation



**THANK YOU  
FOR YOUR ATTENTION!**

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