

Media Release

MPA Skills rebrands as NextGen Skills

IntoWork is pleased to announce the rebranding of MPA Skills to NextGen Skills, effective from January 1, 2025.

This exciting evolution follows MPA Skills joining the IntoWork Group and is a significant step in positioning the organisation for the future.

With a proud history spanning over four decades, MPA Skills has been a leading provider of training and employment for apprentices in the plumbing and painting industries.

IntoWork Group CEO Poul Bottern highlighted the importance of this move. "This rebrand aligns with IntoWork's vision of being the leading provider of employment, skills, education, and support services. NextGen Skills shares this vision and is now perfectly positioned to continue its operations with access to greater support, expertise and resources," Mr Bottern said.

"The trading name of MPA Skills has a long and proud history in Western Australia and we will ensure its legacy continues.

"However, as the not-for-profit begins the next phase of its journey with IntoWork, the Board sought a name that retained *Skills* at its core, but helped position the company for the next generation of young people and technologies we will see in the plumbing and painting industries."

Skill Hire, Nara, and NextGen Skills CEO Ben Dahlstrom assured the industry that continuity and stability is his core focus. "Our valued stakeholders, students, and host employers can expect the same level of service and expertise that MPA Skills has delivered over the decades. Our management team remains in place, and our deep connection to the plumbing and painting industries is unchanged. We now have access to greater resources to deliver even better-quality outcomes," Mr Dahlstrom said.

A state-wide advertising campaign to educate stakeholders on the name change will roll out in the coming weeks.

NextGen Skills will continue to operate from its dedicated facilities in Joondalup, Forrestfield, Bunbury, and Albany, with all existing staff, apprentices, and training contracts remaining in place.

The business also plans to expand its training into protective coatings, fire protection and mechanical plumbing moving forward.

There will be no disruption to training or employment as a result of the rebrand.

The IntoWork Group, a non-profit organisation with a 40-year history, employs more than 2700 staff across over 220 locations in Australia and New Zealand. The group supports 100,000 individuals in employment and individualised support and works closely with 60,000 businesses.

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