

September 9, 2022

Queensland business leaders on the tools to build a positive future for young people

On Friday September 9, 24 Queensland business leaders were on the tools at the annual CEO Bike Build fundraising event, learning from young people who have completed the TRACTION mentoring program.

With support from Queensland businesses and event sponsors Port of Brisbane, Merlo Coffee and Chop Chop Changs, the CEO Bike Build exceeded its ambitious fundraising goal of \$140,000, which goes directly to helping 60 more young people access TRACTION programs to help them build resilience and engage in learning.

Sandy Murdoch TRACTION founder believes:

“We all have a part to play to ensure the next generation have the skills they need to thrive in work and life. One in ten young people are disengaged from education, training and employment, and that rate is higher in low-socio economic areas. Many young people are facing particularly tough challenges and an ever-increasing number need our help.”

Now in its fourth year, CEO Bike Build is a unique opportunity for businesses to see first-hand how the TRACTION program works and connect directly with the young people they support.

TRACTION graduate Abdul from Glenala State High School says:

“My favourite thing about TRACTION is learning about who I am and what I can achieve. I can be a good role model and a person who can guide people to victory.”

With young people leading the way, business leaders followed their instructions on how to pull apart, strip back, rebuild and custom paint a BMX bike, which are the core elements of the TRACTION Bike Build nine-week program run in partnership with schools each term.

Long term supporter Ben Hatcher Morgans Financial director says:

“The Morgans Foundation has been a big supporter of TRACTION for many years and this is my second year on the tools. It’s such a great cause and I learn so much working with the kids.”

Hosted by the Port of Brisbane, the TRACTION CEO Bike Build drew senior executives from Neilsen Group, IONNIC Auto Electrical Imports, Vertica Capital, Hancock & Gore, Morgans Financial, Kennards Hire, McDonald’s Bayside, Riverside Marine, Ligentia Australia, Powertech, Katarzyna, Wilsons, Merlo Coffee, Paxton-Hall Lawyers, 29 North, LUXBMX, Koda Capital, Pensar and Nova Entertainment.

Port of Brisbane head of asset services Kane Shortman states:

“We’re proud to host this event for TRACTION again this year and I’m delighted to be participating to show our support.”

Sandy Murdoch adds:

“Through TRACTION programs and events like the CEO Bike Build, we show young people that there are many adults in the community who genuinely care and want to help them succeed with their goals.”

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ABOUT TRACTION:

TRACTION engages young people aged 12-15 years old in innovative early intervention and prevention programs aimed at building resilience and keeping them engaged in learning. Young people work ‘on the tools’ in a workshop environment to complete their own hands-on projects, such as building and painting a BMX bike or boom box, which they get to keep at the end of the program.

TRACTION mentoring workshops are run in small groups, guiding them to develop the confidence, resilience, and skills to help them thrive in work and life. TRACTION partners with referral agencies, schools, community groups and government agencies to reach young people who are facing challenges and need support. Since 2015, nearly 1,800 young people have engaged with TRACTION programs across Southeast Queensland with workshops running in Brisbane, Ipswich, Logan, Moreton Bay, Redlands, Scenic Rim, and the Gold Coast.

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