

# Job Seeker Handbook

## Case study

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**Client:** Master Builders Australia

**Industry:** Building & Construction

**Target audience:** TAFE students, School leavers (Yr 9 & 10), Career advisors, Career change, Parents of students, Government agencies

**Services:** Concept Design, Graphic design, Long form document design, Illustration, Branding



### Overview

Master Builders Australia is the nation's peak building and construction industry association. Over 130 years, the movement has grown to over 32,000 businesses nationwide, including the top 100 construction companies. Master Builders is the only industry association that represents all three sectors of the industry – residential, commercial and engineering/civil construction.

### Scope

Master Builders Australia (MBA) sought to rebrand its “Women in Building” publication into an inclusive, gender-neutral resource. The goal was to align it with MBA's identity while making it more engaging, accessible, and relevant to a diverse workforce. The publication needed to highlight industry opportunities for all job seekers, ensuring it was informative and easy to navigate. With a focus on diversity and workforce development, MBA saw this as a chance to inspire the next generation of professionals.

Talk to us about a project – Call Stefan [info@cyrius.com.au](mailto:info@cyrius.com.au)

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### Objectives

The primary objective was to update the content and design to ensure broader industry representation and appeal. This meant shifting to inclusive language and imagery, clearly mapping career pathways, and maintaining strong brand alignment with MBA's existing visual identity. The handbook needed to be visually dynamic, integrating modern design elements to enhance readability and engagement. Accessibility was a key factor, ensuring that the content resonated with students, career advisors, and industry stakeholders alike. Ultimately, the resource had to be both informative and inspiring, supporting MBA's commitment to workforce development.

### Solutions

Cyrius redefined the content to be clear, engaging, and industry relevant. A modern design approach was implemented, incorporating structured layouts, infographics, and custom illustrations to enhance readability. Real-world case studies were featured to provide insight into career progression and industry opportunities. To improve accessibility, we ensured the document was digital-friendly, allowing for easy navigation across different devices. The final design used bold typography, dynamic visuals, and an interactive format, making the handbook both practical and visually compelling.

### Outcome

The 138-page handbook successfully engaged young audiences and industry professionals, becoming a valuable resource for career guidance in the building industry. It was widely distributed across schools, TAFE institutions, and career centres, receiving strong online engagement and thousands of downloads from the MBA website. Social media promotions further amplified its reach, particularly on LinkedIn, Instagram, and TikTok. Educators, career advisors, and industry leaders praised the handbook for its clarity, engaging design, and ability to attract young talent. Now a key tool for workforce development, the publication has positioned MBA as a leader in industry education and career support.

### What they said:

*“Loved working with Cyrius—they make the strategy and creative process seamless, handling the heavy lifting with ease. Their in-depth research and expertise helped us craft an industry-critical longform document that looks amazing and is receiving fantastic feedback from our stakeholders.”*

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*We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.*

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