

THE SCAFFOLDING PLAYBOOK!

6 MOVES YOU CAN'T IGNORE IN 2025



SHANE
BRAZIER



GARY
PORTER



DAVE
CROWLEY

THE 6 KEY MOVES FOR 2025:

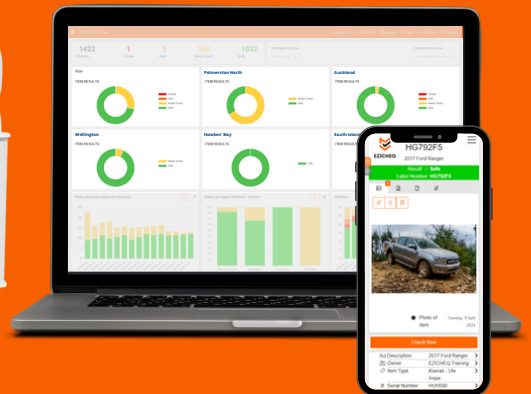
- 1 Cash is King** – Master cash flow management, know your true costs, and be firm with debtors. As Shane put it, “It’s my money, and I want my money.”
- 2 Productivity is the Key to Profitability** – Optimising processes and tracking efficiency is crucial in a low-margin industry.
- 3 Build a Strong Company Culture & Relationships** – Strong leadership and engaged employees lead to better business outcomes.
- 4 Embrace Technology** – Leveraging digital tools can significantly improve efficiency and compliance.
- 5 Quality, Compliance & Reputation Matter More Than Ever** – Higher client expectations mean businesses must differentiate based on quality, not just price.
- 6 Honesty, Adaptability & Resilience Are Essential** – Facing challenges head-on and being willing to adapt is necessary for survival.

WEBINAR SUMMARY

Tough Times Create Strong Businesses

The scaffolding industry, like many others, is facing economic pressures. However, the key message from the webinar was clear: those who adapt, focus on the right strategies, and remain resilient will thrive.

A recurring theme among all three presenters—Gary, Shane, and Dave—was that during tough times, everyone has moments of doubt. As Shane put it, “Burying your head in the sand and hoping it’ll go away doesn’t work.” Instead, the advice was to reach out to advisors, industry peers, and support networks.



Staying true to your numbers and knowing what a job is truly worth is critical. “There’s no point sending guys to site just to lose money—it’s a race to the bottom,” was one of the most practical takeaways.

Competing Without Simply Lowering Prices

One of the biggest challenges is competing in a market where the pressure is to cut prices. However, as costs continue to rise, focusing on productivity is the real key to profitability.

This means optimising processes, investing in training, and leveraging technology to remove inefficiencies. A notable insight from Shane was the importance of collaboration—even with competitors. “Forming alliances and working with your competitors can save both parties a lot of money.” In a tight market, strategic cooperation can be a game-changer.

Compliance & Client Relationships Are More Important Than Ever

Regulations are tightening, and compliance isn't just about meeting the minimum legal standards anymore—it's driven by client expectations. As Dave highlighted, “Tier one, tier two operators will demand so much more of scaffolding.” This shift means businesses must focus on quality and differentiation. Selling on value rather than price alone will be essential for long-term sustainability.

Culture Drives Outcomes

A strong company culture directly impacts productivity and profitability. Gary, Shane, and Dave all emphasized the importance of building teams that share core values.

Gary shared his own shift from a ‘work hard, play hard’ culture to promoting fitness and well-being. His company now provides gym memberships, which has positively impacted team morale.

“After work, they're choosing to go for a run rather than sitting out the back having beers.” Investing in employees through training and engagement leads to better retention and improved performance. As Dave pointed out, “Leadership drives culture, and culture drives outcomes.”

Embracing Technology for a Competitive Edge

The adoption of digital tools, from scaffold design software to GPS tracking and digital checklists, is revolutionizing the industry. Shane described these advancements as “game-changers” for efficiency and compliance.

Gary echoed this, emphasizing how tools like EZICHEQ and QR codes have transformed their operations. “We've moved from the days of filling out green tags and losing them to now having everything uploaded in one place.”

Final Thoughts

The scaffolding industry is evolving rapidly, and 2025 will be a defining year. Businesses that prioritize financial stability, operational efficiency, strong relationships, and a culture of adaptability will be best positioned for success. As Shane wisely advised, “Just don't bury your head in the sand.”

50 %
OFF

For 3 Months

VALID UNTIL 31 MAR 2025

PLUS A BONUS ONBOARDING PACKAGE WORTH \$490+GST T&C's Apply

EZICHEQ.COM

