



Australian Government

Department of Employment,
Skills, Small and Family Business
National Careers Institute



myskills.gov.au

Strategies to raise the status of VET

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Director

The National Careers Institute

Department of Employment, Skills, Small and Family Business



INTERNATIONAL SALES AND BUSINESS DEVELOPMENT MANAGER.

**IT'S TIME TO
RETHINK HOW
WE TALK
ABOUT VET.**

JUST DO IT.

Spirit of Australia

“There are some things money can’t buy.
For everything else, there’s MasterCard.”

eat fresh.[®]

i’m lovin’ it[®]

MAYBE SHE’S BORN WITH IT.



**LOWEST PRICES
ARE JUST THE
BEGINNING...**

Das Auto.

How VET is perceived:



How we want it to be perceived:

real skills for
real careers

So what are some key issues affecting the perception of VET?

1. **The VET acronym does not work as a unifying product or brand** for those who need to know about it.
2. Parents, career advisors and students see **no other natural or accepted alternative of higher education.**
3. **University has the career communication space to itself**, and faces little to no competition as a meaningful offer.
4. Through lack of awareness, **VET is not seen as an equal choice education and career pathway.**

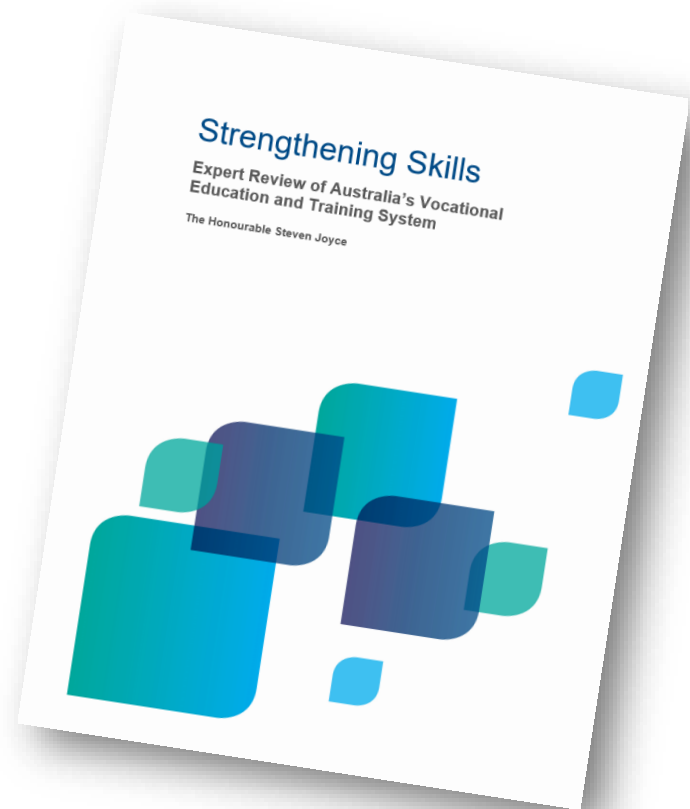
To this end, the Australian Government has commenced laying the foundation for a meaningful, long term strategy to raise the status of VET.

Recent context....

*Strengthening Skills Report
Commonwealth Budget 19/20
National Careers Institute*

The Joyce Review: 'Strengthening Skills'

- The *Strengthening Skills* report (Joyce Review) indicated a need for Australia to **improve the quality of career education being provided to school students and leavers, their influencers, and job seekers of all ages.**
- One recommendation to improve career education at a national level was.....
- ✓ the establishment of a **National Careers Institute** to provide a single, authoritative government source of careers information, with a particular focus on marketing and promoting vocational careers.



The National Careers Institute

The NCI provides leadership in the delivery of high quality, evidence-based career development to assist Australians make informed decisions about their learning, training and work pathways.

- The 2019-20 *Federal Budget's Skills and Training Package* established the Institute on 1 July 2019 with the aim of taking a leadership role in the national careers system.
- The **National Careers Institute** is in an establishment phase to understand the size and scope of the careers marketplace and develop policies going forward.
- The Institute will work with state and territory governments, industry, RTOs and the university sector to progress this agenda.
- The Institute will progress *real skills for real careers* and the work of the *National Career Education Strategy*.



real skills for real careers is:

- I. **Adopting the unifying tagline**, *real skills for real careers*, to build awareness of the VET product.
- II. **Using consistent messaging** to help construct a clearer understanding of VET and what it has to offer.
- III. **Promoting and utilising the *real skills for real careers* resources** to help engage more Australians in this Strategy.
- IV. **Conveying a tone of ambition** to reposition the sector.
- V. **Sharing and celebrating the success stories of the Australian VET Alumni** to demonstrate to school leavers, their career influencers and employers, that there are many ways to succeed.

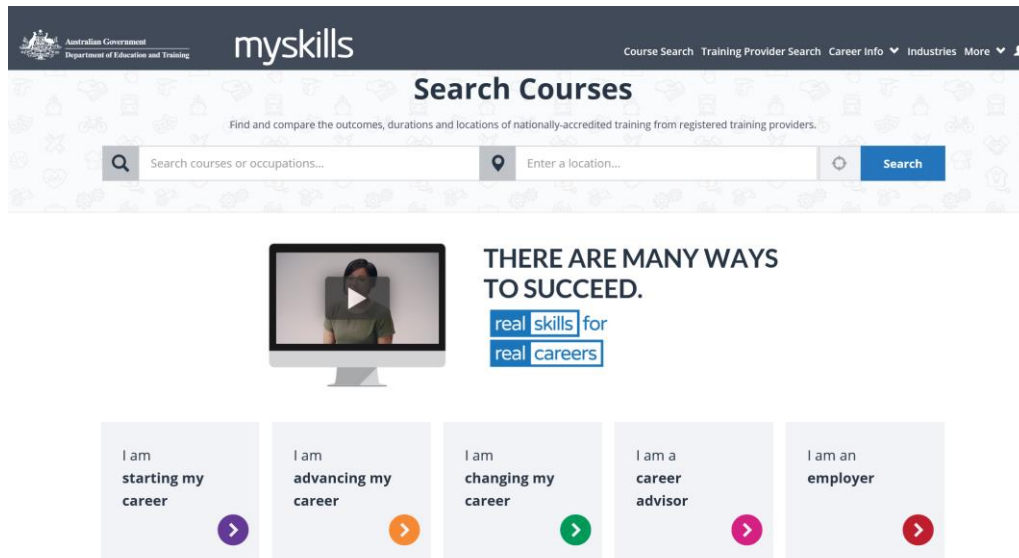


**Progress of
real skills for real careers
to date**

How is the Strategy working to create change?



1. Providing clear information about VET



Over **1.4 million** users have visited My Skills since the launch of the Strategy.

That's an **increase of over 25%** compared to the same period last year.

2. Equipping stakeholders with over 130 real skills for real careers resources

SUCCEED

THE FACTS
REAL LIFE SUCCESS STORIES

YOUR CAREER YOUR WAY

Real Skills for Real Careers

real skills for real careers

DAD SUGGESTED THAT MAYBE I SHOULD DO AN APPRENTICESHIP AND THAT'S PRETTY MUCH WHEN MY WHOLE LIFE CHANGED.

myskills.gov.au

real skills for real careers

THERE ARE MANY WAYS TO SUCCEED.

STRATEGY OUTLINE

THERE ARE MANY WAYS TO SUCCEED.

Hear my story on the real skills for real careers podcast.

LISTEN NOW

real skills for real careers

SKILLS@WORK

AUGUST 2018

The News in Review

A resilient VET sector holding steady

Jul 31, 2018

Australia's vocational education and training (VET) system is showing its strength and resilience with the latest 2017 data showing student numbers are steady at 4.2 million. [Read more.](#)

real skills for real careers

OUTGOING LOYAL FASHIONISTA

I WILL SUCCEED MY WAY.

AUSTRALIAN APPRENTICESHIPS

myskills.gov.au

real skills for real careers

FACT SHEET WHAT STUDENTS NEED TO KNOW

myskills.gov.au



I FELT LIKE I HAD MADE THE RIGHT DECISION IN MY LIFE AND THAT WHAT I WAS DOING WAS GOING TO BE WORTHWHILE FOR MY FUTURE.

THERE ARE MANY WAYS TO SUCCEED.

real skills for real careers

- I am starting my career
- I am advancing my career
- I am changing my career
- I am a career advisor
- I am an employer

real skills for real careers

DETERMINED RESILIENT PROACTIVE

I WILL SUCCEED MY WAY.

AUSTRALIAN APPRENTICESHIPS

myskills.gov.au

real skills for real careers

BACK 2 BASICS

AUSTRALIAN APPRENTICESHIPS

EDITION FIVE

myskills.gov.au



3. Collaboration with organisations



Big And Linking Tradeswomen
Invites you
LLWOMEN WORKSHOP QUEENSLAND



real skills for real careers
Skillwomen Workshops are designed to give women and girls of all ages experience in using basic hand tools and small power tools. All materials and tools are provided with one on one support for power tool use. Each participant takes home the item they made that day.
This unique workshop is facilitated entirely by qualified tradeswomen.
saltaustralia.org.au



Ep. 5 | The Program Manager

 By FYA

4. SECTOR ADOPTION OF THE TAGLINE



All stakeholders – that means everyone here today – can download and use the *real skills for real careers* tagline on your brand's communications.

Step 1. Download the tagline files from myskills.gov.au/more/resources.

Step 2. Download the style guide from advice and recommendations on using the tagline at myskills.gov.au/more/resources.

Step 3. Apply the tagline to your communication products using your own branding.

real skills for real careers **careers Xpo**

real skills for real careers – Hands on Experience

This year we will be exploring sustainability and showcasing the skills and jobs related to a more sustainable future. *real skills for real careers – Hands on Experience* will be located across two separate spaces in the Parkes Room and Budawang Building and exhibitors are encouraged to create a futuristic display. If appropriate, for their particular

real skills for real careers

Engineering
Hair and
Firsthand



real skills for real careers

AFI SportsReady are proud to be part of the #RealSkillsForRealCareers national initiative, raising the status of vocational education and training (VET) and helping Australians understand that VET qualifications can lead to successful, meaningful, professional jobs, with great salaries and outstanding career prospects.

So, if you are still at school, just about to graduate, or simply advancing your career potential, VET can help you find your future.

MORE INFO

 **Southern Cross**
Catholic Vocational College

real skills for real careers

world skills Australia

START YOUR JOURNEY WITH WORLDSKILLS REGISTER NOW FOR REGIONAL COMPETITIONS VISIT WORLDSKILLS.ORG.AU OR ASK YOUR TEACHER FOR INFO

Bricklaying Retail Baking Plumbing Construction Joinery Plastering Beauty Technology Heavy Vehicle Development Turning Sheetmetal Joinery

Decorating Welding Netmaking Hairdressing Electrical Fashion Refrigeration Design & Signage Heating Installation Landscape Construction Painting & Decorating Plastering Restaurant

VEHICLE PAINTING
Tuesday 16 July
8:30am - 4:30pm
Axalta Training Centre - Gold Coast
10 Jaygee Court,
Nerang, Gold Coast

SUPPORTED BY 

real skills for real careers

Australian Government 

AUSTRALIAN TRAINING AWARDS

real skills for real careers



CHOOSE TO SUCCEED CHOOSE MADEC

real skills for real careers

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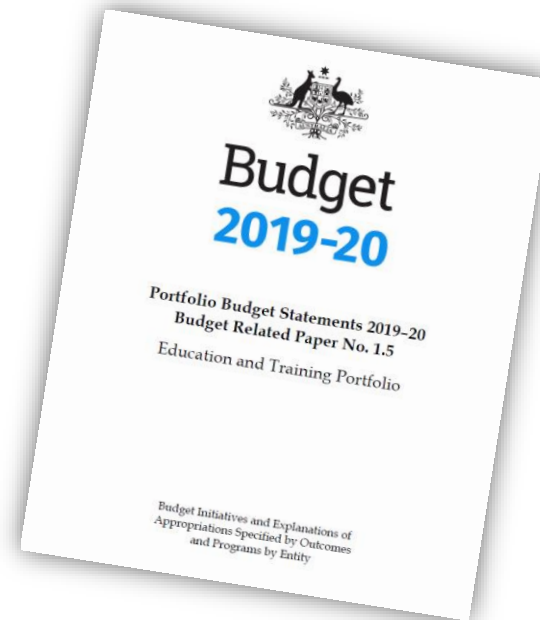
**What's next for
*real skills for real careers?***

real skills for real careers

real skills for
real careers

The **2019-20 Federal Budget's Skills and Training Package** allocated funding over the next four years for the National Careers Institute to move the *real skills for real careers* strategy forward into its third year of operation to promote the value of undertaking and investing in VET.

- *An Australian Apprenticeships roadshow*
- *Face-to-face workshops*
- *Engaging with employers*
- *A national VET marketing conference*
- *More real skills for real careers resources*
- *Social media engagement*
- *Supporting Australian VET Alumni activities*
- *Enhancing National Skills Week*



THE AUSTRALIAN VET ALUMNI

(INCLUDING AUSTRALIAN APPRENTICESHIPS AMBASSADORS)



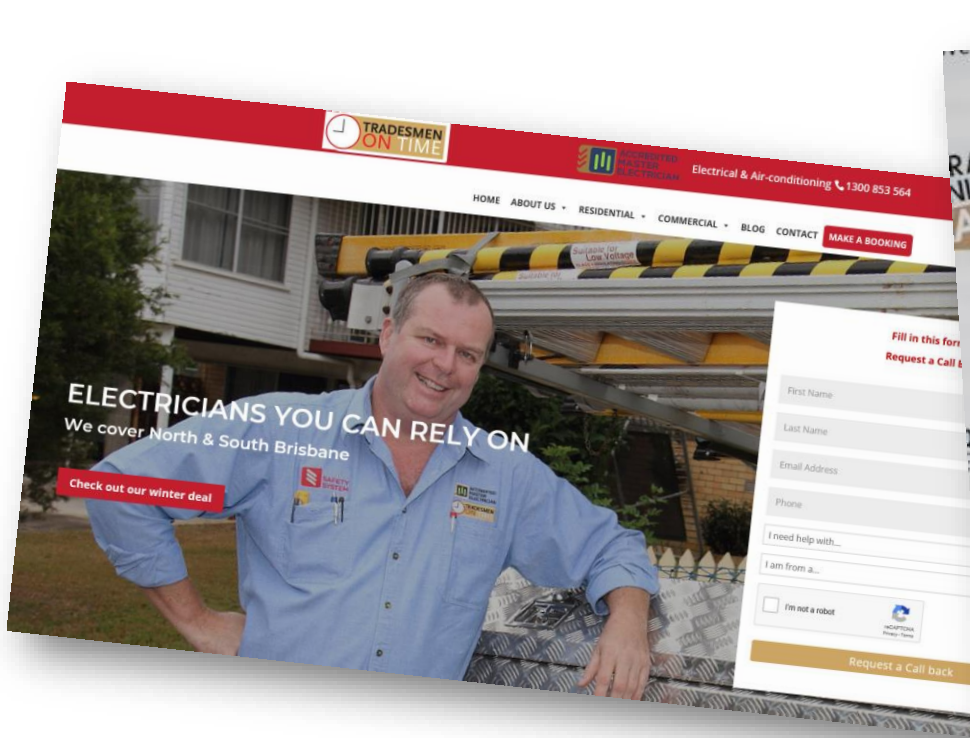
The Australian VET Alumni are a community of high achieving VET graduates, VET leaders and practitioners, businesses, schools and registered training organisations committed to sharing their story of success in VET to:

- ✓ raise the status of VET as a first choice, optimal career pathway, and
- ✓ share best practice, and innovative training methods.





INTRODUCING OUR GUEST SPEAKER



CHRIS LEHMANN
TRADESMEN ON TIME

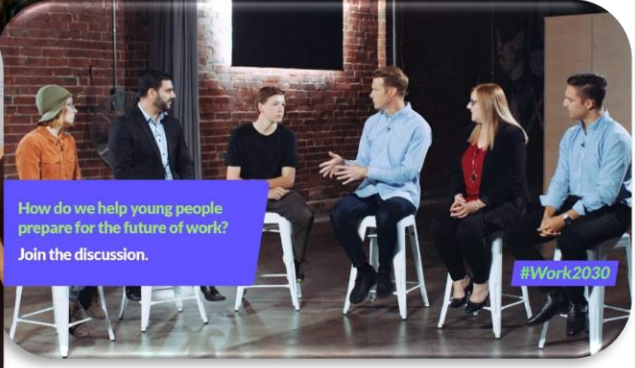


HIGH PROFILE ALUMNI MEMBERS

Australian
VET Alumni



AUSTRALIAN VET ALUMNI APPEARANCES



THE AUSTRALIAN VET ALUMNI PROGRAM



Search and connect with hundreds of Alumni

Search by Alumni name, industry, occupation or qualification

Enter a state/territory, suburb or postcode

Search

Browse Alumni by type



Individuals



RTOs



Businesses

Quick links

Book an Alumni for an appearance

Join the Alumni

Log in to your Alumni account

Contact us



What is the Australian VET Alumni Program?

The Australian VET Alumni Program is a national community of Vocational Education & Training (VET) graduates, registered training organisations (RTOs), VET practitioners and businesses dedicated to sharing their VET journey with Australians to encourage greater participation in VET.

Learn more

Join the Alumni

Featured Alumni

RACHEL

Aircraft Maintenance Engineer

[Diploma in Aeroskills \(Avionics\)](#)

View Alumni profile



BRENDAN

Graduate Electrical Instrumentation Technician

[Certificate IV in Engineering \(Instrumentation\)](#)

View Alumni profile



COMING SOON!

MEMBER PLATFORM & BOOKING SYSTEM

Australian
VET Alumni

We train VET Graduates

PROFILE

BURWOOD, NSW

Connect with this Alumni:

[LinkedIn](#)

[Book for an appearance](#)

[Contact VET Alumni Team](#)

Industry

placeholder text

Learn more about me

The School: Southern Cross Catholic Vocational College's Story

Australian VET Alumni



Southern Cross Catholic Vocational College

Southern Cross Catholic Vocational College (SCCVC)'s Story

Offering 18 vocational education and training (VET) qualifications to around 240 full-time students and 270 external students is a mega task, but one that inspires those working at Southern Cross Catholic Vocational College (SCCVC).

A ground-breaking senior secondary college in Sydney's inner West, SCCVC has a deep and sustained commitment to high-quality VET, including through partnerships with more than 1,000 employers. Their aim is to offer learning and enterprise opportunities and real-world training projects for students.

SCCVC's innovation and determination to provide personalised learning that inspires and challenges young people to become skilled and employable, led the College to win the School Pathways to VET Award at the 2013 and 2015 Australian Training Awards. The College also placed as a finalist in the same category in 2011.

Principal Patrick O'Reilly says applying for the Awards gave the College the opportunity to benchmark itself nationally and affirm that its services and products were on the mark. It also gave SCCVC a chance to self-reflect and focus on measuring against metrics and evidence.

SCCVC offers Certificate II and Certificate III qualifications in many sectors, including fitness, hairdressing, furniture making, information and digital technology, screen and media, music industry, property services, retail, automotive, construction and more.

VET courses are designed to meet industry and employer needs. 'We don't use a crystal ball to determine if a new qualification might work. We use strict criteria,' says Patrick. 'We do our homework and know where there are demands for skills and prospects for traineeships and employment. This way, we're providing for the workplace of the future.'

The College also provides opportunities for young people from other schools to access their VET courses. Students from more than 20 schools study four afternoons and one morning a week in 'block courses', pursuing practical, work-based learning and developing the knowledge and skills needed for their careers.

More than two-thirds passing through SCCVC have pursued further nationally recognised VET courses, including Certificate IV and Diploma qualifications. 'Our graduates fare very well,' says Patrick.

As an Australian VET Alumni member, SCCVC promotes VET as a first choice for employee skills training, including to its many interstate visitors, in part owed to the wins at the Australian Training Awards.

'We're fortunate to be able to provide a voice and a platform for conversations about VET,' says Patrick. 'We also leverage the awards to have conversations with external peak bodies and to build social capital with employers.'

THERE ARE MANY WAYS TO SUCCEED. **real skills for real careers**

SCHOOL WEBSITE PROFILE

Australian VET Alumni

 **Ashleigh Taylor**

State HR Advisor

PROFILE

📍 QLD



**Australian VET Alumni
Advisory Group Member**

Book for an appearance

Contact VET Alumni Team



Qualifications

- Bachelor of Business (HR Management) and Bachelor of Arts (International Studies)
- Certificate III in Business Administration
- Certificate IV in Human Resources

Achievements

- 2014 - Australian Apprentice (Trainee) of the Year Award Finalist
- 2016 - Vocational Student of the Year Award Finalist

Industry

- Business, Education & Training

Learn more about me

- The Human Resources Administrator: Ashleigh's Story [🔗](#)
- Young Tourism Leaders - Ashleigh Taylor [🔗](#)

Ashleigh's Story

After withdrawing from her tertiary studies two years into an international relations degree, Ashleigh Taylor decided to undertake a Certificate III in Business Administration through Franklyn Scholar. She then secured a position with Grehound Australia as a trainee workshop administrator. "My traineeship has been the catalyst for my career, leading to my recent promotion to human resources administrator. Because of my success completing my business certification, I was offered a scholarship with Franklyn Scholar to complete a Certificate IV in Human Resources," Ashleigh said.

"This training, combined with my hands on experience in the operations department, gave me the confidence to apply for my current position and also gave my employer confidence enough in my abilities to offer me the position."

Starting in an Australian Apprenticeship has opened opportunities and different pathways that Ashleigh had never considered before. She's now looking at using her qualifications to complete a Bachelor of Business, but has also considered a Diploma of Business/Training and Assessment.

Ashleigh looks to encourage people to really look in to the benefits of an apprenticeship or traineeship and try to obtain as much information as they can about their options.

"I would encourage people my age to take any opportunity they get to complete an Australian Apprenticeship, as it may just be the best thing that they could do for their career and job prospects," she says. "I've gone from trainee to a fulltime permanent position and now a promotion and second Certificate in just over two years - earning and learning, with real world skills and practical hands on experience! My advice? Go for it!"

Rewarded for her efforts, Ashleigh was an Australian Training Awards finalist in the Australian Apprentice (Trainee) of the Year category in 2014.

THERE ARE MANY WAYS TO SUCCEED. **real skills for real careers**

INDIVIDUAL WEBSITE PROFILE

**Australian
VET Alumni**

**Australian
VET Alumni**



Book an AVA Member for an Event

Event name * 

If known, please select an Alumnus *

Please specify if this event requires a particular category of Alumni to attend? *

- | | |
|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Apprentice | <input type="checkbox"/> ASBA |
| <input type="checkbox"/> Business | <input type="checkbox"/> LAA/NAA |
| <input type="checkbox"/> Practitioner | <input type="checkbox"/> RTO |
| <input type="checkbox"/> Trainee | <input type="checkbox"/> VOC student |

Please specify if this event is interested hearing from an Alumnus from a particular industry *

- | | |
|-----------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Agriculture & Food Processing | <input type="checkbox"/> Arts & Culture |
| <input type="checkbox"/> Business, Education & Training | <input type="checkbox"/> Construction & Mining |
| <input type="checkbox"/> Defence Industry | <input type="checkbox"/> Design |
| <input type="checkbox"/> Government, Safety & Environment | <input type="checkbox"/> Health & Community Services |
| <input type="checkbox"/> Manufacturing & Engineering | <input type="checkbox"/> Retail, Hair & Beauty Services |
| <input type="checkbox"/> Science & Technology | <input type="checkbox"/> Sports & Recreation |
| <input type="checkbox"/> Tourism & Hospitality | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Utilities | |

Please specify if more than one Alumnus is required for this event? *

Who is the target audience of this event? *

- | | |
|------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> College students | <input type="checkbox"/> Delegates |
| <input type="checkbox"/> General public | <input type="checkbox"/> Government officials |
| <input type="checkbox"/> High school students | <input type="checkbox"/> Higher education students |
| <input type="checkbox"/> Industry stakeholders | <input type="checkbox"/> Media |
| <input type="checkbox"/> Minister | <input type="checkbox"/> Parents |
| <input type="checkbox"/> Primary students | <input type="checkbox"/> Teachers / career advisors |
| <input type="checkbox"/> Employers | <input type="checkbox"/> Mature age students |
| <input type="checkbox"/> Other | |

Country *

Address * 

Suburb *

Postcode *

State *

Is there parking nearby? *

Yes (please specify) No

Details

Event date *

Contact Person

Name * 

Position * 

Mobile number * 

Email * 

[Submit Booking](#)

ALUMNI WEBSITE BOOKING FORM

Australian
VET Alumni

**What's next for
*real skills for real careers?***

**SO, LET'S TALK
ABOUT
APPRENTICESHIPS**

MASTERCLASS SESSION

“HOW WOULD YOU DESIGN A MARKETING CAMPAIGN TO RAISE THE STATUS OF APPRENTICESHIPS?”

Considering what you have heard today, what would you like to see in a national marketing effort to raise the status of, and attract more people to, apprenticeships?

Here's one from New Zealand to get you thinking:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=N9YDPQYHRE8](https://www.youtube.com/watch?v=N9YDPQYHRE8)

FRAMEWORK

What is your objective?

Who do you want to reach (target audience)?

What is the key message you want to get across?

How could this be executed creatively*?

What communication platforms would you use?

*how would you incorporate *real skills for real careers*?



**COLLECTIVELY
WE CAN CHANGE
THE PERCEPTION
OF VET!**

Join us raising the status of VET by:

- adopting the *real skills for real careers* tagline and aspirational key messages across your communication channels.
- booking Alumni members to speak at your next event
- following My Skills VET on Twitter and Facebook
- downloading real skills for real careers resources at:
www.myskills.gov.au/more/resources

