

Question on Notice
No. 1443
Asked Thursday 21 October 2004

Ms Nelson-Carr asked the Minister for Employment, Training and Industrial Relations (**Mr Barton**):

QUESTION:

With reference to the marketing of TAFE Queensland –

- (1) How successful was TAFE Queensland at the recent Australian TAFE Marketing Association Awards?
- (2) How are TAFE Queensland's marketing activities helping to inform young people of career and training choices in the Townsville region?

ANSWER:

- (1) Queensland won seven awards – half the total awarded – at the 2004 Australian TAFE Marketing Association Awards.

The statewide unit, TAFE Queensland, won five awards while The Bremer and Southbank institutes of TAFE each won an award. Altogether, Queensland won seven of the 14 awards in 11 categories.

TAFE Queensland was awarded:

- Marketer of the Year for defining and building the TAFE brand and organising national and statewide events to promote the organisation;
- Best Prospectus or Capability Document for the TAFE corporate prospectus based on the theme *Your business, our training, greater possibilities*;
- Best Multimedia for the redesigned TAFE Queensland website which has experienced a 55 per cent increase in site traffic;
- Best Special Event category (over \$10,000) for the Worldskills Australia and Careers and Employment Expo; and
- Best Marketing Campaign for the launch of the Department's web portal.

The Bremer TAFE won an award for Best Special Event (under \$10,000) for *The Calling* which aimed to increase Indigenous participation in TAFE programs; and the Southbank TAFE won Best Communications or Public Relations Strategy for the *Winners* campaign.

The Australian TAFE consortium, which includes Queensland's Barrier Reef and Open Learning institutes, was recognised and awarded for Best Strategic Partnership.

- (2) TAFE Queensland is implementing a broad range of strategies to assist young people to make informed career and training choices throughout Queensland, and in the Townsville region.

On a statewide basis, TAFE Queensland's marketing activities include:

- the *Your pathway to greater possibilities* campaign which comprises television, radio, press, cinema and outdoor media advertisements, and is supported by pathway resources, including posters, career-wheels, guides and general publications;
- establishment of better links with the Parents and Citizens' Association to increase awareness TAFE training options;
- a new corporate video, which will be distributed to schools in 2005, highlighting career prospects, pathways and TAFE programs for industry sectors;
- the TAFE Queensland website which includes detailed course information and testimonials from young people;
- the TAFE Queensland Guide, which is distributed to schools, guidance officers, libraries, Job Network agencies, Work for the Dole agencies and New Apprenticeships Centres; and
- promotion of pathway arrangements with universities, for example, in Townsville, the Barrier Reef institute is currently negotiating an enhanced articulation arrangement with James Cook University.

In Townsville, the Barrier Reef Institute of TAFE, has developed a range of local strategies in place to inform young people of career and training choices, including:

- inclusion of information about school partnership programs and other institute-specific course information on the institute's website;
- a dedicated youth pathways officer who undertakes school visits, works with guidance officers to provide training and careers information, and is involved in Education and Training Reforms for the Future activities and district youth achievement planning;
- an annual careers expo;
- a hospitality expo, attended by approximately 400-500 year 11 and 12 students;
- industry information nights;
- radio advertisements on the local youth radio station, HOT FM, highlighting training options at TAFE;
- participation in National Youth Week, including Cookarama, a cook-off among local schools to promote hospitality training;
- a business plan competition, currently underway, which is encouraging young people and mature participants to develop their business planning skills;
- a forum held in conjunction with the Department of State Development and local industry, in mid 2004, to identify better ways to promote manufacturing training and careers to young people;
- participation in the inaugural NQ Smart Trades Expo, held in September 2004, aimed at young people. The institute helped promote this event through the Townsville radio station 4TTT;
- development of specific packaged training programs to engage young people in Job Network programs and Work for the Dole; and
- the Institute's course guide which features testimonials from Townsville young people.