

**Question on Notice**  
**No. 470**  
**Asked on 20 April 2023**

**DR C ROWAN** ASKED MINISTER FOR EDUCATION, MINISTER FOR INDUSTRIAL RELATIONS AND MINISTER FOR RACING (HON G GRACE)

QUESTION:

With reference to teacher recruitment campaigns from 2015 to 2023—

Will the Minister provide (a) a list of the specific teacher recruitment campaigns per year, (b) the total amount spent on each campaign and (c) the total number of full time teachers recruited as a result of each campaign?

ANSWER:

The Department of Education has undertaken a number of targeted teacher recruitment campaigns over the period 2015 to 2023, which seek to attract graduate and experienced teachers to employment in state schools across Queensland. These specific campaigns are in addition to the annual career fairs outlined below, and ongoing Teach Queensland initiatives such as on campus presentations for preservice teachers, online events for preservice, beginning and experienced teachers and the Teach Queensland social media channels.

Since 2015, the annual Teach Rural and Teach Queensland Career Fairs have provided the department with the opportunity to recruit beginning and experienced teachers for Queensland state schools. In May 2022, 586 people attended the Teach Rural Career Fair with 26% of attendees receiving an offer of employment at the event. In September 2022, the Teach Queensland Career Fair was attended by 931 people, with 126 attendees receiving one or more offers of employment at the event. The budget for hosting the two large scale public events each year is \$130,000.

The Teach Queensland Style campaign was launched in July 2017 to attract international and interstate teachers to employment in Queensland state schools. The campaign had a particular focus on promoting regional, rural and remote opportunities, and attracting teachers in high demand teaching areas. The campaign concluded in April 2019 and resulted in the recruitment of 400 full-time teachers. Of the teachers recruited, 324 were sourced from interstate and 76 from overseas. The total costs for the advertising campaign, including photo and video production was \$199,992.

The Early Childhood Education and Care (ECEC) Careers, Future Makers and Inspire the Future campaigns were also in market from 2015 to February 2020 and aimed to raise awareness of early childhood career pathways. The ECEC Careers campaign had a total budget of \$125,000, followed by the Future Makers campaign with a budget of \$217,250 and Inspire the Future with expenditure of \$84,226.

The *Teach in Queensland* campaign was launched in September 2020 and ran until January 2021 at a cost of \$1,230,989. It is not possible to quantify the number of teachers recruited through this campaign as it was targeted at enticing people to consider teaching as a career, rather than attracting 'job ready' teacher candidates.

In November 2021, the *It's your move* teacher recruitment campaign was launched to attract interstate teachers to Queensland regions to help meet the increased demand for teachers for the 2022 school year. The \$75,000 campaign focused on high-priority locations and curriculum areas and saw 77 new interstate teachers recruited.

From September 2021 to February 2022, the following two targeted campaigns ran:

- Early Childhood Teacher and Educator Recruitment at a cost of \$207,682 – aimed at increasing the number of people studying an early childhood teacher or educator qualification while raising awareness of the rewarding, unique lifestyle, career pathways and high demand for early childhood teachers and educators;
- High Demand Subjects Teacher Recruitment at a cost of \$64,000 – to support an increase in the supply of teachers trained in high demand subjects in the medium to long term. The focus was Science, Technology (including Industrial Technology and Design), Engineering and Mathematics (STEM), Special Education and English teaching areas; and
- Rural and Remote Teacher Recruitment campaign at a cost of \$64,000 – to promote the unique benefits of teaching and living in a regional, rural or remote location. The campaign targeted school leavers (15 to 21 years old, living in metropolitan/regional Queensland) and their influencers including parents and carers.

In addition, Phase 3 of the Early Childhood Teacher and Educator Recruitment campaign ran from 1 October 2022 to 24 January 2023 with a total budget of \$145,000. It is not possible to qualify the number of teachers recruited through these campaigns as they were targeted at enticing people to consider teaching as a career, rather than attracting 'job ready' teacher candidates.

The department is currently progressing the development of a new teacher recruitment campaign focused on attracting teachers from interstate and New Zealand to Queensland state schools. It is anticipated that this campaign will be in market later this year.

At a national level, the National Teacher Workforce Action Plan released by the Australian Government in December 2022, includes a commitment of \$10 million to a national marketing campaign focused on raising the status and value of teachers. The department has committed \$1 million to this campaign, which is expected to be launched by the end of 2023.

The department has offered over 2800 grants and scholarships worth more than \$14.9 million to grow the teaching workforce across programs including: Aspiring Teacher Grants of \$5000 for Queensland Year 12 graduates; Beyond the Range and Regional Professional Experience Grants for pre-service teachers of up to \$5000 per placement; Pearl Duncan Teaching Scholarships for aspiring and pre-service teachers who identify as Aboriginal or Torres Strait Islander of up to \$20,000 and permanent employment upon graduation; and Rural and Remote Graduate Teacher Scholarships for pre-service teachers of up to \$15,000 and permanent employment upon graduation.

The \$19.8 million Turn to Teaching Internship program, which commenced in 2022, is supporting up to 300 career changers to complete a teaching degree in high priority curriculum and geographic teaching areas, and the \$9.9 million Trade to Teach Internship pilot program, which started this year, will support 30 people with a trade qualification into a career in teaching specialising in secondary Technologies (Industrial Technologies and Design).

Over \$2 million is also invested annually in the Remote Area Teacher Education Program, known as RATEP, delivered by the department, TAFE and James Cook University to support Aboriginal and Torres Strait Islander students, teacher aides and school employees to become qualified early childhood educators, early childhood teachers and primary school teachers within their home communities. Since 2018, over 150 participants have completed a Certificate III or Diploma in Early Childhood Education and Care, and since the program commenced in 1990 more than 1500 participants have completed a Certificate III or Diploma in Aboriginal and Torres Strait Islander Education, or a Bachelor of Education Primary.