



Australian Government

Department of Education and Training

real skills for
real careers

THERE ARE MANY WAYS TO SUCCEED.

STRATEGY
OUTLINE

**NO IT'S
CHANGE
PERCEPTION**

**CHANGE
PERCEPTION**

PERCEPTION IS REALITY

The ever changing global economy means employers are actively searching for candidates with relevant, transferable and innovative skills to meet the challenges and opportunities of tomorrow.

Despite the Vocational Education and Training (VET) sector continuing to produce exceptional education and employment results for its graduates, this career pathway is not widely understood. There are many misconceptions surrounding the benefits and opportunities that an individual can gain by completing a VET qualification.

The VET Information Strategy will help Australians understand that VET qualifications may lead to successful, meaningful, professional careers with great salaries and outstanding career prospects.

CURRENT LANDSCAPE

Research commissioned to inform the VET Information Strategy indicated:

- Universities have significant exposure in comparison to the VET sector. Universities are presented as a unified and meaningful higher educational offering
- The acronym VET simply does not 'work' as a unifying brand for those who should know about it
- There is a market opportunity for the development of an online information hub for non-university higher education options
- There currently isn't a unifying value proposition or tagline for the VET sector to help consumers readily, quickly and easily understand its pathway or potential opportunities.

Changing these perceptions takes time.

RE-FRAMING HOW WE COMMUNICATE

There is a need to act now to reframe how the VET sector communicates its key narrative and lay a strong foundation for a sustained communications approach at a national level.

WE HAVE AN OBJECTIVE: TO LEVEL THE EDUCATION PLAYING FIELD & CHANGE PERCEPTION OF VET

Communications across the entire sector must be unified, delivering specific key messages to ultimately change the negative perception in the Australian community that VET as an educational outcome is of “low-status”.

Communications must speak to each of the identified target audiences. These include:

- youth (aged 16-25)
- influencers of youth, such as family, career advisors, educators and job search providers
- adults seeking jobs, a career change, or re-entrance into the workforce (aged 25+)
- industry and the general public.

The VET Information Strategy is part of a government and sector wide partnership to redefine and elevate the perception of VET.

The VET Information Strategy is the first step to implementing a long term, considered approach by the Australian Government to:

- address and improve the negative perceptions of potential VET students and the general public who have low (and outdated) awareness of the benefits
- counter misunderstandings by improving government information resources about VET to end targets and stakeholders
- increase awareness and raise the profile of the range of VET opportunities and career pathways
- shift perceptions about the value and benefits of participation in, and completion of, industry focused training
- inform potential school leavers, jobseekers, employers and training providers of the new skills related government services available, including the Australian Apprenticeships Support Network
- inform prospective students, job seekers and employers about the availability of skills related government services including VET Student Loans, and address perceived misconceptions about VET.

THERE ARE MANY...

The VET Information Strategy aims to improve the status and appeal of VET, encouraging participation in high quality training and education that meets the needs of industry and gives all Australians the best opportunity to succeed in their chosen occupation.

OCCUPATIONS

**EDUCATION
OPTIONS**

**WAYS TO
SUCCEED.**

STRENGTH IN PARTNERSHIP

BUILDING A PARTNERSHIP

The Australian Government, together with state and territory governments, industry, educators, and training providers need to unite to send a clear and consistent message that real skills delivered by VET equals real careers.

To truly change the perception of VET, a bold and consistent strategy is important.

Collectively we need to convey a tone of ambition and achievement to potential VET students and their influencers and position VET as a personally, professionally and financially rewarding career choice.

Through a set of key messages and a unifying tagline we can help Australians realise that VET is uniquely positioned to deliver real skills for real careers.

**BUILT TO
SUCCEED
& SHARE**

COMMUNICATION STRATEGY

The Australian Government Department of Education and Training has created a communications tool kit to be used by stakeholders to help engage potential students with the VET sector.

It is designed to complement the marketing and communications strategies already in place by the stakeholders of VET.

The tools in the kit aim to:

- re-engage target audiences through a content marketing strategy
- deliver the content via digital channels and directly to the audience
- complement and enhance existing sector communications strategies
- set a tone of ambition and success
- tell the story of the great outcomes of VET, revealing the unexpected and surprising
- use a language and tone which elevates VET to a higher position in the minds of potential students.

**KEEP IT
POSITIVE**

ADOPTING A NEW VOCABULARY

The words we use to describe VET have a powerful influence over the way that it is perceived.

How we describe the graduates of VET, and the career outcomes they attain has a large impact on perception.

Elevating the vocabulary will begin to reposition the sector.

For example, a career can be perceived as being more aspirational than other employment outcomes, and the term graduate has a perceived higher social status. It is not just a set of skills, it is a nationally recognised qualification.

Using improved language repeatedly over time will bust myths and position VET as a first choice study option.

JOB

CAREER

EX-STUDENT

GRADUATE

SKILLS

QUALIFICATIONS

STRATEGIC TOOLKIT

The VET Information Strategy is a long-term sector wide plan to re-engage an audience through emotive content, success stories, options and outcomes.

It will be delivered across multiple communication channels. Each channel contributing to an overall message that aims to change the perception of VET.

STRATEGY IDENTITY

The *real skills for real careers* tagline captures the essence of VET.

It reflects that VET is industry led, and is in line with VET's mission to deliver courses with outstanding employment prospects through the guidance of leading practice industry specialists.

The *real skills for real careers* tagline will unite us in how we describe and trumpet what a VET qualification can deliver.



MANY WAYS TO SUCCEED

Introducing character traits to the communications narrative helps to define each individual without focusing on academic outcomes and work ready skills, this allows the visual language to form part of the story.

Through the character traits we affirm that there are many ways to succeed and that each individual can succeed their way.

**PASSIONATE
INDEPENDENT
MOTIVATED
PRACTICAL
HONEST
AMBITIOUS
ENTHUSIASTIC**

 **real skills for real careers**

**AMBITIOUS
POSITIVE
COMEDIAN**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

ACHING CHAN/GETTY IMAGES

 **real skills for real careers**

**DETERMINED
SPORTSMAN
SOLDIER**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

NICHOLAS BRIDGEMAN/GETTY IMAGES

 **real skills for real careers**

**FUNNY
INDEPENDENT
CREATIVE**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

ARMON GARDNER/GETTY IMAGES

 **real skills for real careers**

**FATHER
SPORTS FAN
FOODIE**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

SEBASTIAN JANTING/GETTY IMAGES

 **real skills for real careers**

**PROUD
ADVOCATE
ENTHUSIASTIC**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

SEBASTIAN JANTING/GETTY IMAGES

 **real skills for real careers**

**GARDENER
CAREGIVER
HOMEMAKER**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

NICOLA SPADACINI/GETTY IMAGES

 **real skills for real careers**

**OUTGOING
LOYAL
FASHIONISTA**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

EMERSON GARDNER/GETTY IMAGES

 **real skills for real careers**

**MOTIVATED
PRACTICAL
HONEST**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

EMERSON GARDNER/GETTY IMAGES

 **real skills for real careers**

**RESILIENT
GENUINE
LEADER**

I WILL SUCCEED MY WAY.

There are many ways to succeed.
Do it your way with Vocational Education and Training.

myskills.gov.au

EMERSON GARDNER/GETTY IMAGES

COMMUNICATING PARTNERSHIP

ADOPTING THE REAL SKILLS FOR REAL CAREERS TAGLINE.

Partnership co-branding occurs when a stakeholder's logo is placed on the *real skills for real careers* communications material.

Stakeholders can download and utilise the *real skills for real careers* communications

material to complement their own brand collateral.

The placement of stakeholder's brand within *real skills for real careers* collateral allows the stakeholder to become a part of the communication narrative.

- 1 Character traits
- 2 Key message
- 3 Descriptor
- 4 Strategy tagline
- 5 Your brand

1 AMBITIOUS POSITIVE COMEDIAN

2 I WILL SUCCEED MY WAY.

3 There are many ways to succeed.
Do it your way with Vocational
Education and Training.

4 real skills for
real careers
myskills.gov.au

5 **RTO** Registered
Training
Organisation

RACHEL GRADUATE
INTERNATIONAL SALES AND BUSINESS DEVELOPMENT MANAGER

ENDORSEMENT

UTILISING THE *REAL SKILLS FOR REAL CAREERS* TAGLINE TO SUPPORT YOUR COMMUNICATIONS.

Endorsement co-branding occurs when the *real skills for real careers* tagline is attached to stakeholder communications material.

Stakeholders can download and utilise the *real skills for real careers* assets in the production of their brand collateral.

The placement of the *real skills for real careers* tagline within stakeholder's collateral allows stakeholders to be recognised as an integral part of the communication narrative.

- 1 Your messaging
- 2 Your call-to-action
- 3 Your brand
- 4 Our tagline

1 ARE YOU READY TO TAKE ON THE CHALLENGE?

It's true - pursuing higher education can be challenging. A challenge that reaps many rewards.

- exciting career prospects
- flexible study options
- opportunity to connect with a diverse range of people

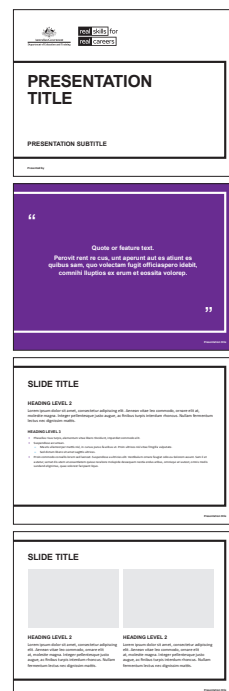
2 Find a challenge that suits you.

Visit RTOWEBSITE.COM.AU

3 Registered Training Organisation

4

Each individual communications element has been highly considered, designed and developed to launch a long term strategy.



THE FOLLOWING TOOLS & CONTENT WILL FORM THE LAUNCH OF THE VET INFORMATION STRATEGY

- Relaunch of myskills.gov.au
- A digital and print publication
- A podcast series
- Hero video
- A series of case study videos
- Brochures and printed collateral
- Social media content through Facebook and Twitter
- Careers advisor kit

THESE TOOLS AND CONTENT WILL REACH THE AUDIENCE THROUGH THE FOLLOWING CHANNELS

- Stakeholders
 - employers
 - schools and communities
 - registered training organisations
 - industry peak bodies
 - state and territory governments
- Social media
- Digital and traditional advertising
- Conferences and career expos
- VET Alumni program, Australian Apprenticeships Ambassadors program and the Australian Training Awards

**SUCCEED
TOGETHER**

3 STEPS FOR SUCCESS

STEP 1 STRENGTH IN PARTNERSHIP

To truly change the perception of VET we must all work together, unified around a long term goal.

Effective change is our collective responsibility. Between us we can achieve our individual organisational agendas and work towards our unified goal to change the perception of VET from 'low status' to that of a valid tertiary education option.

STEP 2 BUILT TO SUCCEED & SHARE

Utilising the VET Information Strategy, *real skills for real careers* assets, communications and toolkit to help us all engage our target audiences.

STEP 3 KEEP IT POSITIVE

The words we use to describe VET have a powerful influence over the way that it is perceived. Using improved language repeatedly over time will bust myths and position VET as a first choice study option.

**THERE ARE MANY
WAYS TO SUCCEED.**

CHECK OUT

myskills.gov.au