



# National Skills Week

Hands and Minds - The DNA of skills and trades

October 1-8, 2011

## Background

Australia continues to experience an increase in demand for skilled labour, which requires increased workforce participation, increased skill attainment and the employment of attraction and retention strategies.

The recent report *Apprenticeships for the 21<sup>st</sup> Century* from January 2011 highlighted the need to dispel the outdated myths often associated with vocational training.

*“Australian Apprenticeships, especially traditional trades are an undervalued career choice and often described in negative terms.”*

*“There should be a strategy to lift the status of apprenticeships and traineeships as representing a pathway towards a satisfying career. There should also be strategies to increase involvement by males and females in non-traditional gender occupations. A plan should be developed that targets career counsellors, parents, the community, students and employers.”*

National Skills Week is a new initiative, a collaborative approach dedicated to raising the status of practical and vocational learning, enabling all Australians to gain a greater understanding of the opportunities, their potential and how they contribute to a successful, modern economy. Learning by doing is as important as academic learning- there are many paths to success.

Importantly, the concept of National Skills Week will provide focus to Vocational Education & Training (VET), its achievements, the contribution, the career pathways, the opportunities and the success stories.



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## Built on Skills



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## More than you Imagine...



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**“National Skills Week will be dedicated to raising the status of practical and vocational learning”**

## Key Messages

One of the significant features of recent government policy recommendations related to the Skills Agenda has been “Shared Responsibility” Government and Government alone cannot solve the skills shortage. It requires an undertaking from Industry, Government (State & Federal), the community, education and training providers, enterprises, job seekers, workers, parents, students and career counsellors to be engaged and play a role in meeting workforce development needs.

A partnership with these stakeholders will assist Australia in meeting the unique challenges that address the skill and labour demands of our industries and provide the opportunity for Australians to benefit from a growth economy.

National Skills Week will bring to life the positive messages, highlighting the talents, the skills and the value of apprentices and trainees across Australia to the wider public and employers. The week will be dedicated to raising the status of practical and vocational learning.

### Primary messages of National Skills Week are:

- Raise the general reputation of vocational education, showcasing its diversity within skills and trades, and its value as an entry point to a successful career.
- Showcase how skills excellence contributes to the sustainable economic prosperity of Australia.
- Celebrate and recognise excellence in teaching.
- Highlight opportunities for equity groups such as Indigenous Australians and workers with disabilities. Focus on the success stories.



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- Encourage women to get into non-traditional trades such as building and construction or automotive, and emphasise the changes in technology as well as society that make careers in non-traditional industries accessible.
- Engender a culture of employers, industry associations, government and education sector working together for a common purpose. Collaborate to develop activities that support the central thrust of Skills Week.
- Nationwide celebration of vocational qualifications and to shine a spotlight on the achievements of practical learners
- To highlight the talent and skills of apprenticeships to the wider public and employers
- An opportunity to celebrate vocational qualifications taken by people of all ages and at all levels
- To showcase and profile Registered Training Organisations, Trade Schools (VETiS), Group Training Organisations and Employers
- Focus on the vocational landscape, its diversity and the opportunity for young and old
- To highlight the range of Apprenticeships available in different sectors and the progression routes



- To engage and influence employers on the advantages of employing and supporting Apprentices
- Wider benefits sought include motivating more entrants to the workforce with an appreciation of the "Australia at Work", raising skills within the adult workforce, re-skilling to address the challenges of change and productivity
- To showcase industry and the sector (TAFE) working together to increase positive economic outcomes
- Profile major industry projects (energy, mining), what they mean to Australia's economic growth and the career opportunities they provide.



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## Activities October 1 – 8, 2011 WorldSkills

In 2011 the International WorldSkills Competition, often referred to as the *Skills Olympics* takes place in London (October 5<sup>th</sup> – 8<sup>th</sup>). Over 50 nations will be competing including Australia who will be sending a team of 29 of Australia's elite skilled champions (The Skillaroos) who will train tirelessly for the next months, refining their skills in preparation to compete against other competitors from around the world in their quest for gold at the 41st WorldSkills International Competition in London.

The Skillaroos will be representing 27 different skill categories such as Restaurant Service, Fashion Technology, Car Painting and Landscape Gardening etc.

The 41st WorldSkills International Competition will be a showcase of the global skills standards displayed by competitors from over 50 countries representing 45 skill areas.

National Skills Week provides a broad platform to showcase the Australian team. You will be able to keep up to date with daily news bulletins from London as it happens. You can also view the Australian team and their profiles by visiting [www.worldskills.org.au](http://www.worldskills.org.au).

We want stakeholders to get involved with activities. You might be an employer, a registered training or group training organization. You could be a past WorkSkills participant, a winner of a National or State Training Award, a career advisor, parent or teacher.

What can you do in your local community, town, region, or city to help showcase the diversity and excitement of vocational education?

## Activity ideas could include...

- Invite local businessmen or employers to a dinner or lunch where food is prepared and served by hospitality students and apprentices
- Engage with local councils and arrange for local trade apprentices to repair or build local facilities (a park bench, bus shelter etc.)
- Horticulture students could brighten up a war memorial or other community landmarks, liaising with council.
- Music and fitness students could visit retirement homes to showcase their talent and provide a fun day. Perhaps hairdressing or beauty students could perform some 'makeovers'
- Past students, award winners (National/State Training Awards), previous WorldSkills medalists are all worthy 'ambassadors'. Many have inspiring stories which could encourage others. Perhaps they could team up with the local Rotary as a guest speaker at a barbeque event.
- Registered Training Organisations could have open days, highlighting some of the lesser known skills courses they provide – an opportunity to showcase vocational diversity!
- Invite schools to attend events. Careers advisors and teachers are always looking for ways to engage.
- MPs and celebrities. Extending invitations to local MPs or the Federal Member adds further momentum to the event, and provides opportunities for gaining media coverage.

Whoever you invite to attend, think about what you want them to contribute and prepare briefing notes. Ensure they fully understand the objectives of National Skills Week and how they relate to the event.



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## Rotary

Rotary clubs across Australia will be informed about National Skills Week. Get in contact with your local club or district. Discuss your ideas. If you don't know who to talk to, send an email to [info@skillsone.com.au](mailto:info@skillsone.com.au) and we will help you.

An engaging brand, positioning statement and logo that symbolises National Skills Week will be used on all materials, media features, promotions and other collateral. An example is the motto *manu et mente* meaning *hand and mind* (represented visually).

## Media

Central to National Skills Week is the media.

News Ltd. have agreed to be the media partner- their publishing model includes extensive print and web media. News Ltd. publish, print and distribute almost 10million papers every week.



News Ltd. National distribution chart

Media coverage is essential to the success of National Skills Week. The partnership with News Ltd [[www.newsspace.com.au/National-Skills-Week](http://www.newsspace.com.au/National-Skills-Week)] is enhanced through Rotary and provides focus and participation at a range of levels. Additional media activity will be sought, to include Foxtel, Austar, ABC and SBS TV networks, and radio which will be important to the overall media mix.

SkillsOne [[www.skillsone.com.au](http://www.skillsone.com.au)] will broadcast 2 hours of skills programs daily on Foxtel and Austar through its regular channel, Aurora 183.

Details of the programming will be released in the coming weeks.



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**Find out more...**

**Make sure you register for regular updates by visiting**

**[www.nationalskillsweek.com.au](http://www.nationalskillsweek.com.au)**

**Immediate information  
can be obtained by  
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