

A LIFE WITHOUT LIMITS – WA CAMPAIGN

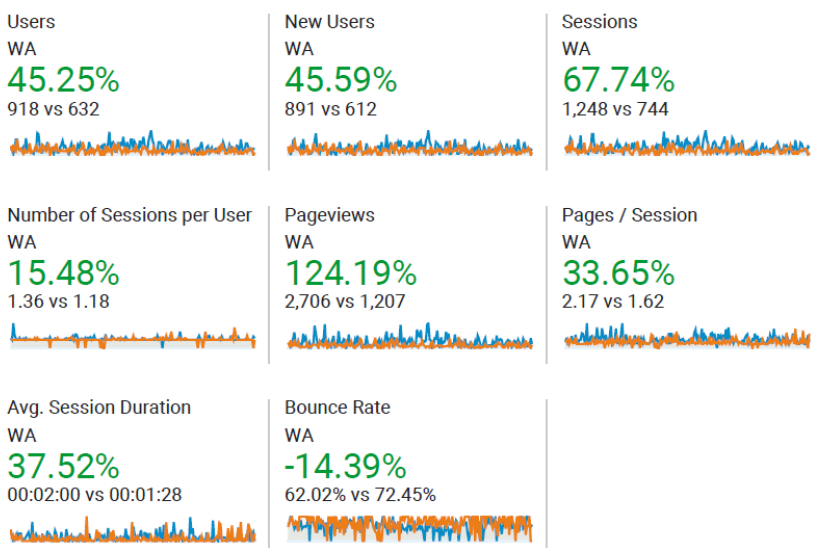
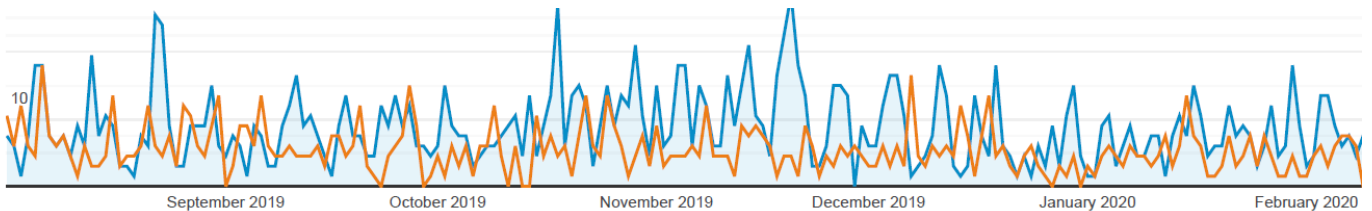
Summary of Activities to 11. February 2020

CDM Campaign Launch:

- Marketing materials secured & sent to WA as required.
- Mail out to 357 schools in WA completed, with follow up phone calls to 100 selected schools. 15 – 20 schools called twice.
- e-news announcement regarding packs to Career Advisor Association - 45 Career Advisors registered
- 37 Schools registered to receive information packs represents 10% – Target 20% and comparable to launch in other States
- Databases set up
- Ongoing emails to database entries comprising approx. 70 teachers and students
- 4 work experience enquiries
- 4 school presentation enquiries + TAFE
- \$11.764 (78%) of the \$15000 budget allocated for the CDM campaign launch has been spent to date

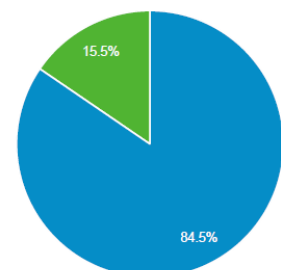
Website

- WA presence largely uploaded onto ALWL website, continuing ...
- Still a couple of standard items to provide tailored to WA
- Plenty of scope to add WA articles onto the website, and build a WA presence (eg Cool Projects, Blog)
- Hit rate has increased 45% from August '19 (Launch date)

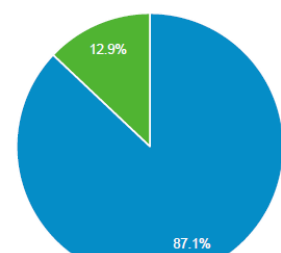


■ New Visitor ■ Returning Visitor

Aug 1, 2019 - Feb 10, 2020



Aug 1, 2018 - Feb 10, 2019



National Alliance

- Initial meeting held 22 September 2019 to gauge the appetite for a National approach to ALWL
- Further meeting held 21 January to discuss the agreement between the participating States
- Agreement has been finalised, subject to it being ratified by the STF (Victoria) at its meeting yesterday (10.2.20) – copy attached & previously circulated to WAIS Board
- Ongoing meetings at 6 to 8 week intervals
- Two representatives from each state

Financial Snapshot '19-'20

Income:	WAIS	15,000	Expenses	Launch	1,956.60
	Pledges	<u>7,600</u>		CDM	11,764.00
				Incidentals	<u>78.53</u>
		22,600			13,799.13

Objectives 2020

- Continue to build the Schools & Careers Advisors register. Currently 10% up to 20% by EOFY. Thereafter up to 75% of all schools to be registered over the next 5 years. CDM will be instrumental with follow up contact with schools & advisors from time to time;
- Build the student register. Currently approx 70 students registered. Aim to build this to 250 per year and maintain levels of current Year 10, 11 & 12 students from year to year;
- Work Experience – increase industry participation. Currently only 9 companies & individuals have registered to participate in hosting students. This after numerous presentations, follow up emails & phone calls. Many companies already participate directly with schools, but a central register would assist the process of finding workplace hosts for students. Put into place an efficient process to screen and place students. Possibly borrow and adapt the process in use interstate
Develop a “How to become a Work Experience Host” for WA;
- School Presentations – Develop a power point presentation as a guide for presenters to schools & Expos. Some requests have been received, but personnel & availability is uncertain at this stage;
- Website – continue to build a WA presence on the website through articles about WA projects;

Opportunities

- Construction Training Fund (CTF) request for surveyor to participate in a film about the construction industry – completed by Samudra Sarubin (RM Surveys)
- Funding – Follow up with consultants, Curtin, Mining, Construction
- Career Expos – South West Career Expo 3rd June Bunbury
 - Perth Convention Centre 21-24 May
 - School Expos: Aquinas, Mazonod,
 - School Presentations

ALWL WA Committee to meet again late February to discuss opportunities, objectives and strategies

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Hi \${FNAME}\$

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Western Australia's study pathways

