

JOBTRAINER (TAFE AND TRAINING)

Stakeholder pack for TAFEs and training providers

CONTENTS

Introduction	1
About JobTrainer.....	2
Social Media.....	4
Newsletter copy.....	6
Announcement/News copy.....	6

INTRODUCTION

This stakeholder pack forms part of a broader set of communications activities that are in place for stakeholders to raise awareness of JobTrainer among prospective students and those most impacted by COVID-19, and to promote the uptake of in-demand courses and training that will assist in Victoria's economic recovery.

The assets in this pack focus on:

- encouraging TAFEs and training providers to promote JobTrainer courses and training
- providing stakeholders with ready-made content that can be used (either directly or adapted) to communicate with eligible students
- providing TAFEs and training providers with information and access to up-to-date resources for JobTrainer funding information (current and upcoming).

This communication can be adapted to suit individual TAFE and training providers branding and their audience requirements.

ABOUT JOBTRAINER

Background

Through the JobTrainer Fund, the Victorian and Commonwealth Governments are jointly investing up to \$260 million to increase access to training for thousands of Victorians who have been most impacted by the COVID-19 crisis. This investment creates an extra 50,000 free or low-fee training places for young people and job seekers in over 144 priority needs courses.

Under the Fund, Victorians who are unemployed /or aged 17–24 or hold a valid concession card will be able to access free or low-fee training in areas of identified skills need and employment growth.

JobTrainer courses are available to eligible Victorians in 144 qualifications across a wide range of industries identified as having a genuine skills need and employment growth, such as health, construction, agriculture, community services, food processing, financial services, logistics and beauty services. They were chosen to meet the priority needs of the Victorian economy.

In addition, 30 skill sets are available through the JobTrainer fund. Skill sets provide flexible, sector-specific and industry-validated, rapid training to respond to skills shortages and workforce demands. Skill sets available under JobTrainer are focused on reskilling and training for entry level roles in industry areas that support Victoria's economic recovery from the impacts of coronavirus (COVID-19).

Victorians eligible for JobTrainer will be able to access Free TAFE courses, even if they hold a higher qualification. All Free TAFE courses feature on the JobTrainer course list and will remain free at TAFE.

For all other priority qualifications under JobTrainer, eligible students will pay only 20 per cent of the listed tuition fee. JobTrainer skill sets will be free. Students can access up to one full qualification and one skill set under the JobTrainer fund.

More information about JobTrainer eligibility and funding, including all courses listed in the new JobTrainer Funded Courses Report, are available on SVTS.

JobTrainer promotion strategy

JobTrainer is a national initiative that partners Commonwealth, State and Territory governments to deliver free or low-free training courses across the nation as part of an economic response to COVID-19.

The JobTrainer initiative in Victoria will run from November 2020 and throughout 2021.

Enrolments in qualifications under JobTrainer commenced from at the end of November 2020. Skill sets under JobTrainer are available for providers to commence enrolments from mid-February. Allocations of JobTrainer skill set places are separate to allocations for JobTrainer full qualifications.

To manage capacity within the training system in Victoria, the commencement of JobTrainer in late November will not be heavily promoted. The Department will raise awareness of JobTrainer by providing information to organisations that help young people and job seekers, as well as Centrelink, jobactive and Skills and Jobs Centres. Students can find information about and search for JobTrainer courses on the [Victorian Skills Gateway](#) and the national [MySkills website](#). References to JobTrainer will form part of the Department of Education and Training's TAFE and Training upcoming recruitment and awareness campaigns in early 2021.

This approach gives TAFEs and training providers the flexibility and freedom to align JobTrainer promotion with their individual marketing and communication strategies and course enrolment priorities for prospective students.

A national JobTrainer advertising campaign by the Australian Government is being rolled out in jurisdictions and it is anticipated that this national campaign will include Victoria in early March 2021.

SOCIAL MEDIA

The target audience for JobTrainer is young Victorians aged 17-24 and unemployed Victorians. The below key messages can be adapted or tailored depending on your brand, voice, messaging and primary audiences to promote JobTrainer courses:

- The Victorian Government has partnered with the Commonwealth Government to jointly invest up to \$260 million under the JobTrainer Fund.
- JobTrainer provides free or low-fee qualifications and free skill sets for thousands of people in a wide range of industries identified as having a genuine skills need and employment growth.
- Free or low-fee courses are available to Victorians who have been most impacted by the COVID-19 crisis.
- School leavers, job seekers and young Victorians can access free or low-fee (concession) qualifications and free skill sets in key industries and occupations, including Free TAFE courses, even if they hold a higher qualification.
- JobTrainer courses are available through Victorian TAFEs as well as a range of other training providers in areas such as health, construction, agriculture, community services, meat processing, pharmaceutical manufacturing, financial services, logistics, and hairdressing and beauty services.
- The JobTrainer Fund supports Victoria's *Skills First* program that subsidises training and tuition-free training at TAFEs and complements other initiatives to aid in Victoria's economic recovery.
- Find out more on the Victorian Skills Gateway
[\[https://www.skills.vic.gov.au/victorianskillsgateway/\]](https://www.skills.vic.gov.au/victorianskillsgateway/)

Get free or low-free training to launch a career within in-demand industries.

JobTrainer is available in a wide range of industries and occupations to eligible Victorians who have been most impacted by the coronavirus (COVID-19) crisis.

Find out more about JobTrainer at the [Victorian Skills Gateway](#).

#JobTrainer



Want to start a career in a growing industry? There's never been a better time to get qualified at TAFE.

You can get hands-on training with free or low-free courses available in a wide range of industries and occupations, even if you hold a higher qualification.

Find out how JobTrainer is increasing access to Free TAFE and other government-subsidised courses at the [Victorian Skills Gateway](#).

#JobTrainer #TAFE #FreeTAFE

NEWSLETTER COPY

The Victorian Government has partnered with the Commonwealth Government to jointly invest up to \$260 million under the JobTrainer Fund to increase access to training for thousands of Victorians who have been most impacted by the coronavirus (COVID-19) pandemic.

Through the JobTrainer Fund, eligible Victorians will have access to a wide range of industries identified as having a genuine skills need and employment growth, such as health, construction, agriculture, community services, food processing, financial services, logistics and beauty services.

School leavers, job seekers and young Victorians (aged 17-24), will be able to access free or low fee (concession) qualifications and free skill sets in key industries and occupations. They will be able to access qualifications, including [Free TAFE courses](#), even if they hold a higher qualification.

Access to training under JobTrainer is available through the Victorian TAFE network as well as a range of other training providers. Information on all eligible courses are available on the [Victorian Skills Gateway](#).

ANNOUNCEMENT/NEWS COPY

The Victorian Government has partnered with the Commonwealth Government to jointly invest up to \$260 million under the JobTrainer Fund to increase access to training for thousands of Victorians who have been most impacted by the coronavirus (COVID-19) pandemic.

JobTrainer qualifications are available through the Victorian TAFE network as well as a range of other training providers. Eligible students can access to free or low fee (concession) qualifications and free skill sets will in key industries and occupations.

The JobTrainer Fund supports Victoria's *Skills First* program that subsidises training and tuition-free training at TAFEs and complements other initiatives to support Victoria's economic recovery, such as [free infection control training](#) and government-subsidised [construction short courses](#).

What courses will be available?

JobTrainer is available in 144 courses across areas identified as having a genuine skills need and employment growth, such as health, construction, agriculture, community services, meat processing, pharmaceutical manufacturing, financial services, logistics, and hairdressing and beauty services. They were chosen to meet the priority needs of the Victorian economy.

For all other priority courses under JobTrainer, eligible students will pay only 20 per cent of the listed tuition fee. JobTrainer skill sets will be free. Students can access up to one full qualification and one short course or skill set under the JobTrainer fund, including Free TAFE courses.

In addition, 30 skill sets are available through the JobTrainer fund. Skill sets provide flexible, sector-specific and industry-validated, rapid training to respond to skills shortages and workforce demands. Skill sets available under JobTrainer are focused on reskilling and training for entry level roles in industry areas that support Victoria's economic recovery from the impacts of coronavirus (COVID-19).

JobTrainer courses can only be delivered by *Skills First*-contracted training providers and is open for enrolling students from late-November 2020 onwards. Students can find information and search for JobTrainer courses on the [Victorian Skills Gateway](#) and the national [MySkills website](#).

Who is eligible for JobTrainer?

To qualify for JobTrainer, you must:

- You must be an Australian Citizen, a permanent resident, a New Zealand citizen or asylum seeker to be eligible for JobTrainer **and**
- be aged 17 – 24, **or**
- A Job seeker of any age, where a job seeker is defined as a person who:
 - holds a valid and current Commonwealth Health Care Card, Pensioner Concession Card or Veteran's Gold Card; or
 - is unemployed.

Victorians eligible for JobTrainer can access qualifications, including [Free TAFE courses](#), even if they hold a higher qualification.

Where can I get more information?

You can find out more by visiting the [Victorian Skills Gateway](#) or calling the TAFE and Training line on 13 18 23.