

# More than just a job

Entry Level Talent Programs  
Marketing Campaign



Ariel, VET Cadet  
Program



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- Background
- Our Journey
- Collateral



Alana, Graduate Program.  
Emily, Cadet Program



# Background

Entry Level Talent  
Programs Marketing  
Campaign




Grace, Scholar  
Program

# Background

## Our Programs


 Graduate Program

 Cadet Program

 Scholar Program

 VET Cadet Program

 Humanitarian Cadet Program

 Aboriginal HSC Scholarship Program





# Our Journey

Entry Level Talent  
Programs Marketing  
Campaign



Freddie, Aboriginal HSC  
Scholarship Program

# Research



Leveraged existing internal research



Leveraged existing external research



Internal Focus Groups



External Focus Groups



Interviews

The research early on in the project helped us identify **what is it about Transport and our Entry Level Talent Programs** that is **engaging, differentiating and authentic**.

This helped steer the campaign direction.

Throughout the entire project, we have continued to sought feedback from our target audience.

The latest messaging and designs have received overwhelmingly positive feedback from our target audience.

# Development Scope

Employer branding

Recruitment Infographic

Brochure

Banners

Advertising

PowerPoint Pack

Overarching Video

Messaging

Social Tiles

Branding Toolkit

Hero Videos

Photography

Factsheet

Program Flyers

Website Update

Stand

Engagement Gaps

T-Shirts

Intranet Update

Website Update





# Collateral



May, Humanitarian  
Cadet Program

# Brochures

We developed 2 physical brochures and one digital brochure. All with different covers to appeal to different audiences, given the scope of our programs and reach.

**More than just a job**

With Transport for NSW  
Entry Level  
Talent Programs

Arlo, our  
Aboriginal  
VET Cadet

transport.nsw.gov.au/about-us/entry-level-talent-programs

**Program support**

We're building the future for the people of New South Wales, and we want to be there to support you as you build yours.

As a participant in our Entry Level Talent Program, you'll receive a range of support to help you succeed. This includes:

- Flexible work arrangements, including part-time, casual, and remote work options.
- Access to our Employee Assistance Program (EAP) for personal and professional support.
- Training and development opportunities to help you grow your skills and knowledge.
- A supportive and inclusive work environment where you can thrive.

**Quote:** "I started at Transport in October of 2020. The day I got my first job, I was nervous, but the support I received from my manager and colleagues made me feel confident and ready to take on the role. The Entry Level Talent Program is an amazing program that really helped me get started in my career. I'm grateful for the support I received from Transport and the people I've met along the way. The program has been a great experience and I'm looking forward to continuing to grow with Transport."

**Health and wellbeing**

We're committed to providing a healthy workplace for our people. We offer a range of support to help you stay healthy and happy. This includes:

- Access to our Employee Assistance Program (EAP) for personal and professional support.
- Flexible work arrangements, including part-time, casual, and remote work options.
- Training and development opportunities to help you grow your skills and knowledge.
- A supportive and inclusive work environment where you can thrive.

**Quote:** "I started at Transport in January of 2021. I was nervous, but the support I received from my manager and colleagues made me feel confident and ready to take on the role. The Entry Level Talent Program is an amazing program that really helped me get started in my career. I'm grateful for the support I received from Transport and the people I've met along the way. The program has been a great experience and I'm looking forward to continuing to grow with Transport."

**Aboriginal Vocational Education and Training (VET) Cadet Program**

Want to get paid to make a difference to the community and kick-start your career? This opportunity is open to Aboriginal and/or Torres Strait Islander people.

**Details**

The program is open to Aboriginal and/or Torres Strait Islander people who are currently enrolled in a VET course. The program is a paid position and includes a range of support to help you succeed. This includes:

- Two years of paid work with the opportunity for ongoing employment.
- Certificate IV qualification and study leave.
- Flexible work arrangements.
- Competitive pay.

**Location**

The program is open to participants in the following locations: Broken Hill, Dubbo, Gungahlin, Griffith, Lismore, Mackay, Orange, Tamworth, and Taree.

**Work conditions**

The program is open to participants who are currently enrolled in a VET course. The program is a paid position and includes a range of support to help you succeed. This includes:

- Two years of paid work with the opportunity for ongoing employment.
- Certificate IV qualification and study leave.
- Flexible work arrangements.
- Competitive pay.

**About you**

The program is open to participants who are currently enrolled in a VET course. The program is a paid position and includes a range of support to help you succeed. This includes:

- Two years of paid work with the opportunity for ongoing employment.
- Certificate IV qualification and study leave.
- Flexible work arrangements.
- Competitive pay.

**Eligibility**

To be eligible to apply, you must be an Aboriginal and/or Torres Strait Islander person who is currently enrolled in a VET course. The program is a paid position and includes a range of support to help you succeed. This includes:

- Two years of paid work with the opportunity for ongoing employment.
- Certificate IV qualification and study leave.
- Flexible work arrangements.
- Competitive pay.

**What to know next!**

For more information, visit our website at [transport.nsw.gov.au](https://transport.nsw.gov.au) or contact us on 1300 767 767.

**Learn more about our Entry Level Talent Programs**

Choosing which series to stream tonight is hard. Choosing your career path can be even harder.

Maybe you already know exactly what you want to do.

Perhaps you have no idea yet.

Or maybe you're still unsure if it even exists.

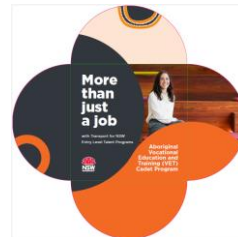
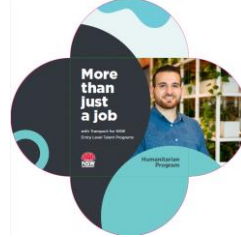
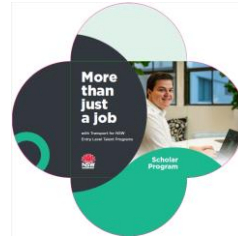
Let us help you discover what it is that you love to do, through our programs.

Our programs are designed to help you discover what you love to do, through our programs. This includes:

- Access to our Employee Assistance Program (EAP) for personal and professional support.
- Flexible work arrangements, including part-time, casual, and remote work options.
- Training and development opportunities to help you grow your skills and knowledge.
- A supportive and inclusive work environment where you can thrive.

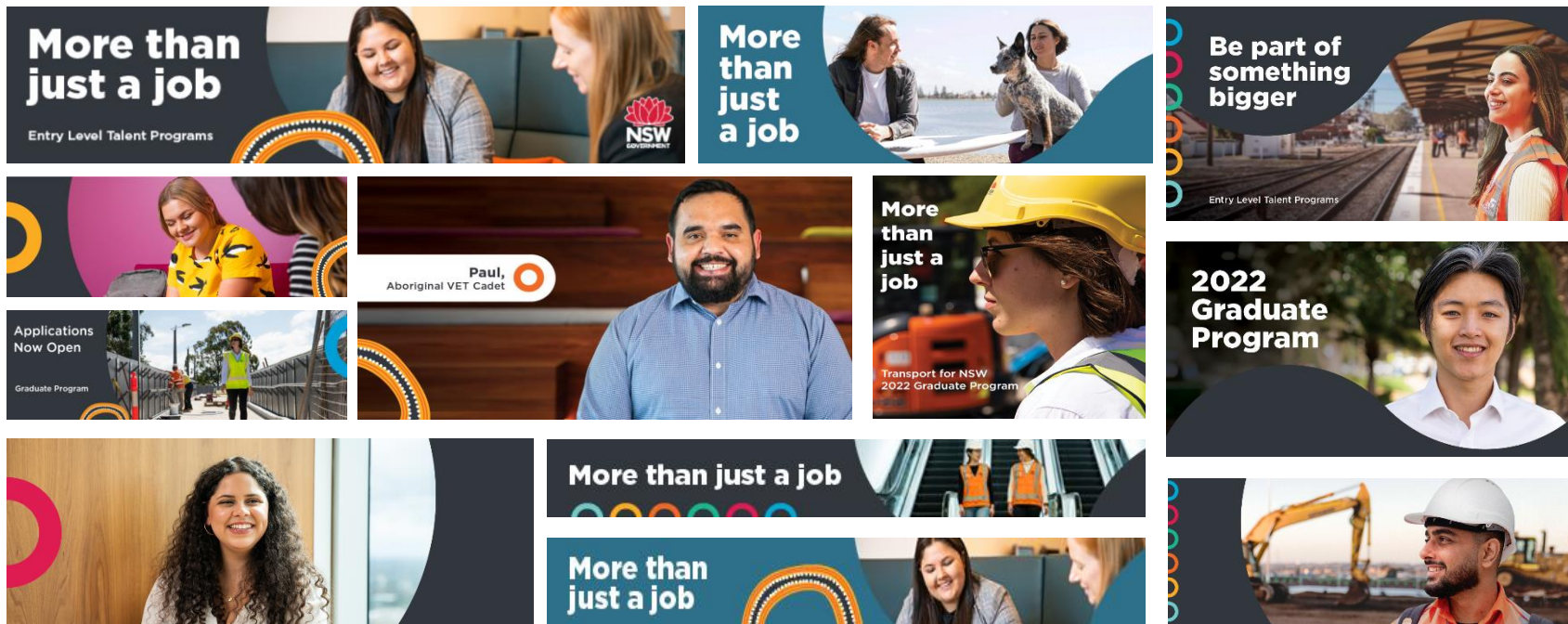
# Flyers

We developed physical flyers, one for each program, to provide more specific program information which was easily digestible.



# Digital

It was important that we create an integrated marketing campaign, that included digital channels. As a result, we developed a range of collateral, including email banners, social tiles, internet banners, seek banners, advertising tiles and so on.



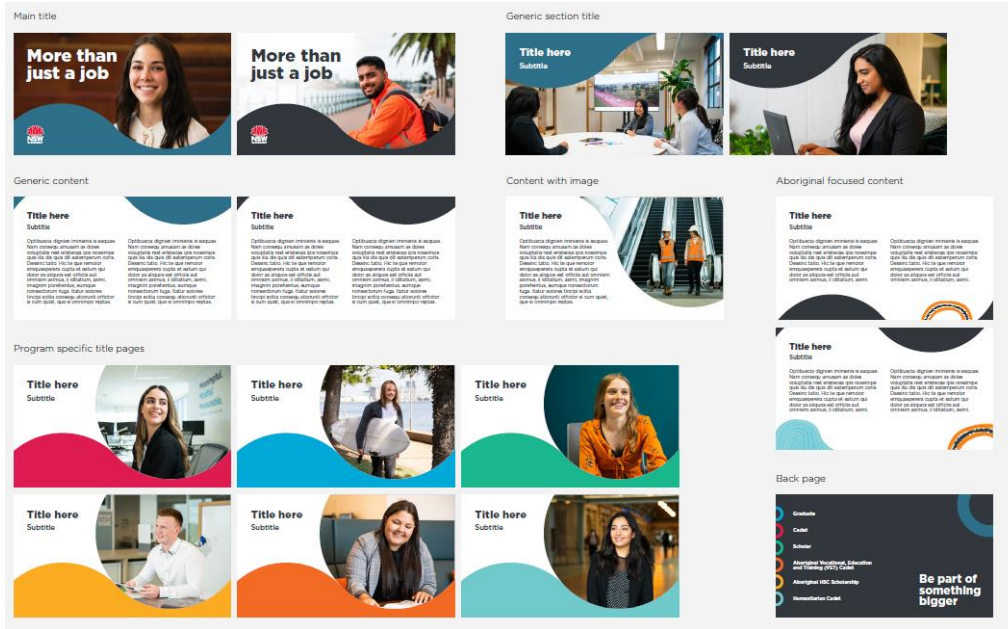
# Face to face

We attend a number of career fairs and it was important that our space and team was aligned to the marketing collateral. We created badges, t-shirts and immersive spaces.



# Internal Comms

We created an integrated marketing campaign with internal collateral that would complement our external. Our employees play a key role in promoting our programs.



# Videos

We wanted to capture what a day in the life of a Graduate, Cadet, Scholar, Humanitarian Cadet, VET Cadet and Aboriginal HSC Scholar looked like. As a result, using a camera and go pro, we captured their interactions, work and locations.

## Our Programs

<https://www.youtube.com/embed/xBW-l3JTgKs?autoplay=0>

## Humanitarian Cadet

<https://www.youtube.com/embed/oAZHMEuPTxQ?autoplay=0>

## Scholar

<https://www.youtube.com/embed/-noTmEElyJs?autoplay=0>

## Cadet

<https://www.youtube.com/embed/VKRItGqfYcw?autoplay=0>

## VET Cadet

<https://www.youtube.com/embed/GUO6X4UeweE?autoplay=0>

## Aboriginal HSC Scholar

<https://www.youtube.com/embed/ww2w6Yxcml0?autoplay=0>

## Graduate

<https://www.youtube.com/embed/omZKyyhQJqc?autoplay=0>





**Graduate**

**Cadet**

**Scholar**

**Aboriginal Vocational, Education  
and Training (VET) Cadet**

**Aboriginal HSC Scholarship**

**Humanitarian Cadet**



**Be part of  
something  
bigger**