

Media Release —

Queensland's Free Apprenticeship Campaign Gets Providers' Tick

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For Immediate Release

The roll out of the Queensland Government's extensive advertising campaign to promote free apprenticeships and traineeships to people under 21 years of age has been welcomed by the Independent Tertiary Education Council Australia (ITECA), the peak body representing providers in the higher education, vocational education, training and skills sectors.

The advertising campaign aims to encourage employers and young job seekers to undertake a traineeship or apprenticeship across 139 priority training areas where there are vocational education and training (VET) skills needs. The campaign is backed by the Queensland Government's investment that, to date, has supported over 14,700 young Queenslanders to get skills and training, with over 2,000 people securing apprenticeships and traineeships since July 2019.

"It is encouraging to see the heavy promotion of vocational education and training across Queensland. Within the 139 priority training areas, there are many independent providers who make a positive difference by offering the quality outcomes that students and their employers are looking for," said Mr Troy Williams, ITECA Chief Executive.

The Queensland Government is covering the full cost of training with training providers, with employers covering the wages, uniforms and other associated costs. Training providers must be pre-qualified to participate in the program.

"It's great that there are a large number of independent providers in the vocational education and training system that support this campaign," said Troy Williams.

The Queensland Government advertising campaign will continue to run until March 2020, across television, social media, outdoor billboards and display stands in shopping malls.

The *ITECA State of the Sector Report* shows that in 2017 there were more than 625,900 students with independent providers across Queensland, with the public TAFE sector supporting more than 89,700 students.

Ends.

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