



**More Aboriginal and Torres Strait Islander  
Teachers Initiative (MATSITI)**

# **Targeted Campaign for Aboriginal and Torres Strait Islander Aspiring & Preservice Teachers**

**Deadly Teachers Make a Difference.**

**Department of Education and Training Qld**

**30<sup>th</sup> October 2015**



**University of  
South Australia**



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# 1 Introduction

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## 1.1 Background

The *Targeted campaign for Indigenous aspiring and preservice teachers* will enable expansion of the Department's existing *Make a Difference. Teach* and Teach Team initiatives to include a targeted promotion and marketing campaign to raise interest in teaching as a profession to Indigenous people in Queensland.

The project will develop a specific presence within the department's *Make a Difference. Teach* website to provide for digital resources and collateral material featuring pathways and opportunities available to Indigenous people to become a teacher.

The Teach Team initiative will be expanded to include Indigenous school teachers as Ambassadors to provide targeted presentations to secondary students promoting teaching; and to preservice teachers on school leadership and teaching.

The [Targeted campaign for Indigenous aspiring and preservice teachers](#) will raise the interest in teaching as a profession among Aboriginal and Torres Strait Islanders in Queensland by building on existing programs aimed at improving pathways into teaching.

The campaign is twofold and seeks to:

- Expand the [Make a difference. Teach](#) website to provide for digital resources and collateral material which feature pathways and opportunities available to Indigenous people to become a teacher, including promoting community-based programs such as RATEP.
- Expand the [Teach Team](#) to include Indigenous school teachers as Ambassadors to provide targeted presentations to students on becoming a teacher; and to preservice teachers on school leadership and teaching.

Teach Team Ambassadors represent the state schooling sector at a range of career and employment events and higher education institution information sessions, inspiring preservice and aspiring teachers to commence their teaching careers in a Queensland state school. The initiative also seeks to provide positive, consistent and up-to-date information about high priority curriculum areas and locations, teacher application and selection processes and the benefits and support available to beginning teachers.

The Teach Team consists of school leaders and teachers who are passionate about sharing their personal and professional experiences in a range of state school settings. They are supported by knowledgeable, positive and engaging human resources consultants who can share information about regional and state-wide teacher recruitment and selection processes.

## 1.2 Ethics

N/A

# 2 Reform and Innovation

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**Project deliverables and milestones include:**

- Project plan and risk assessment
- Stakeholder engagement and communication strategy
- Design and production (film/photoshoot)
- Development of new website content
- Progress Report
- Implement communications plan

- Program evaluation
- Final Report and Financial Statement

At completion of the project, all deliverables and timeframes as outlined above were met.

Resources generated by this project provide a framework for a promotional campaign aimed at increasing the number of Indigenous teachers in Queensland State Schools in 2016.

## 3 Capability

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A network of Indigenous teachers and school leaders was identified to assist with the project. A number of teachers, leaders and groups were consulted and engaged throughout the life of the project including:

- Department of Education and Training Indigenous Education Branch
- Teach Team Ambassadors
- Schools, regional offices and individuals throughout Queensland

## 4 Project Outcomes and Benefits

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The Department currently has:

- 1,234 state school settings
- 524,823 students
- 49,727 identified Indigenous students
- 83,984 employees
- 48,224 teachers
- 576 identified Indigenous educators

Our campaign encompassed:

- Integrated marketing with existing 'Make a difference. Teach' brand and a permanent presence on the existing website to share information with people of Aboriginal and/or Torres Strait Islander heritage who are interested in a career in teaching.
- Indigenous teacher representation at career events
- Indigenous Teach Team ambassadors
- Social media promotion
- eNewsletter and website articles
- dedicated photo library
- dedicated suite of videos
- promotional collateral (brochures, postcards and 2 pull up banners)
- Pearl Duncan Teaching Scholarships

Video statistics:

- Gregg Dreise video
  - Facebook posted 30/9/2015
    - 6947 reach
    - 1433 views (23% organic, 77% paid)
    - 49 likes, comments and shares
  - 144 YouTube views
- Kathy Ona
  - Facebook posted 30/7/2015
    - 7284 reach
    - 1958 views (45% organic, 55% paid)
    - 185 likes, comments and shares
  - 590 YouTube views
- Baressa Frazer (video yet to be released via facebook)
  - 75 YouTube views

## 5 Sustainability

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- Indigenous teachers will continue to be encouraged to share their stories regarding their career paths into teaching, and how they are making a difference as Indigenous role models. These stories will form additional articles and videos, which will be published through the website, and through the eNewsletter and established social media channels.
- A suite of printed collateral materials has been developed and printed for distribution at future teaching career events, including 5000 DL trifold brochures, 15000 postcards and 2 pull up banners.
- The suite of videos produced will be integrated into a larger marketing campaign and incorporated into the existing Teach Team presentation. The videos will also be included in a toolkit for secondary schools to promote teaching as a profession to students.

## 6 Report recommendations

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- Implementation of a proactive and targeted marketing campaign utilising the resources developed during this project.
- Distribution of printed collateral materials at all future career events.
- Continuing to encourage Indigenous teachers to share their stories for use in the eNewsletter and website.
- Continuing to encourage Indigenous teachers to become Teach Team Ambassadors.
- Integration of photos into the wider Make a Difference. Teach marketing materials.

# 7 Appendices

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## 7.1 Materials produced

Make a difference. Teach website: <http://education.qld.gov.au/hr/recruitment/teaching/indigenous-teachers.html>

Three YouTube videos:

[https://www.youtube.com/playlist?list=PLgJv5epyrnQDeFmzyTf\\_axgUx\\_KjamMwC](https://www.youtube.com/playlist?list=PLgJv5epyrnQDeFmzyTf_axgUx_KjamMwC)

Presentation of MATSITI project, including printed materials:

[http://prezi.com/g\\_gyssptocir/?utm\\_campaign=share&utm\\_medium=copy&rc=ex0share](http://prezi.com/g_gyssptocir/?utm_campaign=share&utm_medium=copy&rc=ex0share)

Social media boosted video posts:

<https://business.facebook.com/TeachQLD/videos/1713669215521947/>

<https://business.facebook.com/TeachQLD/videos/1693035497585319/>