



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

Final Report

**Teaching is Deadly, Join Our Mob Careers Forum
(Galiyaay Careers Expo)**

**NSW Department of Education and
Communities**

December 2014



**University of
South Australia**



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1 Introduction

1.1 Background

Four Teaching is Deadly, Join Our Mob Careers Forums, were proposed in locations with significant Aboriginal student enrolments. Targeting secondary students from years 8 to 12, forums were delivered in Dubbo, Tamworth, Mount Druitt, Moruya and Nowra and an additional expo in Sydney (Redfern). These locations capitalised on significant Aboriginal student enrolments, high numbers of current permanent Aboriginal teachers and leaders and strong relationships with universities offering pathways to teacher education programs for prospective Aboriginal teachers.

The Redfern expo was our largest and most successful of the four conducted. There was a larger audience and service providers in attendance and feedback was very positive from both those participating and from the service providers.

The event in Tamworth attracted students from rural and remote schools including Moree and Quirindi with more than 40 students attending from Moree and 70 from Quirindi High School.

Aboriginal teachers, current teacher education students university representatives, community organisations and leaders promoted their career journeys, offered insight and options promoting teaching as a career of choice for Aboriginal students.

Aboriginal Employment and Career Initiatives team also promoted and provided support for two additional Career Expo's in Nowra and Moruya. The team supported the organisation of these expos to schools and community and promoted the events extensively through our network. The team also attended as participants

The expos provided the Department the opportunity to promote Aboriginal Teacher Education Scholarships to a diverse range of students across NSW in communities with a high population of Aboriginal students and community members.

To attract interest and to help ensure a successful expo, various local organisations, government agencies and education providers were engaged and requested to attend as participants including, universities, TAFE NSW, Taronga Park Zoo (and Taronga Western Plains Zoo) local employment agencies, government departments (both Commonwealth and State) such as Centrelink, NSW Health and NSW Fire and Rescue.

Registered Training Organisations attended and provided information and opportunities for traineeships to students.

2 Progress to date

2.1 Complete

All expos have been successfully held. In excess of 800 students and community members attended across the range of locations with over 80 service providers in attendance.

Feedback and suggestions received from participants and service providers are as follows (both positive and critical):

Question – Did the expo meet your expectations?

- *Yes, heaps of kids and a lot of asking relevant questions about traineeships and apprenticeships.*
- *It exceeded my expectations. Great attendance.*
- *Yes, impressed with the amount of students and questions from students about pathways.*
- *More so...It was fantastic, did not expect so many to attend.*

- *Excellent atmosphere and networking. High potential for the next generation.*
- *Yes it provided the opportunity to both advertise our services whilst having the chance to help the kids in planning their next step in the workforce*

Question - Are there any aspects of the expo you would change and if so, why?

- *No, the set up and organisation of the expo was good.*
- *None, well organised event.*
- *Suggest that candidates bring resumes to give to potential employers.*
- *Entertainment and an emcee to start the day. Start at a later time, 9:30am or 10:00am and finish later.*
- *Needed to be more service providers, students and community.*

Overall the feedback and suggestions received were positive. The only real concern was the lack of service providers and numbers of participants in attendance at two of the expos (Dubbo and Mt Druitt).

3 Issues and risks

3.1 Attendance of service providers and participants

A major issue was the attendance of service providers and participants after they had confirmed their participation. For future events it is envisaged that additional reminders will be issued and a statement of commitment to attend requested by providers and school principals to ensure a greater number of service providers and participants attend after they have confirmed. The AECI team utilised extensive promotional methods for disseminating information about the expos including social media saturation, specifically developed branding and print materials such as flyers and posters, telephone discussions with our regional staff and schools and broadcast and personal emails sent to potential service providers and participants.

4 Project outcomes

- Quality of partnerships, Indigenous leadership and engagement

Strong partnerships have been developed between the AECI team and service providers. Certain service providers attended multiple expos and gave very positive feedback and advice. Indigenous leaders and community Elders were present at all expos.

Elders were there to support their respective communities and encourage students and all members of their communities to participate and enquire about careers or education pathways suited to their needs and aspirations.

Participants were engaged with all service providers however students did tend to enquire more with providers that offered the “traditional gender role” careers, for example, male students with Fire and Rescue or PDHPE teaching roles and female students with childcare or nursing.

- Numbers of current or prospective Indigenous teachers supported

Approximately 50 students made genuine enquiries about becoming a teacher in a NSW public school and obtained information about the NSW Department of Education and Communities Aboriginal Teaching Scholarships.

- Degree of reform and innovation of the initiative

Promotion of teaching as a career of choice has been a long standing practice in the NSW Department of Education and Communities however these expos were the first specifically structured events for Aboriginal students in secondary schools. The innovative harnessing of social media to promote the events across the community particularly for rural and remote schools resulted in increased levels of attendance.

- Achievements against success measures provided in project proposal

Achievements include:

- An increase in the awareness and brand recognition of the *Join Our Mob* initiative and Aboriginal Teacher Education Scholarships
- exceeded the allocation of Aboriginal Teacher Education Scholarship applications received by the Department with more than 90 applications received for the 2014 program
- positive feedback from service providers and participants commending the expos and support for the expos to be continued.

Sharing of project successes and challenges within and beyond the organisation

- Sharing of information and successes with interstate and non-government education employers including the Catholic Education Office, South Australia
- increased traffic and followers on the AECI team social media sites, broadening the reach and potential for promotion of future expos, teaching scholarships and employment as a teacher in NSW Public Schools
- promotion of success stories and achievements stemming from the expos
- challenge of maintaining the momentum and increasing awareness of the Galiyaay brand in communities and the Department.
- Sustainability - lasting benefits after completion of the Project

The lasting benefits include the continual increase in Aboriginal Teacher Scholarship applications received and Aboriginal teachers successfully completing their degrees and being placed in NSW public schools and the increase in overall numbers of Aboriginal people applying for positions within the Department of Education and Communities.

- Differentiation from existing programs

The Galiyaay Careers Expos are unique in that they cater to a specific group and the needs of the community. The expos are designed in such a way as to attract and cater to Aboriginal students and communities via specific branding, promotion and the provision of services, resources and vendors better suited to the needs and wants of Aboriginal communities.

- Value for money

The expos are a vital method of promotion for the Department as a preferred employer and for Aboriginal communities to obtain information and resources relating to promotion of teaching as a career of choice and education and training pathways into TAFE NSW or university.

5 Report recommendations

The expos are very sustainable and should continue. Those in attendance stated that they would return to the Galiyaay expos either as service providers or participants should they be held again in their communities and expressed their appreciation and gratitude that their communities were given the opportunity to showcase products and resources relevant to their locality.