



Apprenticeships Victoria Learn and Earn campaign



Apprenticeships Victoria Learn and Earn campaign

Demonstrates

- Working with Government agencies with complex stakeholder dynamics
- Expertise with complex attitudinal change campaigns
- Working in regulated workplace environments with a safety focus
- Strong strategic communication capability
- Skill in working with amateur/student talent

Apprenticeships Victoria (AV) is a division of the Victorian Government Department of Education and Training formed with the purpose of supporting the State's future need for trades and traineeship-based skills.

Having recently developed Apprenticeship Victoria's brand identity and strategy, DPR&Co was appointed to the task of re-positioning these vital employment opportunities, making them more desirable to school leavers, career changers, those wishing to re-skill or up-skill, women, CALD and indigenous communities.

The challenge

Despite numerous campaigns over many years, there remains a stubborn perception that a university degree will position a graduate better than a vocational qualification. This is despite the fact that, on average, vocational learners will earn more than their degree-qualified counterparts and are more likely to start their own business.

Our challenge was to help move the needle on this perception and to encourage greater diversity in the people who took interest in vocational careers. We also needed to dismantle rigid gender stereotypes surrounding traditionally male-dominated vocations while also pointing out the ability to 'learn and earn on the job'.

Most of all, we needed to highlight the deep levels of satisfaction, fulfilment and opportunities that these roles offer.



**Learn
and earn.**

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Our response

From a strategy standpoint, we chose to anchor the campaign in the area of greatest self-interest with a campaign based on the theme of Learn and Earn.

The campaign was delivered at both an overarching 'brand' level that then layered down to audience-targeted messages delivered by real apprentices and trainees. Each show how their lives have been changed for the better through an apprenticeship or traineeship.

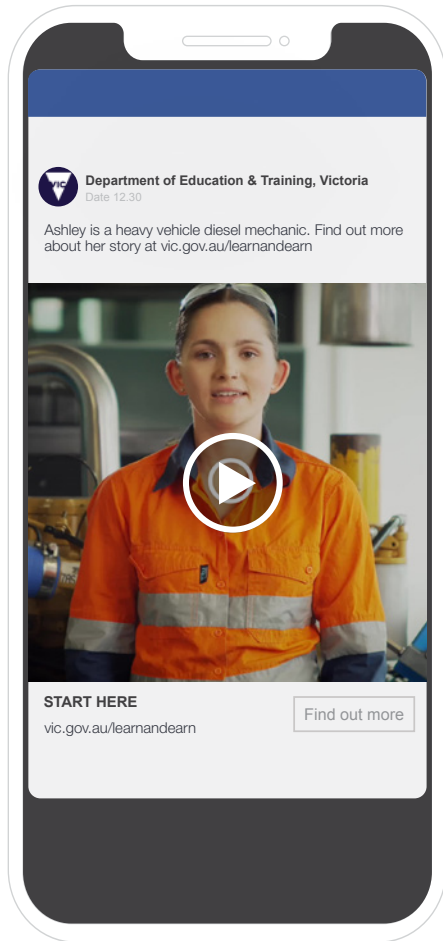
The campaign launched in May 2022.



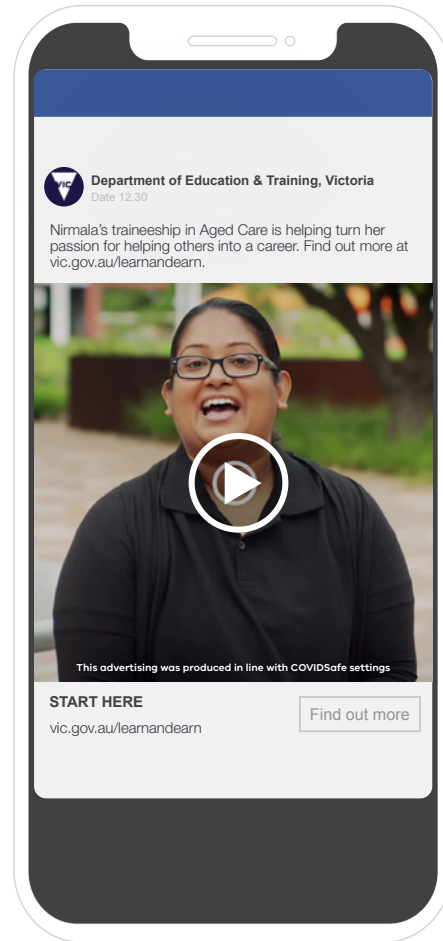


Ashley
Heavy vehicle
diesel mechanic

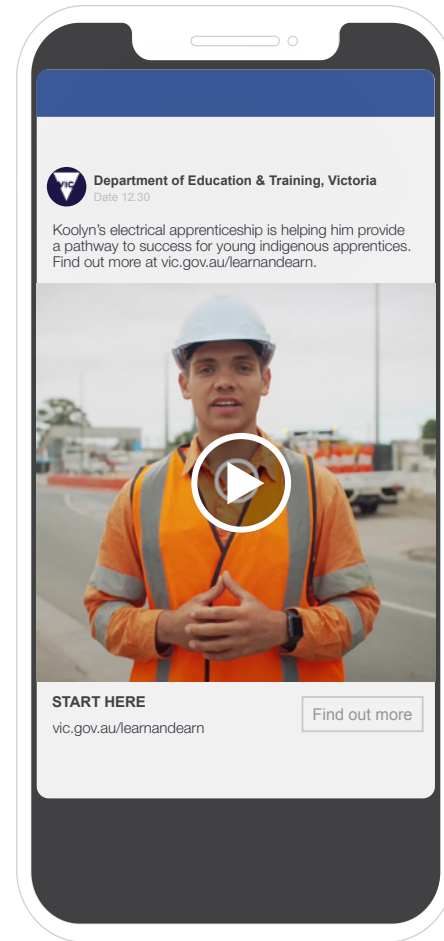
Brand video
<https://vimeo.com/manage/videos/720893608>



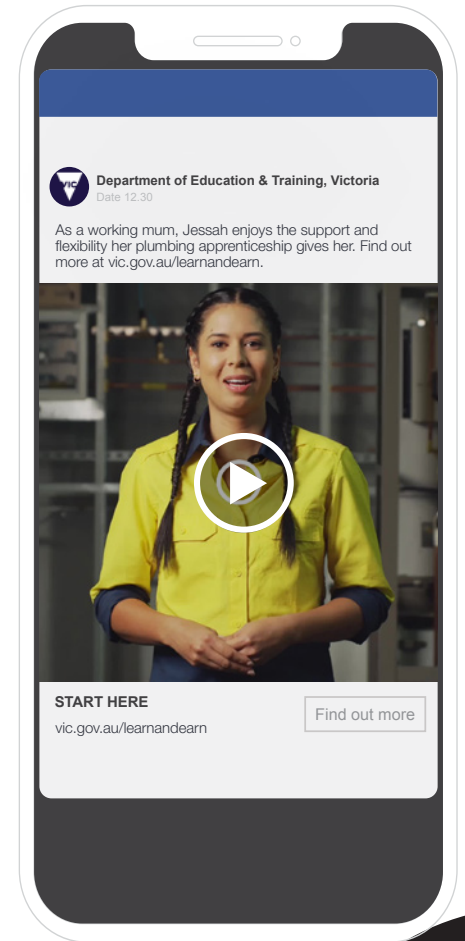
Case study video
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Case study video
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Case study video
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The result

Trade apprenticeships in Victoria grew 21% year-on-year to 54,870. The number of women in trades apprenticeships grew by 71.7% year-on-year to a total number of 19,145.

Client	Apprenticeships Victoria
Product	Learn and Earn campaign
Audience	School leavers, career changers, those wishing to re-skill or up-skill.
Channels	BVOD/OLV, social and digital media, outdoor supersites, radio/audio.
Deliverables	All creative and production required to deliver 30/15 sec brand ads + 4 x 15 sec and longer form individual stories, radio/audio, outdoor, digital display, social (Facebook, Instagram, Snapchat, TikTok).
From brief to live	12 months
Performance	21% growth in trades apprenticeships. 71% growth in female trade apprenticeships.

