

CRUCIAL SKILLS PROJECT

- **Phase 1: Research: Skills Industry entrants need to have; skills that are taught, skills required for the future**
COMPLETED
- **Phases 2, 3: Recruitment Targeting & Education Campaign: Including Social media, online training; micro video –**
PENDING

Phase 1 (Research

COMPLETED

- **Industry survey (267 responses received)**
- **National training statistics**
- **University Degrees and number of Graduates**
- **High School based training**
- **Focus Groups – what High School students think**
- **Industry Forum – created strategies and themes for development.**

WHY?

Industry Perception

- **Traditional entry points disappearing**
- **Facing lack of skilled staff to handle future task**
- **Industry isn't well known or understood in the community**
- **Not the industry of choice as a career for school leavers / others**

PHASES 2 & 3

Promotional programs with a Social Media and technical focus to develop a network of:

- High School students, their friends & parents,
- People in other industries
- Training bodies
- Recruitment bodies
- Our wider industry

PHASE 2, 3

Purpose is to significantly increase the current and future number of people who:

- Become aware of our industry for the first time
- Become interested and excited about our industry
- Want to work in our industry and see us as an *industry of choice*