

# Appendix two – About the campaign

## TAFE NSW annual advertising campaign summary

The campaign set out to increase the percentage of people in New South Wales considering enrolling in TAFE NSW for training or education purposes, grow the proportion of people who consider TAFE NSW to be New South Wales' preferred education provider and maintain the proportion of people who are aware of TAFE NSW more generally. To achieve these impacts, the campaign designed and delivered a range of advertising activities.

### Exhibit 7: TAFE NSW's annual advertising campaign in brief

TAFE NSW's annual advertising campaign in brief	
Objectives	<p>Support the achievement of 470,000 student enrolments between 1 July 2021 and 30 June 2022.</p> <p>Deliver 550,000 leads or course enquiries via tafensw.edu.au between 1 July 2021 and 30 June 2022.</p> <p>Drive 16.2 million website visits to tafensw.edu.au between 1 July 2021 and 30 June 2022.</p>
Timing	May 2021 to June 2022
Target audiences	<p>The primary audience was potential and current students located in New South Wales in the following age groups:</p> <ul style="list-style-type: none"> <li>• 15 to 19 (defined by TAFE NSW as pathfinders)</li> <li>• 20 to 24 (career starters)</li> <li>• 25 to 44 (career progressors)</li> <li>• 45 years and over (career changers).</li> </ul> <p>The campaign also targeted decision-makers in small and medium-sized businesses, as well as prospective international students.</p>
Media channels	Television, radio, internet and social media, press and out of home (or billboard) advertising in transport and other settings.
Total planned budget (ex GST)	\$15,250,000
Actual media and other spend (ex GST)	\$12,043,442 (media) \$3,114,476 (planning, research, evaluation and fees)
<b>Total actual cost (ex GST)</b>	<b>\$15,157,918</b>

### Exhibit 8: Examples of digital advertisements from TAFE NSW's annual campaign

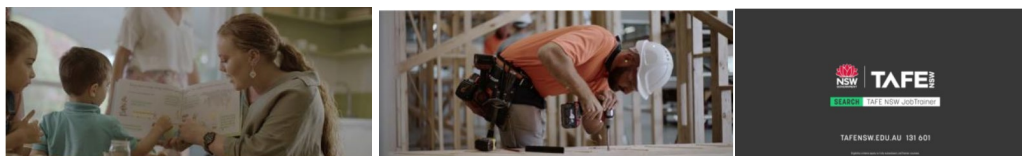


Exhibit 9: Examples of print advertisements from TAFE NSW's annual campaign

**EMPLOY A NEW APPRENTICE OR TRAINEE, WITH GREAT SUBSIDIES.**

Now is the time to hire an apprentice or trainee.

With wage subsidies of 90 percent, fee-free\* training, and an extension on the \$1.2 billion wage subsidy program to boost apprenticeship and traineeship commencements, your business can attract new employees or expand existing team members.

Candidates can get paid for on-the-job training, while also earning a nationally recognised qualification. Businesses who invest in their employees, focused to supply skills tailored for your business needs, will reap their own different rewards and pay and training benefits. Your business can employ a committed candidate in areas such as business, health administration, information technology and much more.

**EXPLORE. ENQUIRE. APPLY.**  
[TAFENSW.EDU.AU/EMPLOY](http://TAFENSW.EDU.AU/EMPLOY)  
 1300 045 737

**TAFE NSW**

Exhibit 10: Example of targeted, in-year advertisement from TAFE NSW's annual campaign

**Learn something new. Share it with the world.**  
 Enrol at TAFE NSW.

At TAFE NSW, we're excited about the future. Whether you want to care for our elders or help shape young minds, TAFE NSW has a course to help you realise your goals. Taught by industry-expert teachers, our nationally recognised courses will give you the hands-on skills you need to launch a successful career.

Semester 1, 2022 courses are now open for enrolment but they are filling fast, so don't miss out.

- Aged Care
- Community Services
- Fitness & Massage Therapy
- Early Childhood Education & Care
- Hospitality
- Travel & Tourism
- Tertiary Preparation (HSC equivalent)

**JUMPSTART YOUR CAREER IN HOSPITALITY AT TAFE NSW**

Local Port Macquarie residents can upskill to take advantage of the booming hospitality and tourism industry, thanks to a range of courses on offer at TAFE NSW.

Local Port Macquarie residents can upskill to take advantage of the booming hospitality and tourism industry, thanks to a range of courses on offer at TAFE NSW.

Head of Tourism and Experience Services, Cheryl Bullinger, said with a 26% jump in hospitality job vacancies, now is the time for students to take their skills to the next level.

"Students can study a variety of travel and hospitality courses from a Certificate III in Hospitality, Travel or Commercial Cookery to a Diploma in Hospitality locally at TAFE NSW Port Macquarie to launch the next step of their career," said Ms Bullinger.

"Students can study a variety of travel and hospitality courses from a Certificate III in Hospitality, Travel or Commercial Cookery to a Diploma in Hospitality."

"Over two days, students learn how to extract espresso and create milk according to beverage type, serve a variety of espresso beverages, prepare presentations, and transferable skills such as how to multi-task and time management," said Ms Bullinger.

"The fee-free" course offers the first step to launch a new career, opening opportunities to explore a range of job roles in a growing and fast-paced industry."

To find out more about studying Hospitality or Tourism courses at TAFE NSW, call 13 16 01 or visit [www.tafensw.edu.au](http://www.tafensw.edu.au). \*Eligibility criteria apply.

**tafensw.edu.au**  
 131 601

**TAFE NSW**

## Exhibit 11: Example of radio advertisement from TAFE NSW's annual campaign

### Semester 2, 2021 Radio

#### SCRIPT 5# North

VO: Discover a world of possibilities with TAFE New South Wales.

Limited places are still available for Semester 2, in courses such as

- Hospitality
- Baking and Barista Skills
- Information and Communications Technology
- English Language
- Literacy and numeracy

Affordable and flexible study options available on campus or online, including a range of new fee free job trainer courses.

Search TAFE New South Wales or call one three one, six zero one and enrol today

(Said quickly) RTO Nine – triple ZERO – three. Job trainer eligibility criteria applies.

### Semester 1, 2022 Radio

#### VERSION #3.

At TAFE New South Wales, we're excited about the future...  
The future for stylists, carers and creators alike.  
Semester one, twenty twenty-two courses are now open for enrolment including < Hair and beauty, Retail, Aged Care, Animal Care, Visual Arts and more >  
Study face to face or in a supportive, teacher-led virtual classroom.  
Courses are filling fast, so enrol today.  
Search TAFE New South Wales or call one three one, six zero one.  
R-T-O nine-triple zero-three

### Aboriginal Semester 1, 2022 Radio

#### BACHELOR OF BUSINESS

VO: BE Empowered with a TAFE New South Wales Bachelor of Business designed for current and aspiring Aboriginal and Torres Strait Islander professionals.

Share your life experiences and gain real skills for the future.

Be supported with customised study options and full teacher support.

Build on your knowledge to make a difference in developing business and community leadership roles.

FX music sting: (fade up current music track)

VO: Go to TAFE N-S-W-dot-com-au or call one three one, six zero one to **Explore. Enquire. Enrol.**

(said quickly) RTO - Nine - triple zero – three. HEP P-R-V-one-two-zero-four-nine

### Ed-stravaganza Short Courses

VO: Learn more for less with the TAFE NSW 'EDUCATION-EXTRAVAGANZA'.  
There're thousands of places available to spring your skills to life...

...like Summer Skills courses in hospitality to help you land that summer gig, Ableton electronic music courses to get your groove going, or social media courses to raise your influence.

Enrol today, courses are filling fast. It's an ED-STRAVAGANZA!  
Visit TAFE N-S-W dot edu dot au.

Eligibility criteria apply, RTO nine-triple zero-three.

## Exhibit 12: Example of social media advertising for TAFE NSW's annual campaign

TAFE NSW  
Sponsored · 1/1

Plan for business success with our flexible online topics. Mix and match to build a personalised learning program.

WOMEN IN BUSINESS

TAFENSW.EDU.AU  
Women in Business  
Fee-free\* program

APPLY NOW

TAFE NSW  
Sponsored · 1/1

Plan for business success with our flexible online topics. Mix and match to build a personalised learning program.

WOMEN IN BUSINESS LEARN ESSENTIAL SKILLS

TAFENSW.EDU.AU  
Women in Business  
Fee-free\* program

APPLY NOW