

Innovation and Business

STUDENTS GET CREATIVE AT PRINT WORKS

Type of partnership:

- Structured Workplace Learning
- Australian School-based Apprenticeships
- Industry tours

Company: Print Works, Brisbane

Participants:
Year 10, 11 and 12 high school students

School:
Aspley State High School

Structured Workplace Learning a great start to a successful partnership

Print Works is creating the perfect impression with school students in Brisbane.

After experiencing challenges sourcing Apprentices in a tight labour market, Print Works managing director, Paul Scanlon, established links with Aspley State High School in 2006.

Print Works hosted four Year 11 and 12 students for Structured Workplace Learning (SWL) that year.

The students learned about the design and production of diverse publications from corporate calendars to flyers and brochures.

Both Print Works and Aspley State High School were buoyed by the positive interaction between industry workers and the students. As a result, Scanlon decided to further develop a School Industry Partnership with the support of Career Advice Australia.

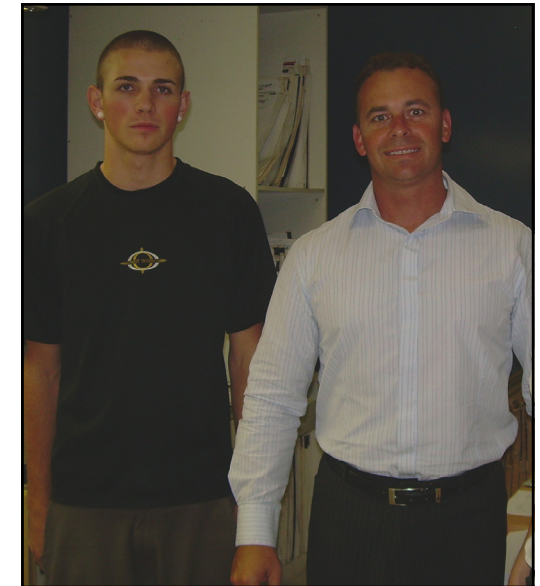
Engaging students in career development

Print Works wanted to improve career education for young people while supporting the sustainability of the printing industry in Brisbane.

To achieve this, Print Works chose to invite more students in Years 11 and 12 to take part in SWL. The SWL program at Print Works is coordinated on a rotational basis to ensure that students gain an understanding of all aspects of the business.

Print Works also conducts tours of its Geebung factory for Year 10 students, their parents and teachers. This is a valuable introduction to the business activities of the print industry and the career opportunities available.

Print Works accepts around 16 students each year as school-based trainees in printing. In this way, the company meets the skill needs of its growing business and provides job and training opportunities for local youth.



Paul Scanlon, Print Works managing director, with a Print Works apprentice.

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The company

For over ten years, Print Works has been a leading print communications company in Queensland. The company uses state-of-the-art printing and pre-press technologies to produce a range of products including promotional materials, packaging and direct mail.

Since 2002, Print Works has won recognition at the National Print Awards for excellence.

Outcomes

The partnership between Print Works and Aspley State High School is broadening students' awareness of career options and providing direct pathways into on-the-job training in the print industry.

In 2008, Print Works will collaborate with students to produce their school yearbook. Paul Scanlan says, "This will give the students ownership of the yearbook from the outset to the completion of the project."

An example of Print Works' yearly plan for engaging in the career development of young people. May be useful as a model for other interested businesses and schools.

Print Works guest speakers to schools	Ongoing throughout 2007
Interview students and induction for Print Works Structured Workplace Learning	Ongoing with new students on Structured Workplace Learning
Rotation of students on Structured Workplace Learning	Format to be completed for students by schools February/March 2007
Adopt A School project undertaken	Yearbook designed and produced by end of 2007
Teacher Work Placements and student site tours	Ongoing offer from Print Works for any interested teachers and Year 10 students for tours
School-based Traineeships	Interviewing approximately August 2007
Trainee graduation and presentation	October/November 2007
Interviews and new Trainees sign up	Trainees to be signed up, January 2008
Induction for new Trainees in departments	January 2008, once employment has commenced

A positive experience for School-based Trainee

"I've always been interested in graphics and computers and this Traineeship will lead me to other opportunities,"

"The staff are really great to work with. They show me things as we go along. I get treated like everyone else in the workplace, which has made it easy to adjust from school,"

Aaron Fifield, School-based Trainee with Print Works.

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