

# Manufacturing

## PROJECT 729 IN ADVANCED MANUFACTURING

### Type of activity:

Promoting manufacturing careers to school students in Years 7-9

### Sectors involved:

Manufacturing sector

### Stakeholders:

Local manufacturing companies

Regional Industry Career Adviser

High school students

Smart Geelong Region Local Learning and Employment Network

Geelong Manufacturing Council

Employer Reference Group

Post Compulsory Network

### Changing perceptions of manufacturing

In Geelong, Victoria's second largest and highly industrialised city, they're facing a crisis. Geelong is experiencing high youth unemployment while struggling to meet increasing labour shortages.

While manufacturing has been a dominant industry in the region in terms of economic output and employment, recent industry restructuring, including some plant closures, has put a huge dent in community confidence in the industry.

*Project 729 in Advanced Manufacturing* (P729) is a new initiative to correct the misconceptions that exist. It also helps to educate teachers, parents, students and the community on the changing nature and opportunities within the manufacturing industry. It complements a comprehensive suite of programs aimed at improving school to work transitions in the region.

### Targeting students in Years 7-9

P729 is different. It targets school students at an earlier age and involves them in hands-on activities.

It also implements careers education into the school curriculum related to careers in manufacturing. P729 aims to increase awareness and actively promote career opportunities in manufacturing, especially within the local area. Regional stakeholders were successful in gaining State government funding support to enable the employment of two project officers over a two year period.

### Diverse stakeholders

Geelong has a very pro-active and effective Local Learning and Employment Network. This brings major regional industry, education, training and employment stakeholders together. The project was an initiative of the Smart Geelong Region Local Learning and Employment Network (SGR LLEN) in collaboration with the Ai Group Regional Industry Career Adviser (RICA).

The Geelong Manufacturing Council, the region's Employer Reference Group (ERG), Post Compulsory Network and G21 Skills Task Force are also stakeholders in the program. A member of Ai Group, Ross George, is Managing Director of the locally based company Australian Engineering Solutions (Austeng). As Chair of the Employer Reference Group, he has been closely involved in setting up the project.

"We're taking a holistic view of it. We've got the four corners of the square – parents, kids, employers and teachers. It's about getting them all engaged," said Mr George.



***P729 is different. It targets school students at an earlier age and involves them in hands-on activities.***



An Australian Government Initiative



CONNECT TO YOUR FUTURE  
Career Advice Australia



AUSTRALIAN INDUSTRY  
GROUP

## Career education

Through the P729 in Advanced Manufacturing project, participating schools will broaden their capacity for careers education and assist students in making more informed decisions about their career options. This is the first project that engages Year 7 to 9 teachers with industry. Raising both teacher and student awareness in the early years, prepares senior students entering school-to-work pathways such as Structured Workplace Learning.

## Career development activities

A range of approaches are being implemented in 2008 to educate young people about careers in manufacturing. These activities will include:

### Girls Big Day Out

This will be a major, one day event targeted at girls in Year 9 to inform them of the range of practical courses provided at the local TAFE.

### Week-long units of work and industry tours

Relevant career based units of work across the advanced manufacturing industry will be provided to school students. Each unit includes a hands-on activity, follow-up work and internet searches for information and concludes with an industry tour. The units of work are aligned to the local industries.

### For more information:

Phone: 1300 798 199

Email: [caa@aigroup.asn.au](mailto:caa@aigroup.asn.au)

### This fact sheet was produced by:

National Industry Career Specialist  
Manufacturing  
Australian Industry Group 2008

## Guest speakers

Manufacturing employers and industry spokespeople will be approached to present at schools and other events to inform students, teachers and parents of career pathways in the industry.

## Young ambassadors

Young people employed in manufacturing will speak to students, teachers and parents about their jobs and the related benefits of a career in manufacturing.

## Teacher placements

Teachers will have the opportunity to spend one or two days in a manufacturing company so they can then effectively communicate to students the range of jobs available and the skills and training required.

## Technology showcase

Expected to be a key feature of the project, the Technology Showcase will be held over three days at the local university, TAFE and Ford Discovery Centre. The showcase will enable students to view up close the innovative technology including research and development used in the industry. Students will also receive information on trade based training courses. A highlight will include industry tours of the Advanced Manufacturing worksites in the region.

## Key success factors

- The high level of commitment of the teachers and students from the schools participating in the project
- Strong support from local industry
- Employment of project officers who develop the units of work for the schools and students

[WWW.CAREERSCONNECTED.COM.AU](http://WWW.CAREERSCONNECTED.COM.AU)