

# ANNUAL REPORT 2024

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Delivering a place-based approach to promote and strengthen career pathways for young people in the Barwon region.

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## Acknowledgment of Country

Skilling the Bay would like to respectfully acknowledge the Traditional Owners throughout Victoria and their ancestors and Elders past, present and emerging who have taught their children and adults on this land. We acknowledge the Wadawurrung People as the Traditional Custodians of the land where we live, learn, teach and work.

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Title: *Bunjil Creator of Life* Artist: Gerard Black

He is a proud Worimi Gathang man who has a deep connection to Wadawurrung Country. His work, *Bunjil Creator of Life*, finds its roots in his upbringing in Torquay. This connection to the land and his heritage is vividly expressed through his art.

Located at the entrance to The Gordon's City Campus, adjacent the Kitjarra wurrung ngeen Centre and the Culinary precinct, this beautiful digitally designed and physically layered, large-scale mural honours and embeds Bunjil and Wadawurrung creation stories within the fabric of our campus life.

**Contact**

**Carley Brennan**

Director, Engagement and Partnerships

[skillingthebay@gordontafe.edu.au](mailto:skillingthebay@gordontafe.edu.au)

[www.skillingthebay.org.au](http://www.skillingthebay.org.au)

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# Glossary

Abbreviation	Term
CALD	Culturally and Linguistically Diverse
CRT	Casual Relief Teacher
FHS	Future Health Skills
GFLOI	Geelong Future Leaders of Industry
GLAM	Girls Leading Advanced Manufacturing
GMC	Geelong Manufacturing Council
GRLLLEN	Geelong Region Local Learning and Employment Network
GTFP	Geelong Tertiary Futures Program
GTS	Geelong Tech School
H&CS	Health & Community Services
IISRI	Institute for Intelligent Systems Research and Innovation
PMO	Program Management Office
SBAT	School Based Apprenticeships and Traineeships
STB	Skilling the Bay
STEM	Science Technology Engineering and Mathematics
SWL	Structured Workplace Learning
TAFE	Technical and Further Education
The Gordon	The Gordon Institute of TAFE
USI	Unique Student Number
VCAL	Victorian Certificate of Applied Learning
VCE	Victorian Certificate of Education
VET	Vocational Education and Training
VETDSS	Vocational Education and Training Delivered to Secondary School Students
VETiS	Vocational Education and Training in Schools
VSA	Victorian Skills Authority

# Executive Summary

Throughout 2024 Skilling the Bay delivered education and school-based programs that help connect students to Geelong's changing economic landscape, including industries experiencing significant growth. The Skilling the Bay (STB) program suite aims to inspire and engage secondary students in learning and the world of work, promote the value of Vocational Education and Training (VET) and is purposefully aligned to the implementation of policy reforms resulting from the Firth Review into Vocational and Applied Learning Pathways in Senior Secondary Schooling.

## Highlights for 2024 include:

- 1956 students participated in a Skilling the Bay program
- 31 secondary schools engaged with Skilling the Bay
- 221 secondary school teachers engaged with Skilling the Bay
- 1472 students participated in the Geelong Tertiary Futures Program
- 102 employers were involved in the delivery of programs

**The Geelong Tertiary Futures Program (GTFP)**, was delivered to Year 9 students from 12 regional government schools, an expansion from five (in 2021). Nearly 1500 students had the opportunity to experience hands-on vocational tasters to increase their knowledge of pathways and career options. The program is widely recognised as an example of good VET pathways delivery and engagement. The Career Previews were highly successful, with excellent feedback from students and teachers alike.

The **STEM Manufacturing Futures Program (GFLOI, GLAM and WOW Clean Economy)**, delivered in partnership with Geelong Manufacturing Council (GMC), encourages students in Years 9, 10 and 11 from the Geelong region to consider a career pathway focused on advanced technology, design, engineering,

or innovative manufacturing and to raise the profile of advanced manufacturing among future leaders in the Geelong region. In 2024, GMC delivered Geelong Future Leaders of Industry, Girls Leading Advanced Manufacturing and a new stream called WOW Clean Economy. This stream highlighted the range of highly skilled careers available in a constantly evolving Clean Economy sector. Forty-seven students from twelve regional schools participated in the three streams.

The **World of Work – Health & Community Services Program** delivered by the Geelong Region Local Learning and Employment Network (GRLEN) provided students with industry immersion experiences to increase their awareness of the diverse careers and pathways available in the Health and Community Services sector. The program incorporated participation in The Gordon Future Health Skills digital course modules delivered over the school year alongside industry visits and panel discussions. Students heard about various occupations, career journeys and day-to-day job requirements in the sector. A total of sixty-seven Year 10 students from nine regional schools participated in the program.

Skilling the Bay's ability to connect people, organisations and resources, and deliver evidenced-based programs is pivotal to its role as an organising force for change in the Barwon region. Throughout the year, the team contributed to numerous regional roundtable discussions regarding education and employment and presented to various stakeholders regarding labour market data, challenges and opportunities to improve skills and job outcomes. The Apprenticeship and Traineeship Support Forum and Hospitality and Tourism Jobs Expo delivered in collaboration with our partners offered insights and connected students and job seekers to employers and service providers. Skilling the Bay recognises the importance for people of all ages to see a pathway for themselves into new and emerging jobs and careers as the economy and nature of work change.

# About Skilling the Bay

Skilling the Bay facilitates the delivery of targeted place-based initiatives that bring schools, tertiary education providers, community organisations, and industry in the Geelong and Barwon region together to prepare young people for the new world of work and provide them with an understanding of possible career pathways and work opportunities. Skilling the Bay seeks to raise educational attainment and retention levels, increase workforce participation through training and re-skilling, and support the growth of existing and emerging industries.

Skilling the Bay is led by The Gordon Institute of TAFE (The Gordon) and delivered in partnership with Deakin University and the Victorian Department of Education. In 2023, the Victorian Government announced an investment in Skilling the Bay of \$2.4 million over 2024–2026 for the continued delivery of education and school-based programs to connect students to Geelong’s changing economic landscape.

Stemming from this purpose are the objectives that have been established to guide Skilling the Bay’s actions, delivery and the operational focus of the Skilling the Bay Program Management Office (PMO). These objectives were developed in response to key agreed drivers in the region; linking strategic objectives to desired short and long-term outcomes.

Focussed on improving educational and employment outcomes, Skilling the Bay works with stakeholders to deliver programs that are aligned with the strategic responses and workforce needs for the region. Skilling the Bay programs are focused on providing students with real, hands-on exposure to vocational careers, industry immersions and work skills. Programs offered are aligned to industries of regional significance and the current and emerging skills needs of employers. Each program is delivered in partnership with local stakeholders and industry partners, and are adapted over time as the needs of schools and stakeholders change.



## Career Pathway Programs

Skilling the Bay’s programs are designed to support students in going from awareness to aspiration and to action. Beginning with the Geelong Tertiary Futures Program in Year 9, student career interests can be further explored

in World of Work Programs in year 10. These feed into the Year 11/12 VPC/VCE/VM experience and ultimately what students pursue after secondary school.

Year 9	Year 10	Year 11/12	After
<b>Geelong Tertiary Futures Program</b>	<b>World of Work Programs</b>	<b>VPC/ VCE/ VM/ SBAT</b>	<b>Post Secondary School</b>
Participate in Career Previews from a selection of 26 pathways.	Participate in Industry Immersion experiences in key regional industries.	Get a head start through hands-on experience and gain competencies in your chosen industry.	Continue with Vocational study in your career of choice through an apprenticeship, certificate or a diploma.

## Governance

Skilling the Bay is guided by an Advisory Board and Executive Committee Pathways Program, consisting of key stakeholders from Geelong’s industry, education and community sectors. The Gordon TAFE is the contractual partner for the delivery of the Skilling the Bay program and is responsible for operational management and financial accountability. The Gordon has also undertaken a significant leadership role in the delivery of the program, further demonstrating the distinct role TAFE plays in leading the skilling of industries and communities.

The Advisory Board convenes 2-3 times per year to provide strategic direction for the Skilling the Bay program and includes representation from key stakeholders at the senior strategic level. The Executive Committee convenes quarterly to oversee the delivery of the Pathways Programs (under the Department of Education funding agreement). Appointees to both the Advisory Board and Executive Committee are made in consultation with the Department of Education.



# Education and Pathways Programs

## 2024 Program delivery

Skilling the Bay liaised with the Department of Education and local stakeholders to develop the core program suite for 2024. It is aligned with State Government objectives, including the Firth Review Recommendations, the Victorian Government's commitment to 10,000 Work Experience Opportunities in priority industries and the Clean Economy and the Barwon Region Skills Demand Profile (Victorian Skills Authority). Programs are designed to inspire and engage students in learning and the 'world of work' and are focused on mid to senior secondary students from years 9 to 11.

## In 2024, Skilling the Bay delivered the Geelong Tertiary Futures program and the following World of Work Programs:

- WOW Digital Technology
- WOW Creative Industries
- WOW Visitor Economy
- WOW Health and Community Services
- STEM Manufacturing Futures Program
  - Geelong Future Leaders of Industry
  - Girls Leading Advanced Manufacturing
  - WOW Clean Economy
- WOW Building Careers

## In addition, two forums were held to promote career opportunities to students and job seekers. These were:

- Apprenticeship and Traineeship Support Forum
- Hospitality and Tourism Jobs Expo

## Geelong Tertiary Futures Program

The Geelong Tertiary Futures Program (GTFP) is an in-depth tertiary taster program for Year 9 students delivered in partnership with Geelong region government schools. It forms a critical component of Skilling the Bay's Careers Pathway Program offering to Geelong's secondary schools.

The program combines theoretical and practical learning to assist students to understand vocational education and build

skills for work. The WorkSkills component is undertaken by students via a blended model of online and face-to-face delivery in their home school classroom. This component prepares the students to come onto campus in a safe manner. Students are able to achieve two accredited units as part of the program. The units, '*Contribute to the Health and Safety of Self and Others*' and '*Communicate in the Workplace*' are part of Certificate II in General Education for Adults. The students also prepare their resumes in preparation for making job applications in real life as part of WorkSkills. This theory element of the program prepares students for the tertiary landscape as assessment tasks are quite different and challenge their organisational skills and attention to task.

For the practical learning component, students attend The Gordon TAFE for a half-day induction and then undertake five different Career Previews (choosing from approximately twenty-three options) either at the City or East Campus of The Gordon TAFE over three days.

## Program Objectives

- Better equip Year 9 students for education and employment opportunities beyond school
- Improve students' awareness of a broad range of industry pathways through preview experiences
- Improve students' appreciation that continuing education is essential for their future economic, and employment prospects and personal wellbeing.
- Increase the pool of entry-level work-ready participants for a range of career pathways to future employment
- Support employment pathways for young people and reduce youth unemployment
- Improve student retention and attainment in partner schools

## 2024 Delivery

In 2024, 12 government schools and 1472 students (out of 1886 region wide) year 9 students participated in the program. The program added two additional schools in 2024 with no change in the number of staff delivering the program. The GTFP team had a focus to improve participation and completion of the WorkSkills component of GTFP. To achieve this the team (four staff members) visited schools to assist with enrolment of students in The Gordon Online and to create their Unique Student Identifier (USI) and on a separate day to support WorkSkills. Teachers were also provided with compulsory training in WorkSkills to ensure smooth delivery. It was observed that schools that were well acquainted with the program had significantly higher levels of completion. This is due not only to their familiarity with the content but also an understanding of the benefit of the units for the young people participating. The WorkSkills component teaches students how to undertake an assessment task and what happens if the task is not completed satisfactorily. Students are exposed to concepts relating to workplace health and safety and communication skills in the workplace, skills that employers communicated with Skilling the Bay were lacking in young people entering the workforce. Skilling the Bay were pleased with the improved engagement with WorkSkills but still had many challenges with the delivery of the units in schools. These included:

- enrolling students who were absent on enrolment day
- students who are not Australian citizens are unable to enrol
- delivery in the classroom due to untrained teachers being involved
- student engagement after the tedious enrolment process.

“ It was fun and gave real-world experience on different career paths. ”

## Outcomes

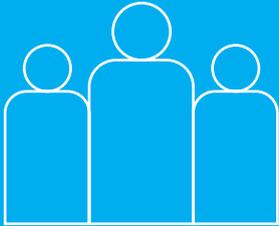
Most schools found the WorkSkills component challenging, in part due to staff shortages. Completion of the component increased marginally, going from 27% in 2023 to 31% in 2024.

The Career Previews were extremely successful with high engagement even with the challenges of elevated levels of absentees. Positive feedback was received both verbally and through surveys completed by school staff and students. Students enjoyed the hands-on nature of the activities and talked about how it was fun and that they learned a lot in a short time.

“ I enjoyed collaborating with my peers and learning about potential future courses I might take. ”

Attendance at the Career Previews varied significantly between schools in 2024, see Table 1. Overall attendance was 78% of the Year 9 cohort with teachers reporting that attendance on Career Preview days was better than a normal school day. Bellarine Secondary College, Western Heights College, and Lara Secondary College have had the lowest attendance rate of students at Career Previews this year, between 57–59% of the year 9 cohort. Discussions with the schools identified a number of issues that can be addressed, including avoiding clashes with sports days and communicating the benefits of attending to students.

During the consultations, the challenges and benefits of the program were discussed with schools that participated in 2024. The team reviewed the feedback to make considered updates to the program for 2025.



Geelong Tertiary Futures Program

# 1472 students



## 81%

report more motivated to continue education



## 84%

report increased skills to transition to work



## 96%

have increased knowledge and understanding of potential pathway opportunities



**Table 1: GTFP Participation 2024**

School	No. of students*	Career Preview attendance	Teachers	WorkSkills Completion/ Participation	WorkSkills 2023 Completion/ Participation
Bellarine Secondary College	208	121 (58%)	16	11/165 (7%)	10%
Belmont High School	231	214 (93%)	13	56/209 (27%)	23%
Geelong High School	165	131 (79%)	16	81/149 (23%)	15%
Grovedale College	127	102 (80%)	8	49/115 (42%)	46%
Lara Secondary College	132	88 (67%)	11	20/82 (24%)	N/A
Matthew Flinders Girls Secondary College	122	114 (93%)	11	60/118 (51%)	N/A
Newcomb Secondary College	68	48 (71%)	4	35/56 (63%)	85%
North Geelong Secondary College	174	139 (80%)	15	32/128 (25%)	N/A
Northern Bay College	129	95 (74%)	12	23/102 (23%)	1%
Oberon High School	208	175 (84%)	18	93/186 (50%)	34%
Surf Coast Secondary College	147	129 (88%)	13	44/138 (32%)	19%
Western Heights College	175	116 (66%)	19	0%	7%
<b>Total number of students</b>	<b>1886</b>	<b>1472 (78%)</b>	<b>158</b>	<b>31%</b>	<b>27%</b>

Students complete a hard copy survey on their final day of career previews, and this information is collated into The Gordon's survey software for reporting. Of the 1472 students who participated in the program, 1088 completed a survey.

Feedback was excellent with students reporting:

- 96% have increased knowledge and understanding of potential pathway opportunities
- 84% had increased skills to transition to work
- 81% feeling more motivated to continue with their education

Students rated the following high or very high:

- The quality of facilities at The Gordon – 88%
- The variety of different classes you could do and see – 87%

The feedback on the WorkSkills sessions was less positive with the percentage of students rating the level of difficulty of the WorkSkills theory lesson and the sense of achievement from the WorkSkills component at 42% and 57% respectively.

The most favoured Career Previews were Cookery & Hospitality, Early Childhood Education and Hairdressing at City Campus and Automotive, Carpentry and Plumbing at East Campus. The students reported that what they enjoyed most about the Career Previews was that they were hands-on, fun and engaging.

Things that could be improved included:

- Less talking and theory
- more hands-on
- engagement with actual Gordon students.

## 2025 Plan

In 2025 the GTFP will be delivered to all 13 Barwon Region government schools, adding Bannockburn P-12 College to the program. This will ensure that all government school students in the region will have the opportunity to visit The Gordon and learn about the many VET pathways available. Scheduling has been aligned with the needs of schools and students to maximise attendance. The GTFP will visit schools during Career Preview selection to increase student and teacher engagement.

As a result of the low completion rate and challenges of delivery, the WorkSkills component will move to non-accredited units. This change was also due to changes in the training package where the two units sit, which would require significantly more student assessment during the Career Previews. Feedback from partner schools was that the accreditation was not worth the extra work and that a less rigorous program would be more inclusive for students. The WorkSkills component will continue to be online, still require a USI and Gordon student ID number and students will receive certificates of completion. Reducing the assessment burden of the component for students will increase the time available for the GTFP teachers to spend in the schools to support the delivery of the units.

## STEM Manufacturing Futures Program

The Geelong Manufacturing Council (GMC) are the delivery partner for the STEM Manufacturing Futures Program which includes both the Geelong Future Leaders of Industry (GFLOI) and Girls Leading Advanced Manufacturing (GLAM) programs. GMC coordinates the programs and provides a six-month long STEM industry immersion experience, raising awareness and aspiration for a professional or trade pathway into advanced technology, design, engineering and innovative manufacturing.

GLAM focuses exclusively on encouraging girls into a STEM related pathway. STEM Manufacturing Futures also focuses on building teacher capability through industry exposure and professional development to help them

engage students and support their decision-making regarding senior secondary pathways. Each program stream aims to attract twenty participants.

## 2024 Delivery

The STEM Manufacturing Futures program had thirty-nine participants in 2024:

- GFLOI 20 students
- GLAM 19 students

The program includes workplace tours, hands-on workshops, and opportunities to meet and talk with role models. Each group participated in 6 days of events and tours and experienced a launch and graduation event. On most program days students visited three workplaces to learn about the opportunities within the industry. The program held a welcome launch and a graduation event where guest speakers spoke about their careers in STEM. The industry partners that hosted students for 2024 were:

- Deakin University
- CADET
- Institute of Intelligent Systems Research and Innovation
- Institute of Frontier Materials
- Manufutures
- Flaim
- Universal Motion Systems
- The Confidence Company
- Hanlon Industries
- Godfrey Hirst
- Incitec Pivot
- Viva Energy
- GHD
- Boomaroo
- Hanlon Industries
- Cobram Estate
- Geelong Galvanizing
- InfraBuild
- FIA Foundry in A Box
- SNF
- Air Radiators
- Brockman
- Carbon Revolution

## Outcomes

Despite the very late onboarding of a program coordinator, GMC did an exceptional job of recruiting participants with both programs being full with 20 students on the first day. The GLAM program proved harder to recruit for as has been experienced in the past also. It was pleasing to have equal participation of government and non-government school students in the

GFLOI program. The GLAM program had more non-government students (14/6) due to the challenges with recruitment.

Teacher recruitment for attendance at workshops/tours was difficult to secure due to the restricted release from school duties (despite a CRT reimbursement offer) and the requirement of VIT registration for accompanying teachers. As a result, GMC needed to seek CRTs from employment organisations to fulfil the supervision requirements on several tour dates.

The GMC had excellent engagement with industry and have many organisations willing to showcase their workplaces to the students. This year the GMC have been working with organisations to provide more hands-on activities to increase student engagement. The visit to Incitec Pivot was organised by a GFLOI alumnus who developed fun hands-on activities for the students. Carbon Revolution also had a fantastic hands-on activity for the students and were impressed by the level of creativity and skill of both groups.

Attendance across the programs was very good; however, numbers dipped late in term 3, with unplanned absences, school camps and sports days all impacting student numbers. Unfortunately, the students from Iona College in the GLAM program were largely unable to attend as the school required one of their teachers to be present on each event day and they were unable to release teachers for this purpose on many of the days.

The GMC also established a Steering Committee with members from the Department of Education, a careers teacher and the Skilling the Bay Program Lead.

Four exceptional students received a \$500 prize from Deakin University and other students were able to apply for a scholarship at the conclusion of the program. The GMC supported four students to access work experience.

The survey results from the GFLOI, GLAM and WOW Clean Economy Program were aggregated. From the survey completed at the graduation event it was clear that the students

had gained insight from the program with students reporting:

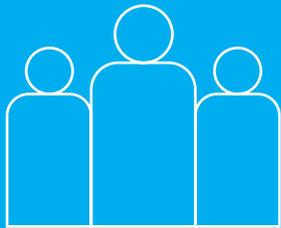
- 100% feel better prepared for a future career in a STEM-related field
- 96% have a better understanding of the variety of STEM pathways to employment
- 82% have a better understanding of the importance of studying STEM subjects in preparing them for a wide range of career pathways
- 100% rated the program good or above
- 95% agreed that the duration of the program was right for them
- 86% of students would recommend the program to their peers.

“ Being able to experience different work environments and fields opened my mind to a wide range of new ideas ”

Recommendation for improvements from students included:

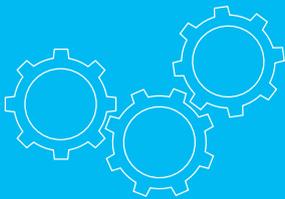
- More hands-on
- Make it longer, it was fun!
- More interactive
- More conversations with the workers
- Support with job applications and life skills
- Increase engagement over long periods
- Less long bus rides
- More consistent schedule
- Less talking by presenters

“ My child was unsure about his future and path and is now confident he wants to pursue engineering ”



STEM Manufacturing Futures

**39 students**



**100%**

better prepared for careers in STEM



**96%**

better understanding of STEM pathways



**86%**

recommend the program to their peers

Parents were also surveyed and reported:

- 100% rated the program as good or better for their student
- 100% agreed that the program had increased the student's knowledge of STEM and engineering/advanced manufacturing
- 96% agreed that the program had increased their and their student's knowledge of the variety of potential STEM career pathways available.
- 94% agreed that the program had assisted their student to link their schooling to potential career pathways and supported their continued study of maths and science.

### **2025 Plans**

In 2025, the STEM Manufacturing Futures program will run from March to November. The program will be front-loaded to catch the students while they are most engaged and reduces the number of tours in the busy term 3 period. Promotion of the 2025 program commenced in December 2024 to increase the uptake by allowing schools more time to plan. The optimal number for each stream is 20 students. The students will meet at the Geelong Tech School on each tour day and will have an activity there. The programs will include at least four event days. In response to feedback from the students, GMC will continue to engage with workplaces to provide more hands-on activities.

### **World of Work Clean Economy**

The Clean Economy sector encompasses a wide array of industries, including renewable energy, circular economy, waste management and eco-conscious manufacturing. To meet the ambitious targets set by the Victorian Government many new workers are going to be needed. The Clean Economy Program is designed to offer students a deep understanding of the careers available and the critical role these industries play in delivering a sustainable future. Students learn about the pathways into these exciting new jobs that will contribute to a healthier planet. This program is delivered by the GMC.

The WOW Clean Economy Program commenced in August. The GMC struggled to get students to register for the program with only 8 registered students from 4 schools and a home-school student.

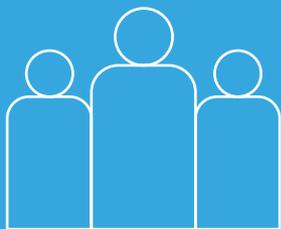
Tours included a presentation by leaders from each organisation outlining the business, the types of roles employed and skills/aptitudes sought, and examples of pathways into various careers within the organisation. Other role models from a range of positions within each organisation engaged with participants and were available to answer any questions. Where possible businesses offered hands-on experiences for the students. Students experienced four days of tours and a graduation event.

- Major Roads Projects Victoria
- Vestas
- MPC Kinetic
- Austeng
- Loomtex
- AKD Softwoods
- Deakin REACH
- Infrabuild
- Foundry in a Box

Feedback was aggregated with the results from the GFLOI and GLAM programs and is reported above.

### **2025 Plans**

The advertising of the programs has commenced and GMC is working to ensure good numbers of participants. The program will include three event days in 2025.



# 10 Students

completed the  
Digital Technology program



## **World of Work (WOW) Government and Professional Services**

The World of Work (WOW) program provides meaningful immersion experiences for senior secondary students in trending and growing industries in our region. With the significant presence of government and professional services industries in Geelong, Skilling the Bay, along with industry stakeholders, identified the need to promote the varied and extensive career opportunities available within this sector.

In 2024, Skilling the Bay continued to work on a program model for the World of Work Government and Professional Services and to make connections with local organisations to provide industry immersion opportunities for young people, highlighting the entry-level positions and career pathways available in this sector.

### **Program Objectives:**

- To inspire and engage Year 10 and 11 students in the world of work and to raise awareness of post-school pathways opportunities.
- To raise awareness of the extensive roles and careers available within the region's Government and Professional services organisations.

### **2024 Delivery**

A fantastic program was planned with students to visit the City of Greater Geelong, The Gordon, Barwon Water, Australian Bureau of Statistics, CSIRO, genU and the Geelong Tech School. The program had to be cancelled due to low enrolment numbers (4 students).

Unfortunately, Skilling the Bay struggled to recruit students to the program. Teachers suggested that there was a lack of interest and recommended that Skilling the Bay change the name of the program to something more inviting for students.

### **2025 Plan**

Planning is underway with organisations to collaborate on a three-day program for schools in 2025. The name has been changed

to 'Government and Business Careers' and it has been moved to slightly later in the year to offer more time for recruitment. Currently, three industry partners have been secured including:

- The City of Greater Geelong
- Barwon Water
- The Gordon

Students will begin with a whole day at the Geelong Tech School with a hands-on activity that supports engagement and helps the students to network with peers from other schools

### **WOW Digital Technology**

The Digital Technology program was designed to showcase the diverse and abundant career opportunities within the digital technology skill set to young people in the Barwon region. The field of digital technology encompasses a wide range of careers across multiple industry sectors providing various entry points for individuals.

#### **2024 Delivery**

Fourteen students were enrolled in the program from Grovedale College, Western Heights College, Lara Secondary College and McKillop Education Services. The students spent the first day visiting the Geelong Tech School, where they participated in a Game Design activity. On the second day the students visited the Institute for Intelligent Systems Research and Innovation (IISRI) and Deakin University.

The third day was held at the City of Greater Geelong. The City organised a fabulous panel of diverse staff, and after a 'guess who does which role' game, the students moved in small groups and spoke to each of the panel members. There were representatives from IT support, Smart Cities team, Governance, Strategy and Marketing. The afternoon session was a panel session at The Gordon, which included a presentation by Steve Gale, a teacher from The Gordon and other speakers from Telstra, the Australian Bureau of Statistics, The Gordon and Barwon Water.

The last day of the program began at Barwon Water, where the students learned about the organisation and its role in the community. They

had some hands-on activities measuring the chlorine level and turbidity of water samples from various stages of purification. The cyber security team shared why they are essential to Barwon Water and about their roles, activities and career pathways. The afternoon Graduation Lunch was held in the Share Plate Restaurant at The Gordon. STB had two guest speakers, Aamir Qutab from Enterprise Monkey and Brendan Weston from The Gordon who spoke of his fascinating career in the Australian film industry.

### **Outcomes**

In all, 10 students completed the program. Four students withdrew without attending any sessions; two due to illness, and two due to social anxiety. McKillop Education were grateful for their students' participation and reported excellent feedback from the two who completed the program.

Feedback from the student survey was excellent showing that 100% of students had improved knowledge of pathways available, the roles and opportunities and would be interested in a job in Digital Technology in the future.

“

I love how informative this program is. I have learned so much stuff that I badly needed for my future!

”

#### **2025 Plan**

The WOW Digital Technology Program will move to a three-day format beginning with a whole day at the Geelong Tech School. The second day will encompass visits to three workplaces and the final day will provide two workplace visits in the morning followed by an afternoon at The Gordon where students can learn about the VET opportunities in the industry.

## **WOW Creative Industries**

The Creative Industries Program was designed to highlight the breadth of careers available in Geelong's thriving Creative Industries businesses. Geelong's excellence as an innovative, smart, clever and creative city is exemplified by its membership of the UNESCO Creative Cities Network. Geelong is a place where creativity and design drive an exceptional quality of life for our community and a wonderful array of events are captured each year through exhibitions, webinars and virtual reality demonstrations.

### **2024 Delivery**

The program commenced with 18 students from three government schools. Day 1 of the program included a hands-on activity at Geelong Tech School and an afternoon at the National Wool Museum. On Day 2 the students visited the Geelong Regional Library and Platform Arts. Unfortunately, three students withdrew from the program on the day, bringing the total number of students down to 15. Students heard about the diverse occupations that people can have in the library with many opportunities to try or change roles when working there. At Platform Arts, students had the opportunity to try 'hanging' some artworks in a new exhibition installation.

On Day 3 of the program, students visited the Geelong Gallery, where students heard about the Gallery collections and the diverse occupations from a panel of workers. The afternoon was spent at the Geelong Arts Centre, where students again heard from a panel of speakers and were given a comprehensive tour of the newly redeveloped theatre complex. The students learned how the building project team worked closely with the Wadawurrung Traditional Owners Aboriginal Corporation and members of the First Nations community to integrate First Nations themes into all aspects of the design process.

On the final day of the program, the talented secondary students showcased their creativity at The Gordon's Design Centre of Excellence. The morning was filled with hands-on activities, including making 'Zines', crafting personalised badges and screen-printing on tote bags.

The day culminated in a delightful graduation lunch at the Davidson Restaurant at The Gordon, where we heard from inspiring guest speakers: Andrea Baranski and Claire Portek from the City of Greater Geelong, who shared insights on local creative industries, music development programs, and regional music events and Brendan Weston from The Gordon, who brought his extensive experience in graphic design, animation, and the Australian film industry to the table.

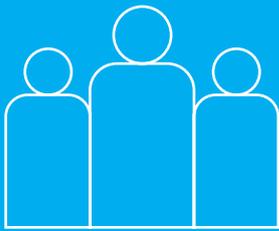
### **Outcomes**

It was fantastic to have a high proportion of government school students participating in the program. Sadly, three pulled out after the first session. Schools are keen to work with students who have low attendance, and these programs are seen as an opportunity to increase engagement. Unfortunately, this results in some withdrawals.

Feedback from the student survey was excellent showing that 100% of students had improved knowledge of pathways available, the roles and opportunities and would be interested in a job in Creative Industries in the future. When asked what could be improved students asked for more hands-on activities with less talking from the presenters. This is consistent feedback from students despite the fact that the Creative Industries Program has the most activities of all the WOW programs.

### **2025 Plans**

The Creative Industries Program will move to a three-day format beginning with a whole day at the Geelong Tech School. The second day will encompass visits to three workplaces and the final day will provide two workplace visits in the morning followed by an afternoon at The Gordon where students can learn about the VET opportunities in the industry.



WOW Creative Industries

**18 students**



**100%**

would be interested in a job in Creative Industries in the future

## WOW Visitor Economy

The Visitor Economy has a significant impact on Geelong's prosperity and Skilling the Bay, along with industry stakeholders, have identified the need to promote the varied and extensive career opportunities available within this sector. The visitor economy offers a large variety of careers across the industry and has many entry-level roles available to young people.

### 2024 Delivery

The WOW Visitor Economy Program was fully subscribed with 26 students from seven Geelong schools. The program began in September with visits to the Geelong Tech School and the Culinary Academy. The activity at the Geelong Tech School used EyeJack Creator to develop augmented reality panels for different tourism areas around Geelong. The students then toured the Culinary Academy at The Gordon, made mocktails and practiced carrying plates and trays in the afternoon. On the second day, the students had a tour down the Bellarine Peninsula, beginning at Searoad Ferries, where the students explored the vessel and then heard from Gaby and the team about the business. We then visited a range of venues operated by the Sharp Group, the Range @ Curlewis, Leura Park Estate and Flying Brick Cider House. The staff shared fantastic tips for the students about applying and interviewing for jobs and the variety of roles offered by the organisation.

“ Amazing day, loved the expo and enjoyed talking to others - would recommend. ”

The third day of the program started with a Job Interview workshop. The students then visited Quest Central Geelong Apartments, where the Business Manager, shared her inspiring career journey from humble beginnings to being headhunted for prestigious roles. Following this, the students stopped by the Visitor Information Centre at City Hall to learn about its operations. The day concluded at The Gordon with the Hospitality and Tourism Jobs Expo, where students engaged with regional employers,

support organisations, and watched live demonstrations by chefs.

The final day began at Higher Mark at GMHBA Stadium where students enjoyed morning tea, breakout sessions with staff and a tour of the many hospitality spaces at the venue. A graduation lunch followed at the Share Plate Restaurant at The Gordon. Guest speaker Emmaleine Savio shared her career as cabin crew for Emirates and Qantas and brought along some uniform for the students to try on.

### Outcomes

Attendance across the program was good but dropped on the last day, with 88%, 80%, 80% and 60% of students attending days 1, 2, 3 and 4 respectively. Survey feedback showed that 100% of the students had an improved knowledge of the pathways, roles and opportunities available in the sector. All of the students agreed that they would recommend the program to friends.

### 2025 Plans

The Visitor Economy Program will move to a three-day format beginning with a whole day at the Geelong Tech School. The name will change to WOW Hospitality and Tourism to avoid any confusion for students and teachers about the nature of the program. The Geelong Tech School activity will change this year to be less difficult for the students to execute. The second day will encompass visits to three workplaces and the final day will provide two workplace visits in the morning followed by an afternoon at The Gordon where students can learn about the VET opportunities in the industry.

## World of Work (WoW) Health and Community Services

This program, delivered in partnership with the Geelong Region Local Learning and Employment Network (GRLEN), provides students with industry immersion experiences with various Health and Community Services providers in the region.

### Program Objectives

- To inspire and engage Year 10 and 11 students in the world of work and to raise awareness of post-school pathways opportunities.
- To raise awareness of the extensive roles and careers available within the region's Health and Community Services Sector.

### 2024 Delivery

In 2024 the full program consisted of five modules delivered between May and October.

**Module 1** The program launched on April 17, with 67 students from 11 Geelong schools. Students participated in a 'get to know you' activity, encouraging them to step outside their comfort zone to meet and learn about their fellow students. Industry representatives then provided students with insights into Health & Community Services occupations through a Q&A panel. The industry mentors also guided students in a case scenario activity, challenging them in terms of their communication, teamwork, and problem-solving skills. Finally, The Gordon Future Health Skills team presented the micro-credentials that form Module 2 and assisted students with their enrolment.

**Module 2** Future Health Skills Micro-credentials which was two self-paced units that the students completed in their own time.

- FHS005 Unit One – Health Literacy for starters
- FHS007 Unit Two – Customer Service for starters

**Module 3** Regional RTO site tours and the launch and presentation of a pathways resource. Students visited The Gordon TAFE in the morning where they learned about VDSS Allied Health Assistance, Laboratory Skills and the

Diploma of Nursing. In the afternoon they visited VFA Learning and learned about the Diploma of Nursing, VDSS Certificate III Allied Health Assistance.

**Module 4** Was comprehensive and included two parts. In **Part 1**, students participated in three simultaneous site tours. At Barwon Health McKellar Centre, they explored rehabilitation and aged care services, engaging in practitioner-led activities such as a wheelchair obstacle course and various therapies. At Barwon Health Cardiac Services, students rotated through five stations, learning about ECG, stress testing, and more, guided by cardiac professionals. Epworth Health Geelong offered insights into nursing, radiography, and allied health, with hands-on activities like CPR and patient care.

**Part 2** of Module 4 involved STEM workshops at the Geelong Tech School, related to their site tour experiences. They worked on projects like enhancing wheelchair functionality, creating a heart health app, and innovating patient room designs using CAD and VR. These activities provided practical skills in assistive technology, medical research, and user-centred design.

**Module 5** The final module, occurred at Deakin University's Nyaal precinct. It featured a 360-degree video presentation on human blood systems and an overview of Deakin University's offerings. Students toured the health facilities at Waurin Ponds Campus, then celebrated their achievements with a program completion lunch at Deakin Estate.

### Outcomes

A total of 67 students from ten Geelong schools participated. Stakeholder engagement included 20 Health & Community Services individual occupation overviews and career pathway journeys. The 2024 program achieved a high level of interest from career teachers, students and schools. Overall participation in the program was excellent and attendance averaged between 90–98% across all five modules.

There were significantly higher numbers of students from non-government schools. These schools are more able to provide teachers to

supervise groups of students from their schools especially where they have a good number of students. They also understand the benefits of the program for students, recruit students and get in early to enrol. The program had a wait list of interested students, however they were all from non-government schools.

The online component of the program, Future Health Skills Microcredentials had two units for the students to complete. Students began the self-paced units in April and by August 80% had fully completed the first unit and 71% the second unit. During Module 1 at The Gordon students were introduced to the Microcredentials and enrolled in the units. Unfortunately, some students were absent or unable to enrol on this day. Students were asked to have the units complete by May however this was extended several times to allow for them to catch up. The GRLLLEN made every effort to support students to complete including emailing reminders and offers of help and support during following modules and calling individual students to help.

Students completed surveys on each program day and whole of program survey on the final day. Students enjoyed the program and this was reflected in the results:

- 96% agreed their knowledge of the career pathways available in the H&CS industry had improved
- 96% agreed their understanding of the diverse roles and opportunities available in the H&CS industry has improved
- 91% agreed they would be interested in a job in the H&CS industry in the future
- 86% agreed they would recommend the program to their friends
- 81% rated as above average, the quality and variety of the organisations included in the program
- 77% rated above average, the format of the program
- 81% rated as above average, the quality and variety of the organisations included in the program

## **2025 Plan**

The GRLLLEN will lead the Health and Community Services Program again in 2025 with 6 program days. Up to 70 students will be selected to participate from secondary schools in the Geelong Region through an application process. There will be a focus on recruitment from Government Secondary Schools to increase the proportion of Government school students in the program. Barwon Health has requested that the GRLLLEN also deliver a one day program for schools with a high proportion of CALD students and educational and SES disadvantage which aligns with their employment strategy. This day will be delivered at the Barwon Health McKellar Centre.

**Additional Day:** Barwon Health McKellar Centre Careers in Health Day

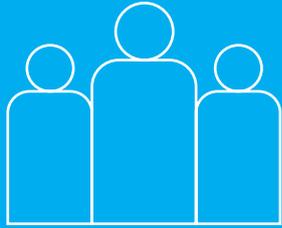
**Module 1:** Workshop - Introduction to Health & Community Services, tours The Gordon and VFA

**Module 2:** Future Health Skills Microcredentials (online)

**Module 3:** Site tours Barwon Health Cardiac Services, St. John of God Hospital, Epworth Healthcare Geelong

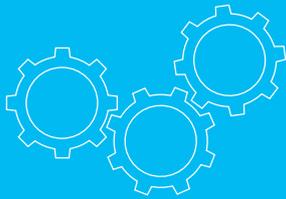
**Module 4:** STEM H&CS Workshops - Geelong Tech School

**Module 5:** Deakin University and celebration lunch



WoW Health and Community Services

**67 students**  
**11 schools**



**96%**

agreed their knowledge of the career pathways available in the H&CS industry had improved



**91%**

agreed they would be interested in a job in the H&CS industry in the future



FACULTY OF HEALTH	
	LEVEL
Deliveries Bike Parking	1
School of Exercise and Nutrition Sciences Health - Student and Academic Services Lecture Theatre	2
Deakin Optometry	3
Office of Faculty of Health	4



**86%**

agreed they would recommend the program to their friends

## WOW Building Careers

The Building Careers Geelong Program was delivered in partnership with the GRLLLEN. The program offers students a comprehensive understanding of the construction industry's intricacies and aims to inspire young people in the Geelong region to consider the Building and Construction industry as a viable career and pathway option and to gain an understanding of essential employability skills needed for gaining employment in this sector.

The program was delivered over two separate full-days. Each day included:

- A commercial construction site tour and a residential working site tour
- A tour of The Gordon TAFE Building and Construction trade training facilities
- Online induction: mock Safe Work Method Statement, mock Hazard identification activity
- Updated e-resources distributed to schools prior to immersion program

The Building Careers Geelong immersion gave students a comprehensive look into the construction industry. The first was held on May 16 and coincided with National Careers Week. The tour included visits to a Hamlan Homes State Government Social Housing project and a Geelong Build architecturally designed build with prototype features. The students experienced three 'try-a-trade' activities in carpentry, plastering and bricklaying, and a tour of The Gordon's trade training facilities and an overview of training offerings.

The tour on Thursday, 19 September included visits to a Hamlan Homes' residential site and an Ireland Brown Constructions' commercial site, along with a tour of The Gordon's trade training facilities. Students participated in 'try-a-trade' activities, such as plastering at Hamlan Homes with Molloy's Plastering instructors and bricklaying at IBC with Caruso Bricklaying instructors and apprentices. They were introduced to various building projects and heard career stories from professionals such as carpenters, site managers, plumbers, electricians, project managers, and more.

The tours at The Gordon were led by a female cabinet-making teacher and a male program lead. A Gordon teacher also provided an overview of available courses, including VDSS. GRLLLEN presented the stages of work-based learning participation, highlighting case studies and experiences from previous students.

## Outcomes

The program was a great success with a high degree of satisfaction reported by the participants. There were some challenges for the first day in May. The GRLLLEN requires a teacher from each school to accompany the students on program days, and due to staff shortages and low student numbers attending, unfortunately, several schools had to withdraw. In all 62 registrations were received from 7 government, 1 non-government, 1 specialist and 1 flexible school. The attendance was high in May with 42 of the 43 registered students that had a supervising teacher present. On the second day in September, 42 out of 54 students attended.

Feedback from the two programs was consistently positive. The percentage of students who reported that their knowledge of the career pathways available in the building industry had improved was 93% and 97% for day 1 and day 2, respectively.



## 2024 Apprenticeship and Traineeship Support Forum

An Apprenticeship and Traineeship Support Forum hosted by Skilling the Bay in collaboration with Workforce Australia Local Jobs (Barwon) and The Gordon was held in the Library at The Gordon East Campus on Wednesday, 31 July. The forum was open to job seekers and students and aimed to demystify the apprenticeship and traineeship landscape. The format of the evening was a panel session followed by an expo session where participants were able to speak to local employers, group training organisations and apprenticeship providers. The panel included Leoni Foley, (Barwon Water) Louise Goodwin (gforce), Ky Dunlop (Painting and Decorating Apprentice), Matt Luttrell (Apprenticeships Victoria) and Andy Bugeja (Director Education Excellence - Industry, Trades & Environment). There were 18 organisations exhibiting, which included Headstart, Skills & Jobs Centre, Apprenticeships Victoria, gforce, Worley, Phillip Riley, CoGG, Barwon Water, Roof Tile Careers, West VIC Staffing Solutions, Busy at Work, Apprenticeship Support Australia, APM Apprenticeships, WCIG and The Gordon.

The event was held in the early evening to capture current VETDSS students who were onsite, as well as catering for other potential apprentices, careers teachers and families after work. Eventbrite was used to register attendees. In all, approximately 220 people attended, including guests (169), staff from The Gordon and exhibitors. Students from 25 different schools registered, and there were 72 students present on the night.



## 2024 Hospitality and Tourism Expo

A Hospitality and Tourism Jobs Expo hosted by Workforce Australia Local Jobs (Barwon) in collaboration with Skilling the Bay, Tourism Greater Geelong and the Bellarine, and The Gordon was held in the Courtyard at The Gordon City Campus on Tuesday, 15 October.

The event attracted 227 people with over 30 local employers in attendance, including The Sharp Group, Go Ride a Wave, Tulip Restaurant, FATV Jerky, Mantra Lorne, Wyndham Harbour, Clyde Park Bannockburn, Annie's Provedore, atWork Australia, Bellarine Distillery, Tourism Greater Geelong and the Bellarine, Cultura, Hamo Hospitality, Rydges Geelong, Geelong Arts Centre, Gforce, Ket Baker, Busy At Work Apprenticeships, Searoad Ferries, Epic Taste Experiences, Tasman Holiday Parks, Geelong Gallery, genU Training, and Austin's Winery.

The event was designed to connect job seekers and students with leading employers and training organisations in the Hospitality and Tourism industry, catering to both seasonal employment and long-term careers. Attendees had the opportunity to engage directly with employers, participate in brief interviews, and explore various training pathways within the industry. Employers attending had various workforce needs and jobs available including: front-of-house and back-of-house positions to surf instructor roles, customer events officer positions, and apprenticeships.

Highlights included a live cooking demonstration by MasterChef winner and award-winning author, Emelia Jackson, alongside The Gordon's renowned chef and pâtissier, Brendan Hill. Live site activation by K-Rock and live music from Levi Anderson. Participants had tours of The Gordon's Culinary Academy and were supported by the Skills and Jobs Centre (providing resume writing and interview advice) and Head Start.

Anecdotal evidence suggests that stallholders were very pleased with the event, with many undertaking short interviews and taking names of interested applicants on the day.

Workforce Australia Local Jobs (Barwon) conducted a post-event survey for attendees and gained some valuable insights. Three of the twenty-two participants completing the survey were able to find a job at the event, while

others mentioned they were not looking to be employed from the event but gained valuable information. Attendees were impressed with the catering, the representation from employers and their willingness to engage in interviews and conversations.

Seven schools brought groups of students, with 137 students and 14 teachers in all. Most students were Vocational Major students. Feedback from stall holders and staff at The Gordon was that the students were very well prepared, asked great questions and their behaviour was excellent.

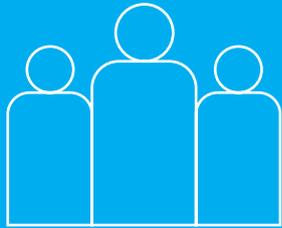
### Attendees:

- 137 Secondary school students (from 7 schools)
- 30 Businesses, Employer organisations and Career Support services
- 227 Total attendees

## Your World. Your VCE

Skilling the Bay worked with the Department of Education to deliver a 'Your World. Your VCE' day for year 9 students at Matthew Flinders Girls Secondary College. The program was designed to encourage girls to pursue non-traditional trades and was run in conjunction with a GTFP Career Preview Day. A video of the day was produced and featured Marina Ha from the GTFP teaching team.

The day was a fantastic collaboration between Skilling the Bay, The Gordon, Matthew Flinders Girls School and the Department of Education. It supported the students at Matthew Flinders to better understand the Vocational Major and the opportunities available to them through vocational education. Gemma Driscoll was the host and Aimee Stanton, a tradesperson, was a guest speaker who encouraged the students to think more broadly about the opportunities that are available to them.



2024 Hospitality and Tourism Expo

**137 students**  
**7 schools**



**Your  
World.  
Your  
VCE**



**Marina Ha**

Tertiary Futures Program, The Gordon TAFE

# 2025 Delivery Plan

The Geelong Tertiary Futures Program will add Bannockburn P-12 College to their suite of schools bringing the total to 13 schools and covering the whole Barwon region. The WorkSkills component will become non-accredited and teaching staff will focus on increasing participation in the units. A timetabling program will be used for the first time to allocate students to the Career Previews. GTFP teaching staff will introduce students to the program and support students in selecting their Career Previews, and there will be a focus on increasing the participation of girls in non-traditional trades. A new video has been created to promote the trade areas for girls. The Gordon will enrol secondary school students as students of The Gordon rather than getting students to enrol themselves. Enrolment days in 2024 involved four staff members visiting each school for a whole day. There were challenges with students who were not Australian citizens, those who hadn't organised a USI and if students were absent on the day the schools were not catching them up which impacted the WorkSkills unit participation. The bulk enrolment will streamline this process and reduce the negative first impression of GTFP that the tedious enrolment process was providing.

**In 2025, Skilling the Bay will deliver the following World of Work Programs (see 2025 Delivery Calendar over page):**

- WOW Government and Business Careers
- WOW Digital Technology
- WOW Creative Industries
- WOW Hospitality and Tourism
- WOW Health and Community Services
- STEM Manufacturing Futures Program
  - Geelong Future Leaders of Industry
  - Girls Leading Advanced Manufacturing
  - WOW Clean Economy
- WOW Building Careers

Based on feedback from schools and student participants, the WOW Programs delivered by the STB office will be three days, over three weeks, on different days of the week. In 2024, WOW Programs were delivered on Wednesdays, fortnightly between 9.30am and 2.30pm. The days will be lengthened slightly, beginning at 9am and concluding at 3pm. A whole day will be spent at the Geelong Tech School to meet the needs of students for hands-on activities and provide a networking opportunity. On this day students will also experience a presentation from the relevant Gordon Program areas about pathways to careers in the field. Skilling the Bay will endeavour to offer visits to three workplaces on each of the other two days. Skilling the Bay will employ a VIT registered teacher to supervise the WOW groups to ensure that we meet the Department of Education requirement and to remove the burden from schools.

## 2025 Skilling the Bay calendar

### JANUARY

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### FEBRUARY

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### APRIL

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### MAY

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### JUNE

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29	30					

### JULY

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### AUGUST

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31						

### SEPTEMBER

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### OCTOBER

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### NOVEMBER

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### DECEMBER

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28	29	30	31			

Public Holidays

Term Breaks

Advisory Board Meeting

Executive Committee Pathways Programs

GTFP

WOW Hospitality & Tourism

WOW Creative Industries

WOW Digital Technology

WOW Government & Business Careers

WOW Health and Community Services

STEM Manufacturing Futures

WOW Clean Economy

WOW Building Careers

Apprenticeship & Traineeship Forum

Hospitality & Tourism Jobs Expo

Where the days overlap, STB led programs are the fill colour and GMC or GRLLLEN programs border colour.

## Communication

A postcard/flyer was developed to communicate the 2025 WOW offering in time for the Geelong Careers Teachers Association AGM in December and individual program flyers will be delivered early in 2025. To support planning within schools, students will be able to enrol in the programs at the beginning of the year. A presentation will be made at the first Geelong Career Teachers Association meeting to excite the teachers about the possibilities for their students in 2025. Skilling the Bay will continue to promote the programs through the VET coordinator’s meetings, through direct contact with schools and via social media. The website will have updated details of the programs and students will be able to enrol through online forms once they have permission from schools.

In 2025, Skilling the Bay will work with our partners to again deliver the Apprenticeship and Traineeship Forum (July 30) and the Hospitality and Tourism Jobs Expo (October 14). The Executive Committee Pathways Program and Advisory Board meetings have been scheduled and invitations have been sent to the members. A new member will be recruited to the Advisory Board to replace the outgoing Joel McGuinness.



**Looking for industry immersion experiences for your students?**

**Consider Skilling the Bay's Education and Pathway Programs designed for Year 9, 10 and 11 students**

Scan for more info

**2025 Program Suite:**

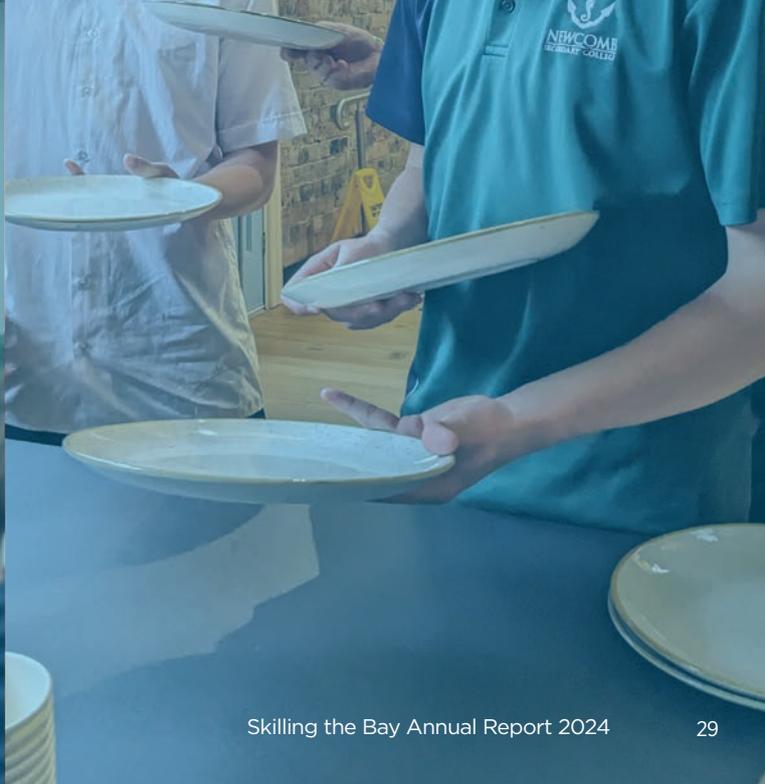
- World of Work Industry Immersions
  - Building Careers\*\*
  - Clean Economy\*
  - Creative Industries
  - Digital Technology
  - Government & Business Careers
  - Health and Community Services\*\*
  - Hospitality and Tourism
- STEM Manufacturing Futures\*
  - Geelong Future Leaders of Industry
  - Girls Leading Advanced Manufacturing

\*Delivered in partnership with Geelong Manufacturing Council  
\*\*Delivered in partnership with Geelong Region Local Learning and Employment Network

E: [skillingthebay@gordontafe.edu.au](mailto:skillingthebay@gordontafe.edu.au)

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10469 November 2024 TAFE 3044





***Skilling***  
THE BAY