Strategies to promote school-based apprenticeships and traineeships

Schools use a variety of strategies to promote the value of school-based apprenticeships and traineeships (SATs) with students, parents/carers and the broader school community.

The following strategies may be useful in raising the profile of SATs in your school:

* Encouraging and supporting school-based apprentices and trainees to participate in the Queensland Training Awards
* Showcasing SAT successes via year level parades, on the school’s social media pages and through the school newsletter
* Advertising SAT opportunities on the school’s website and on daily notices
* Targeting specific groups, e.g. Indigenous students, girls within the school through direct emails
* Conducting information sessions for students with disability and their parents to discuss SATs including the provision of tutorial assistance and the nature of reasonable adjustments required to enable students with disabilities to access and participate in SATs
* Scheduling a SAT workshop to raise student awareness about SATs and to support students to prepare resumes to facilitate SAT applications
* Developing marketing materials which promote the advantages of SATs as a pathway through senior secondary and beyond.
* Inviting parents/carers and industry representatives to a morning/afternoon tea to acknowledge their involvement and show appreciation for the important partnership between the school and industry
* Asking your SAT employers to the school to deliver a lunch box session to talk to students about working in their industry
* Arranging for interested students to visit workplaces where SATs are undertaken
* Asking past school-based apprentices/trainees back to school to talk to current students about SAT opportunities
* Booking an Australian Apprenticeship ambassador to visit the school to speak to students
* Introducing a SAT award at the school’s annual academic awards celebration
* Ensuring staff involved in pathways planning conversations with students have a clear understanding of the benefits of SATs so they can speak with confidence and accuracy to students and parents about SAT pathways
* Contacting the Department of Education to facilitate a [*good news story*](https://learningplace.eq.edu.au/cx/resources/file/60e8c320-7d2b-4091-86bd-d507f93e9817/1/pages/school-based-examples.html) about your school’s SAT successes.