



# WHAT ARE THE GOALS?

The objectives of *Adopt A School* are to:

- ✓ raise the awareness of employability skills and the needs of business
- ✓ develop positive attitudes towards industry and local business
- ✓ build strong and ongoing relationships between businesses and schools
- ✓ provide school students with practical career information and expose them to the workplace
- ✓ connect businesses, school students, teachers and families in career pathways planning
- ✓ engage students and businesses in school based learning and work based learning
- ✓ provide opportunities for teachers and students to gain practical experience in industry
- ✓ provide businesses with opportunities to learn about the education sector
- ✓ ensure mutual benefit for schools, industry and business

# HOW?

The Adopt A School Program includes an extensive range of activities which partners can choose from to suit their own needs. The activities can be based in:

- Business or Industry
- the Community
- Schools
- individual Classroom

These activities cover a wide spectrum of areas and include:

- tours, visits and excursions
- speakers and demonstrations
- student mentoring, role modelling and interview training
- career displays and mobile exhibits
- teacher exchange programs
- part-time work opportunities, work experience, structured workplace learning, work and career shadowing and School-based New Apprenticeships
- student research and enterprise projects
- forums, councils, seminars, conferences, Summer schools, teacher or student industry and business seminars
- careers education and counselling
- supporting curriculum development, teacher and student materials and resources, structured learning activities, competitions, games and work simulation exercises

## UP AND RUNNING IN MACARTHUR/LIVERPOOL – MACARTHUR APPRENTICE RECRUITMENT STRATEGY (MARS)

### WHAT IS IT?

MARS is a local partnership between industry and schools in the Macarthur/Liverpool region of NSW formed to attract high quality apprentices to meet skill shortages in the metals and engineering industry. MARS was launched by Pat Farmer MP, Federal Member for Macarthur at the Macarthur Careers Expo in June 2003 where over 1,000 formation brochures were distributed.

### WHO'S INVOLVED?

This initiative involves forging alliances with the NSW Department of Education and Training, South Western Sydney Institute of TAFE, Macarthur Group Companies and the Ai Group representing

manufacturers such as Broens Industries, Wisby & Leonard, Favelle Favco, Advance Metal Products and Clapham Industries.

### WHY IS IT SUCCESSFUL?

The success of MARS is due to a collaborative approach to advertising and recruitment with the involvement of South Western Sydney Institute of TAFE, Macarthur Group Training, the NSW Department of Education and Training, Ai Group and individual employers.

In addition, there has been a decade of industry-school co-operation in Macarthur. This includes active committees, high levels of work placement in industry for secondary students in years 10 to 12 and an Ai Group field officer employed for two years in South West Sydney strengthening existing and building new alliances.

There have been many successful stories:

***"The metal industry is fun and has provided demanding challenges that will give me skills for life."***  
Joseph Looney, MARS apprentice at Clapham Industries

The initiative led to the filling of 21 apprentice placements for 2004. The interviewers remarked that the quality of the applicants was the best ever seen.

***"They had hopes and aspirations which were realistic, good values and work ethic. All had completed industry-relevant experience."***  
Henrik Nielsen, Production Manager, Favelle Favco

Another key success factor was information provided to students about the salaries paid in the industry and where you could go with your trade qualifications.

The momentum was maintained by visits to schools, a parent/student visit to two high-tech manufacturers in the evening at which 22 students and 20 parents attended.

Parents volunteered they were amazed at the extent of technology and computing in modern engineering operations.

A single recruitment drive with one post box (Macarthur Group Training Company) for inquiries and applications greatly simplified access to jobs for parents and students.

### WHAT'S NEXT?

MARS has been so successful that employers and students have continued to make inquiries and there has been ongoing recruitment of apprentice positions. The young people inquiring are being referred to the MARS project by the existing MARS apprentices, so it is clear that 'word of mouth' is working well in the region. Planning is underway for the 2005 intake which is currently targeting 40 apprentice positions.



## ADOPT A SCHOOL UP AND RUNNING IN ALBURY/WODONGA – INDUSTRY BRIDGE TO SCHOOLS PROJECT

### WHAT IS IT?

An innovative enterprise education partnership between local industry and schools designed to engage students in learning about careers, develop employability skills, and to respond to regional skill shortages. The project revolves around designing, building and racing a remote controlled solar powered car. The project takes place over a school semester and aims to develop long-term relationships between the schools and businesses involved. Other activities are built into the partnership including industry tours, careers education, and extending into other business areas such as marketing and information technology.

### WHO'S INVOLVED?

It was launched in August 2003 during National Manufacturing Week and involved teams of students from local secondary schools each working with qualified industry mentors from companies such as Norske Skog, ION Automotive Systems, RMR Engineering and Wilson Transformer Company. The Wodonga Institute of TAFE provided technical and career training for the industry mentors.

***"A quality learning experience for all. This visionary partnership between teachers and enterprising trade professionals was solar, metaphorically as well as literally!"***  
Bill Watson, Principal, Albury High School

### WHAT'S THE PURPOSE?

- The project aims to
- build strong and ongoing relationships between industry and schools,
  - promote careers in manufacturing to

- students and the school community as a whole, and
- engage students in a way that the traditional education process may not be.

***"The project helped to change the image of the manufacturing industry in the eyes of students. It provided a way to relate to the students about career options and helped to build enterprise skills such as problem-solving, team work, planning and communication skills."***  
Phil Stuckey, Managing Director, Kooka Brothas

### WHY IS IT SUCCESSFUL?

The project is specifically targeted to meet community and business needs. A 'celebratory' race day was attended by approximately 250 people including participants, parents, school personnel, industry and other members of the community. Regional media, including WIN TV

and Prime TV provided coverage of the event and interviewed participants and industry representatives.

An evaluation will inform the 'replicability' of the project in other areas and assess the impact on the development of employability skills, the attitudes and approach to learning of the participating students, the relationship between businesses and schools, and the awareness of career opportunities in the local manufacturing industry.

### WHAT'S NEXT?

The project is being further extended to other schools and businesses and research is underway to incorporate other elements such as marketing and business, information technology, robotics and building and construction. Results from the evaluation will also be used to improve the project.

