

COMMUNICATIONS STRATEGY

DSF EUMUNDI MARKETS PROJECT RESOURCE

Target Group:

Members of the education, youth and community sectors interested in

- enterprise education;
- innovative programs for students 'at risk' or students with special needs;
- industry/education partnerships;
- cross curriculum opportunities for middle schooling.

Aim:

- To raise awareness of the resource by the target group.
- To encourage use of the resource and development of similar projects in communities throughout Australia.

Target Group	Strategy	Tactics
Teachers, coordinators and community members involved in industry/ education partnerships	Work with ECEF to promote the resource	<ul style="list-style-type: none"> • Develop link from ECEF Web-site • Promote resource in ECEF publication such as 'Express' • Promote resource via 'Express On-line' including a direct web-site link • Promote the resource on E-Vocation – line up Noosa Youth Service and teachers involved in Eumundi project to post the message and/or help to generate a discussion • Encourage promotion of resource in any future Enterprise Education publications or professional development activities
Educators interested in Enterprise Education	1. Make links with Curriculum Corporation. Curriculum Corporation have had a strong history in the development of Enterprise Education Resources and host a web-site with Enterprise	Strategy 1 <ul style="list-style-type: none"> • Have the resource promoted on the Enterprise Education page of the Curriculum Corporation web-site (www.curriculum.edu.au/enterprise/index) • Negotiate inclusion in the Curriculum Corp Enterprise Education Newsletter if they begin to publish it again following funding decisions

	<p>Education Resources and Links. Their work in the area currently is limited as they are waiting for federal government funding announcements in relation to Enterprise Education.</p> <p>2. Discuss potential opportunities to promote the resource with the Department of Education, Science and Training (DEST)</p>	<ul style="list-style-type: none"> • Discuss any other potential opportunities to promote the resource with Helen Smith, Manager, Transition Programs, Curriculum Corporation Ph. 03 9207 9653 <p>Strategy 2</p> <ul style="list-style-type: none"> • Make contact with the Enterprise Partnership Section of DEST (ann.byrne@dest.gov.au) to discuss possibilities
<p>Teachers</p>	<p>1. Promote through Education Network Australia (www.edna.edu.au)</p> <p>2. Promote the resource to relevant special units of Departments of Education</p> <p>3. Promote through relevant associations/publications</p>	<p>Strategy 1</p> <ul style="list-style-type: none"> • Negotiate a link to the resource from the EDNA site to the DSF site • Negotiate promotion of the resource through the EDNA 'Whats New' Email Alert • Identify whether there are any current EDNA discussion groups that may have particular interest in the resource and promote it through them <p>Strategy 2</p> <ul style="list-style-type: none"> • Identify specific sections/people in Departments that may be interested in promoting Resource ie. Students at Risk Sections, Enterprise Education etc. • Write personalised letter to identified contacts seeking promotion through internal publications and linkages to a relevant section of the Departmental web-site or other appropriate web-sites for teachers in their state <p>Strategy 3</p> <ul style="list-style-type: none"> • Promote the resource through an article in the Australian Careers Service Newsletter (distributed nationally to 1500 teachers) – key contact for publication is Martin Murley at Curriculum Corporation on 03 9207 9600 • Promote the resource through the Middle Years of Schooling Association Newsletter (contact – 07 33774732 – www.mysa.org.au)

<p>Youth and community sector</p>	<p>1. Promote the resource through non-government youth affairs organisations</p> <p>2. Promote links to the resource on other relevant youth/community building web-sites</p>	<p>Strategy 1</p> <ul style="list-style-type: none"> • Make contact with Youth Organisations to discuss possible web-site links to the resource and/or promotion in any relevant publication. Contacts include: Youth Action and Policy Association www.yapa.org.au, Youth Affairs Council of WA (YACWA) www.yacwa.org.au Youth Affairs Network Queensland www.thehub.com.au/~yang/, Youth Affairs Council of South Australia (YACSA) www.yacsa.com.au, Youth Coalition of ACT www.actcommunity.org/youth/whorwe.htm RuralYouth ruralyouth@vision.net.au <p>Strategy 2</p> <ul style="list-style-type: none"> • Make contact with Community Builders (www.communitybuilders.nsw.gov.au) to add a link to the resource as part of their web-site links to resources under identified topic areas • Make contact with Roger Holdsworth, at the University of Melbourne to promote the resource through the publication 'Connect' that aims to provide resources to support youth participation.
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