



2022 EVENT SUMMARY

Feedback is collected and shared to promote genuine collaboration, improvement of service, and outcomes against the aims listed.



Prepared By :

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Wimmera Southern Mallee LLEN acknowledges that the Western Victorian Careers Expo is held on the traditional lands of the **Wotjobaluk, Jaadwa, Jadawadjali, Wergaia** and **Jupagulk** peoples; recognising the difficult history and atrocities that occurred in the area. We recognise the 5 Nations as the traditional custodians and respect the relationship between Indigenous People and Country.

We pay our respects to Elders, past, present and emerging, and all Aboriginal people who attend and contribute to the expo.





SNAP SHOT

#BEINSPIRED #BEINFORMED

ATTENDANCE

2000 (estimate)

This figure is an estimate based on registration, feedback and collected data on the day.

AVERAGE AGE

15-16 yrs old

Year 10 students were the highest school year level represented.

SCHOOLS

25 schools attended

25 schools from across Western Victorian pre-registered.

LGAS

12 Local Government Areas

Through school participation, 12 Local Government Areas from across Western Victoria were represented.

EXHIBITORS

81 separate exhibitors

81 separate exhibitors registered for the event, equating to 94 site exhibitions.

SEMINARS

40 seminars or presentations

with an estimated 376 attendees.



Aims of the Western Victorian Careers Expo

- To provide regional students , jobseekers and career changes with a broad range of vocational and course information, as well as career pathways advice in a 'one-stop shop' event in their local area
- To make available a broad spectrum of careers/jobs role models, especially for those in isolated and remote communities of Western Victoria
- To offer current advice regarding qualifications, training and prerequisites, business prospects and vocational opportunities to students, careers-changers, jobseekers & parents
- To encourage students to consider broader pathway options
- To encourage school retention to Year 12 or equivalent
- To assist parents of students with understanding career and course pathways
- To have a coordinated careers event in Western Victoria and bring presenters together under a Wimmera-Southern Mallee Careers 'banner'.

Thank you to our 2022 sponsors & supporters:



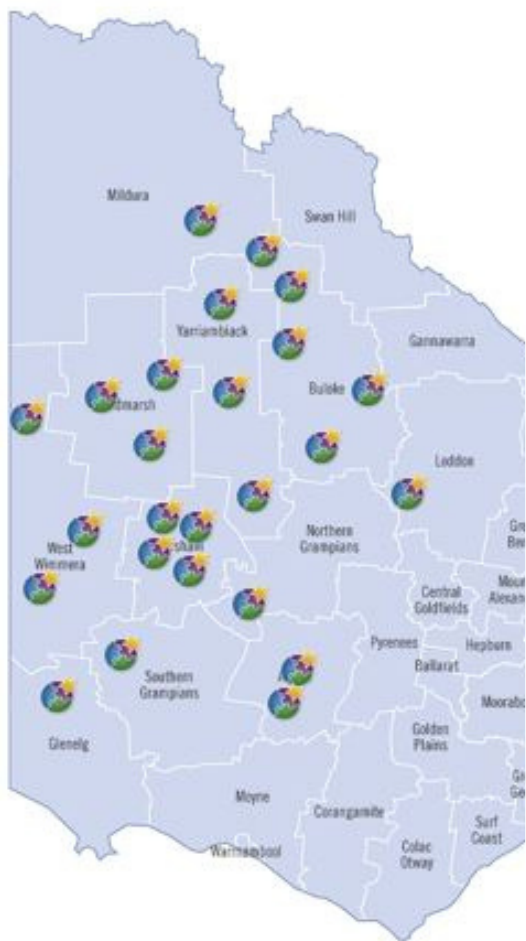
Murray Mallee LLEN



Attendee Catchment

In total, 25 individual schools from across 12 local government areas pre-registered to attend the event. 1600 attendees were registered through the pre-registration process.

It is estimated, based on pre-registration and data collected from the day, that 2000 people attended the event including students, staff, parents, job seekers and career changers.



- Edenhope College
- St Brigid's College Horsham
- Rainbow P-12 College
- St. Arnaud Secondary College
- Ouyen P-12 College
- Goroke P-12 College
- Lake Bolac P-12 College
- Horsham College
- Tyrell College Sea Lake
- Wedderburn P-12 College
- Casterton Secondary College
- Holy Trinity Lutheran College Horsham
- Hopetoun College
- Ararat College
- Balmoral College
- Dimboola Memorial Secondary College
- Nhill College
- Kaniva College
- Skene Street Specialist School Stawell
- Donald High School
- Charlton College
- Murtoa College
- Birchip P-12 College
- Warracknabeal College



Attendee Demographics

The Western Victorian Careers Expo was primarily attended by students seeking information on future career options and pathway information. Information collected on demographics is based on pre-registration, feedback surveys, seminar attendance, and assumptions based on statistical reports.

It is pleasing that some exhibitors reported engagement with job seekers and career changes from broader community, although the number was minimal.

The largest group represented at the expo was Year 10 students with 469 pre-registered and 116 feedback submissions. (*Year 12 - 242; Year 11 - 357; Year 9 - 326*).

According to the feedback submission data, there were more Year 11 and 12 VCE students than Year 11 and 12 VCAL students. However, please note that providing feedback was optional and this figure may under represent attendees.

There were no primary school students represented in any pre-registration or feedback data including in any general conversations. It is an assumption that zero young people in primary school levels were in attendance. Less than 30 year 7 and 8 students were pre-registered for the event.

Most attendees were from Horsham with 835 people pre-registered. This is to be expected given the general population. This meant, at least a further 800 students attended from rural and remote areas which is an excellent result.

When working off figures from the Index of Community Socio-Educational Advantage (ICSEA) 2021, taking into consideration the known schools in attendance, an average of 75.6% of students attending represented the lower 2 quartile of socio-educational disadvantage (Australian average 50%). The ICSEA relates to certain characteristics of a student's family and school such as parental education and occupation and school characteristics such as location and socio-economic background of the students it serves.

For committee considerations:

- *How do we attract more job seekers and career changers?*
- *Do we look at attracting younger students? What would the impact vs outcomes be?*
- *Was the VCE/VCAL attendance comparable for each school? If not, why?*
- *See exhibitor feedback: re - making attendance mandatory for Years 11 & 12.*



Attendee Feedback (Student)

Two feedback streams were made available to students depending on school preference and timing. We sincerely thank each student who provided their feedback on the event. Feedback is important to continuous improvement. **please note that answers have been condensed into categories to make presentation of feedback easier to consume.*

Victorian State Portal Survey

74 submissions received

The event included things that personally interested me

60% agreed or strongly agreed

I learnt about skills that are important in the workplace

50% agreed or strongly agreed

I learnt where to find, or who to contact, for information about study and career pathways

66% agreed or strongly agreed

I think that the information and resources provided will be helpful

70% agreed or strongly agreed

I will recommend this event to other students

61% agreed or strongly agreed

For committee consideration:

- *Where can we build in workforce skill development*

Western Victorian Career Expo Survey

185 submissions received

The expo included things that personally interested me

Average rating 3.3 out of 5

I learnt where to find, or who to contact, for information about study and career pathways

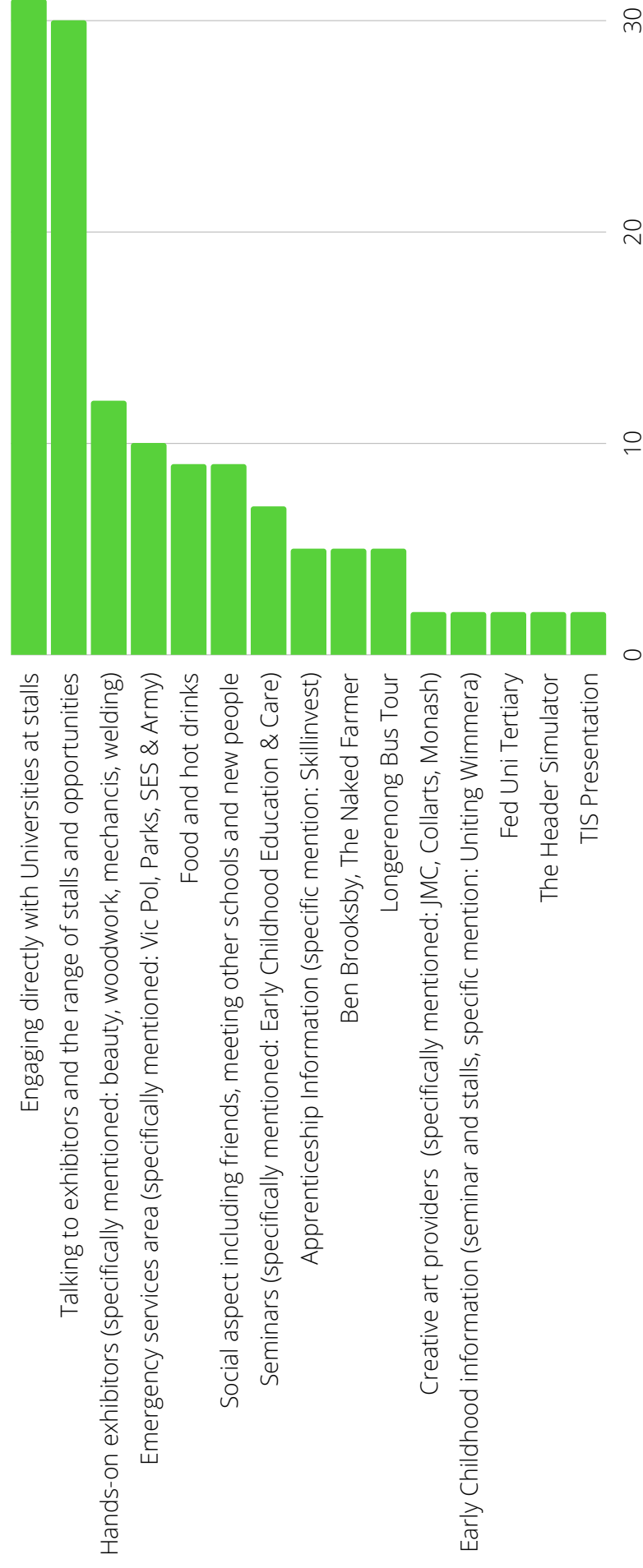
Average rating 3.61 out of 5

Has the expo helped with choosing your career pathway and subject selection?

Yes: 104 No:81



What part of the expo did you most enjoy and why?



What would you like to see added or improved at the expo?

For Committee Reflection

- More career options / exhibitors
 - *specifically mentioned: Medical, sports & recreation, skydiving, building & architecture, teaching, electrician, music, digital & creative arts, law, teaching abroad, hospitality, boiler maker, biological science, entertainment industry, paramedicine, fire rescue, CFA, navy, mechanics*
- People who you can ask about the location of exhibitors and perhaps also offer career advice
- More careers that are not ag or trade based (*see above list*)
- More Universities
 - *specifically mentioned: QLD & SA based*
- More hands-on exhibitors and experiences
- More seminars
 - *specifically mentioned: University presentations, teaching (not ECEC), law*
 - *Consideration to longer seminars*
- More food and drinks, more affordable prices and options
- Better signage and awareness of seminar program and seminar locations
- More focus on VET/VCAL & VCE pathways
- Inside seating
- Crowd control so the entrances and exits don't get blocked up
- Spread the expo out more, or have schools come at different times so it's less crowded
- Upgraded rest rooms.

For Exhibitor Reflection

- More seminars from a bigger variety of universities and exhibitors
- More engagement at the stalls
 - More physical activities
 - Digital design booth
 - Outdoor sports
 - Hands-on activities / something to try / watch demonstrations
- Better signage at the stalls to tell us what they do.



Teacher Feedback

We sincerely thank all the teachers and school staff who provided their feedback on the event. 16 submissions were received. **please note that answers have been condensed into categories to make feedback easier to consume.*

Overall, how would you rate the number of higher education and tertiary exhibitors present?

Average rating 4.06/5

Overall, how would you rate the number of try-a-trade interactive stations present?

Average rating 4.25/5

Overall, how would you rate the number of local employers and job support agencies available?

Average rating 3.88/5

Overall, how would you rate the diversity of industries and job pathways represented?

Average rating 4.06/5

If attended, how would you rate the TIS presentation?

Average rating 4 / 5

If attended, how would you rate The Naked Farm, Ben Brooksby, presentation?

Average rating 4.89/5

If attend, how would you rate the 'Expert Panel, Careers in Mining' presentation?

Average rating 4.5/5

Overall, how satisfied were you with the number of seminars available to attend?

Average rating 4.27/5

Overall, how satisfied were you with the diversity of speakers available on the seminar schedule?

Average rating 4.07/5

Overall, how satisfied were you with the amount of food and drinks available at the expo?

Average rating 3.27/5

For committee consideration:

- *How do we attract more local employers?*
- *How can we make the food/drink area work better for all involved?*



What were your favourite aspects of the expo?

- High number of attendees
- Level of engagement and conversation between students and exhibitors
- Presenters were engaging
- TIS session
- The diversity and number of exhibitors
- Students experiencing the practical side / interactive hands-on (construction, bricklaying, beauty)
- Enthusiasm of all involved
- Exciting opportunities in mining in our area in the near future.

What were some of the more challenging aspects of the expo?

- Trying to make sure students maintained engagement and interaction with exhibitors
- Food lines (waiting times)
- Lack of visible signage on exhibitor stalls, it was hard to tell who was who
- Lack of signage to locate seminars, TIS and WIM Resource Feature Room
- Time to get around everything.

Are there any employers, industries, organisations or institutes that were not present that you would like to see in the future?

- More metro universities
- William Angliss Institute
- GIA
- Paramedics
- Beauty options
- Consideration to trends.

What changes would you like to see at the 2023 Western Victorian Careers Expo?

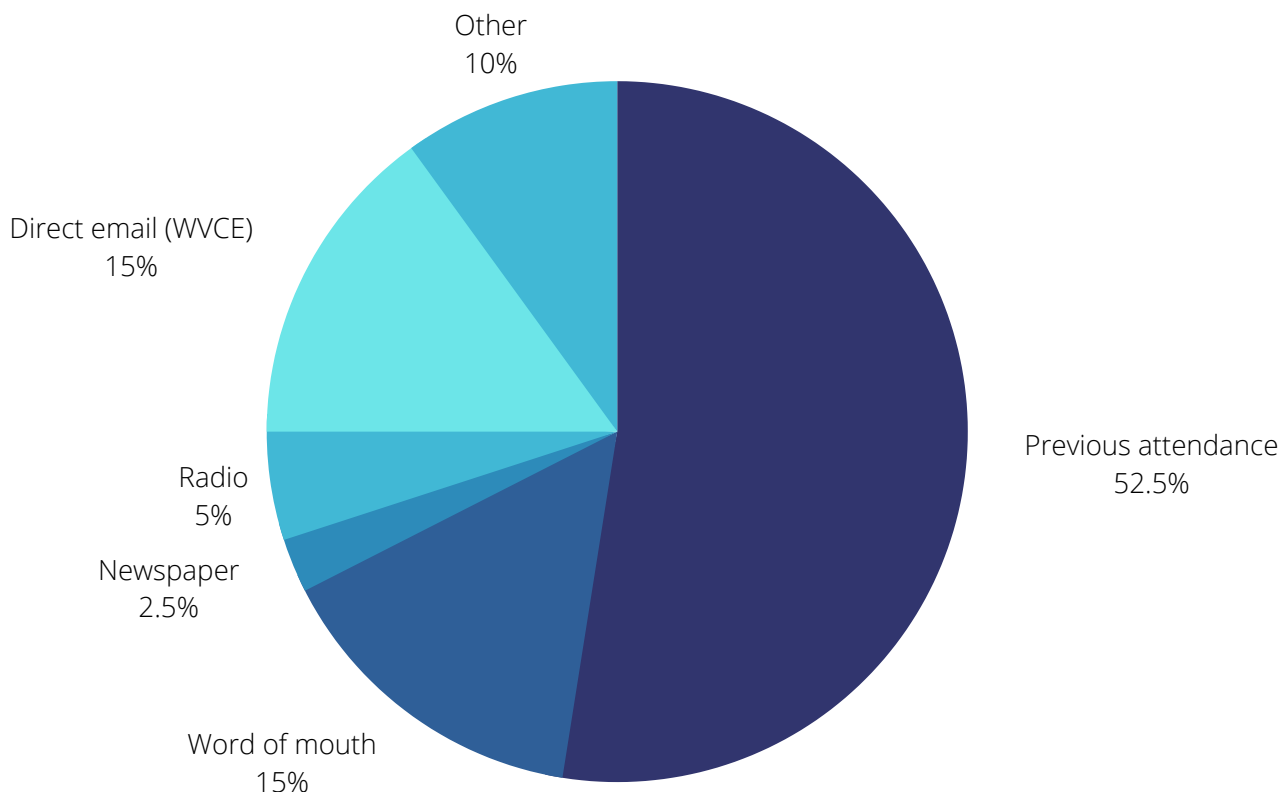
- Another food van or more food options to prevent line-ups, consider a separate line for teachers/exhibitors who are supervising kids or stalls
- A map of where everything is set-up
- Remove the food vans and ask people to bring their own. This will prevent long line-ups and students missing valuable time at seminars or exhibitor stands
- More hospitality pathways
- More STEM pathways and small practical activities
- More interactive/hands-on sessions like the bricklaying
- More signage.



Exhibitor Feedback

We sincerely thank all the exhibitors who provided their feedback on the event. 35 submissions were received. **please note that answers have been condensed into categories to make feedback easier to consume.*

How did you know about the Western Victorian Careers Expo (WVCE)?



How would you rate the pre-expo organisation and communications?

Average rating 4.8/5

How would you rate the set-up arrangements?

Average rating 4.66/5

How would you rate your satisfaction with your site?

Average rating 4.8/5

How would you rate the exhibitor lunch catering?

Average rating 4.6/5



How would you rate your satisfaction with The Weekly Advertiser feature insert?

Average rating 4.48/5

How would you rate your satisfaction with the overall attendance to your site?

Average rating 4.49/5

If you presented at a seminar, please indicate your satisfaction with the space and equipment provided?

Average rating 3.59/5

If you presented at a seminar, please indicate your satisfaction with the attendance?

Average rating 3.46/5

What were your favourite aspects of the Western Victorian Careers Expo?

- High attendance and engagement of students
- High number and diversity of exhibitors
- Students were respectful and enthusiastic
- Good opportunity to meet with school careers staff members
- Friendly atmosphere
- Good booth site with passing traffic
- Site locations well thought out/grouped, easy to navigate and the flow worked well
- Catering was great including dietary requirements being met
- Networking element (the night prior and on the day)
- Great venue and space.

For committee consideration:

- *how can we make the seminar program more effective, both in set-up and attendance?*
- *poor attendance at seminars after lunch break.*



What were some of the challenges, or aspects that could be improved at the Western Victorian Careers Expo?

- Heating in general throughout the Moore exhibition space
- Load speaker announcements of seminars/activities
- Consider shortening the day to 1:30pm
- Attract more parents - consider an afternoon / early evening expo
- Focus on increasing attendance to the seminar area
- Consider changing the start time of seminars to accommodate bus arrivals and allowing time for students to settle in
- Make the seminars earlier because students started to leave before the last seminars
- Seminar descriptions made available and earlier release of the schedule
- More food vendors, or no food vans (line-up long and distracts from expo)
- An increase in attendance from job seekers and career changes (non-students)
- Recycle the lunch boxes, exhibitor boxes and not used items
- Technical issues with the projectors in the seminar space (incl. cords, adequate screens)
- Map provision in the communications (location of Events Centre hard to find)
- Internet access
- Wet surrounds, poor drainage and no priority to walkways
- Young people taking merchandise off the table without engagement
- A free bus service from Horsham to the site to attract job seekers
- Consider onsite tech support, engage with a local computer supplier and have several adaptors available as part of the facilities
- Reconsider lunch to make it easier to consume whilst interacting with attendees.

Is there anything else you would like to share with us?

*(*note some suggestions have been moved to challenges/improvements where others had shared ideas).*

- Promote the extent of schools and students numbers attending to our higher level/corporate sponsors/parent bodies. Provision of statistics, capture of geographically area. For the purposes of: attracting more sponsors, funding and industry bodies
- Consider further promotion to schools to attract all year levels
- Consider talking to schools to mandate Year 11 & 12 attendance
- Water on tables for exhibitors
- 'Exhibitor lounge' area where hot water, tea and coffee provisions are available, coffee vans were difficult to access due to student number in line-up
- Thankyou to everyone for the wonderful comments regarding the expo. It's been a pleasure to read through each and every kind word.



