



MAE

MANUFACTURING, AGRIFOOD
AND ELECTROTECHNOLOGY



MAE Showcase Toolkit

THIS RESOURCE IS DESIGNED TO ASSIST YOU TO RUN YOUR OWN CAREERS
SHOWCASE DAY.



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PRE-Showcase Day

▶ Industry Focus

Select the industry or industries that you would like to target for the showcase day based on regional employment opportunities. Research local employers or businesses that are supportive, progressive and inclusive of all job applicants. Multiple employers/businesses could be considered if they compliment each other and will work collaboratively together to provide a quality experience for participants.

▶ Industry Partners

Contact the employers or business representatives to discuss the possibility of forming a partnership for the delivery of a showcase day. This will provide all stakeholders with the opportunity to contribute to a showcase day experience that will meet their needs appropriately as well as represent a true overview of the career options available for participants. It is critical to the success of the showcase day that you have a very good relationship with your industry partner and maintain open and ongoing communication throughout the planning, implementation and review stages.

▶ Suitable Venue

Working with industry partners to select a suitable venue to hold the showcase day will support a true picture of the expectations of the workplace as well as provide access for participants to engage in "hands on" activities as part of the overall experience. Safety is the most critical consideration when arranging access to worksites and arranging practical tasks, ensure that risk assessments are completed and the sites are safe to attend with groups of people. Access and environmental conditions are also important considerations as too much noise, poor lighting and inadequate room to safely access or exit spaces will impact on the capacity for individuals to relax and enjoy the discussions or demonstrations.



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► PRE-Showcase Day

► Transport

The involvement of schools, unemployed, disabled and remote participants will need to be supported when considering a suitable location as access to transport and the associated costs could be a deciding factor in the ability of individuals to attend on the day. Research local transport options prior to confirming the location, collaborate with schools, job seeker agencies and support organisations to see if there are free transport options available then make these known to the interested participants. If there are no options for free transport you may like to discuss options with industry partners as they may have a bus available or you may like to hire a local bus and arrange pick up points. You will need to factor this cost into your budget.

► Regional events calendar and school calendar

When planning your showcase day it is always a good idea to check out the regional events calendar and schools calendar to make sure that your showcase day does not clash with some other event that will reduce the likelihood of participants attending. You may also consider scheduling the showcase day to correspond with a complimentary event that will bring additional interested candidates to the region.

► Catering

Offering refreshments at the showcase day will provide the opportunity to have an informal chat with participants as they relax and consume their food and drinks. Your budget will dictate how much you can afford to spend on this activity, but consider not only the participants but also the guest speakers, industry experts and support people that may be contributing their time for free. Providing these valuable stakeholders with quality refreshments is a great way to express your gratitude for their attendance at the event. It is also important to ensure that suitable facilities are available for serving refreshments at the venue as health and hygiene requirements must be met. **NOTE:** ensure that you provide the opportunity for attendees to confirm if they have any special dietary needs to assist you with catering and managing the risk of allergies on the day.



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► PRE-Showcase Day

► Contact list

Setting up an initial contact list that includes both email and mobile phone details of interested participants and stakeholders will assist you to commence the process of communicating with all parties. Ensure that you clearly identify participants, support people, industry people, special guests, business owners/managers and employers so that you can customise your communication with them to suit their role in the showcase day. Refer to this list to send follow up reminders, thank you cards, feedback and industry updates.

► Invitations

Initially you would seek expressions of interest via social media, email or telephone from local disabilities organisations, schools, job search organisations, registered training organisations, youth organisations, women's groups and any other groups that you think may have an interest in attending the showcase day.

Once you start to receive responses you can add these to your contact list to track interest in the showcase day. If you receive sufficient responses to support going ahead with confirming the showcase day you can follow up with an official initiation using Eventbrite or emailing flyers to confirm details and RSVPs. Confirmed details of participants should be captured on the contact list so that you can follow up at a later date to remind people to attend or to notify of a cancellation or change of date if necessary.



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► PRE- Showcase Day

► Job outcomes

When selecting industry partners to showcase career opportunities with it is important to identify that there are genuine employment outcomes for those industries in your local region or that participants can be directly referred on to employment opportunities in associated industries or other regions. It is advisable to do your research prior to contacting employers to see if there are career progression opportunities in the industry/industries that you want to target. Discuss with potential employers the range of skills and training that will be needed for new candidates in these industries, ask if there is opportunities for work experience, school based traineeships, traineeships or apprenticeships at their workplace. This information will assist you to design your showcase day to highlight local, regional and national job opportunities or career pathways.

► Risk assessment/insurance

All aspects of the showcase day will carry a level of risk so it is important that you make yourself aware of any risks that are directly related to the venue, transport or activities that will take place during the showcase event as these are most likely to result in litigation. It is wise to write up a risk management plan for the showcase day to ensure that you have considered all the risks and have addressed them prior to the event. Part of this process is to check the insurance cover and worksite induction process for the venue/s that you are planning to attend to ensure that they will minimise the risk to your organisation. Here is an example of an organisation that will provide insurance for participants in work experience [ExperienceWorx | Insurance | Australia](#)



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► PRE- Showcase Day

► Cost calculator/budget tracking

Part of the showcase day planning process includes calculating costs and allocating a budget. You should research all associated costs prior to confirming the final invitations to assist you to do the following two things; calculate a budget for the submission of a funding grant to confirm the budget and/or to run the event without exceeding your budget by tracking real costs. [For further information on costing read page 13.](#)

► Marketing & communications plan

To maximise the success of the showcase day it is advised that you develop a marketing and communications plan. Aspects of this plan include:

1. What media you will use to communicate with each of the stakeholders as they may require different approaches.
2. What media you will use to market the event and provide access for individuals to express interest such as Face Book or Eventbrite.
3. Timing and reviewing of marketing strategy – is it working, do you need to change tactics or enlist the support of others to get the message out there. Consider whether or not you're getting the response you expected, if not what can you do to increase interest or modify the event to support attendance (such as revise date or location).
4. **NOTE:** experience has indicated that social media and the use of local groups to get the message out to interested participants has been the most successful method of marketing. The use of third parties to broadcast the information has not shown to be as reliable or productive.



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► Showcase Day

► Showcase day structure/plan

It is important to ensure that the showcase day has structure and is planned carefully to ensure that it flows easily and provides the opportunity for all participants to gain value by meeting different learning styles. Including group chats, guest speakers, practical activities, workplace tours, demonstrations and casual conversations will assist you to meet this requirement. Timing and set up are critical considerations as they will ensure that the showcase event has no dead spaces that could cause disinterest to set in, as the goal of the event is to show how interesting and positive working in the targeted industry could be. Writing up the plan/schedule and including it in your marketing package will encourage participation if it looks interesting and worthwhile to potential stakeholders.

► Activities

The selection of suitable activities to include in your showcase day will depend on the specifics of the industry workplace such as type of work undertaken, risk management plan and facilities available on the day. Low risk activities such as guest speakers, group chats, question and answer or site tours may require the event facilitator to provide input to encourage participants to ask questions or respond to questions due to participants lack of experience or confidence. The facilitator should research the workplace prior to attending and add consider adding prizes or lucky spots to the event to lighten it up and provide encouragement for participants to engage in activities. Practical tasks such as "try a trade" or "hands on" tasks should be well thought out to ensure that the tasks are easy and fun for the participants to do.

► PPE/safety matters

As part of your planning it is critical that you comply with WHS requirements for the site which will include provision of PPE as well as the wearing of suitable clothing and shoes while on site. The organiser should research these requirements and be sure to include them in the invitation before they are sent out, in addition to this the host employer will need to be consulted as to whether they can provide the PPE or if the event facilitator is expected to provide the PPE for the attendees. Attendees may also be required to complete an on site induction on the day so scheduling the time required to complete this mandatory task into the event plan will minimise the risk of running out of time for other activities on the day.



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► Showcase Day

► Goodie bags/Flyers/handouts

Goodie bags are a cheap way to include marketing materials and career information in a fun way. Depending on your budget you could provide items such as hats, water bottles, lanyards, USBs (industry bodies or workplaces may be able to provide samples at no cost). The production or inclusion of flyers that provide relevant information about the industry, specific jobs and related training are invaluable to participants as they provide a resource that can be read on the day or handed to parents and friends after the event to increase the potential for employers to access suitable candidates that are wanting to take up employment in the industry. RTO's, MAE, industry bodies and employment agencies are all good sources for locating flyers and careers information that could be included in the goodie bags at the event.

► Industry champions/guest speakers/Industry representatives

One of the most effective ways to sell an occupation or career is to have an industry champion included at the event as they can provide a realistic account of what it took to become successful at their chosen career. They can also provide the opportunity for participants to ask difficult questions and to receive honest, sincere responses which then allows them to make an informed choice about whether the career is really what they want to do. Consult with the host employer or the industry body to source a suitable industry champion that they think will engage well with the cohorts that you have invited.

► Promotional videos/podcasts

► The inclusion of podcasts and promotional videos will attract participants that are users of social media as this is an engaging way to get a message across to this cohort and is easy for them to share with friends. These tools can also be used to add another dimension to the showcase day if you are limited in the range of activities that you can include into the schedule due to budget or level of risk.



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► Showcase Day

► New innovations

It is always good to research any new innovations that may be linked to the industry that you are targeting for the showcase day. This is a great way to show that there is progression and opportunity in the industry which will broaden career outcomes and ongoing opportunities for increasing skills and knowledge. This is often a great selling point for employers and careers advisors to use when engaging with potential employees. Including these into the showcase day by using videos, demonstrations or industry champions will assist in highlighting any new innovations in the industry.

► Surveys

Surveys are a great tool to use to gauge stakeholder interest and feedback as well as supporting continuous improvement practices. Well targeted questions that require short responses are a good way to gauge outcomes for reporting purposes, short answer questions can be used for follow ups or to elicit more detailed data to assist you to review practices and to plan future events. There are many free apps that you can download to use for surveying but two of the easiest to use are Survey Monkey and Microsoft Forms. These two options provide the data in graph or XL reports for you to collate and report on and are easy to provide access to via QR code or internet link on any device.

► Media coverage/photos

Media coverage and photos are a great way to source ongoing marketing materials and to create positive outcomes for participating stakeholders. Remember to provide a media release form for participants to complete prior to publishing any photos or videos of individuals involved in the showcase day. Contacting the local media to do a good news story, posting items on relevant social media pages or uploading these to industry web pages will help to publicise future events, create interest in the industry and show community engagement with your organisation. NOTE: don't forget to provide the link to view these media items to all stakeholders so that they can access them after the event.



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► Post Showcase Day

► Work Experience

Prior to the showcase day it is good practice to discuss with the host employer if there is the opportunity for interested individuals to attend work experience at the workplace. If so, this option can then be included in the event schedule as a topic for discussion. It is important to research the terms and conditions relating to offering this option as some workplaces may not be suitable for untrained people to attend or the range of tasks that are offered may be very limited and not really show a true picture of what the job entails. Insurance and liability must also be negotiated with the employer or workplace representative prior to confirming if this will be a viable options as part of the showcase day. Work experience brokers are specialized service providers that could be engaged to negotiate these aspects on an organizations or employer's behalf so may be an option worth considering.

► Mentors

Often employers, group training organizations or employment providers will be able to provide industry mentors to support new starters in the workplace. When inviting stakeholders to the show case day you may want to discuss this option with them to see if this is a topic that they could address at the question-and-answer session, then include this in your showcase plan.

► Industry contacts/websites

Providing details of industry contacts via flyers, business cards, novelty items or social media will expand the range of resources and information that individuals can access and share. Make sure that they are relevant, up to date and indicative of the regional opportunities as well as state and national to provide the greatest opportunity for individuals to consider the target industry. Links to careers advice, employment opportunities, training programs, future projects and good news stories will help to build a positive picture about the target industry.



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► Post Showcase Day

► Publicity

Publicizing the success of your showcase day will assist you to have future successful events. Collecting feedback and quantitative data that indicates a positive experience for stakeholders that attended previous events can be used to support the funding and planning of future events. Subsequent increased employment outcomes, enquiries and enrolment data could also be used to support the success of the showcase event and impact on future event planning. Publicizing this positive feedback along with providing data to support your claims will encourage participants to attend scheduled showcase days as they will have increased confidence that the activity will meet their expectations.

► Review

After investing time and money in organizing a showcase day it is recommended that you review the process and outcomes after the event to see if you achieved the objectives of the showcase day plan and stayed within budget. Reviewing what did and did not work will help with future planning or in explaining any cost blowouts that may need to be reconsidered for the next event. Writing up these recommendations will assist others to plan similar events and to build on your experience and feedback.

► Reports

Report writing formalizes the data collected from previous show case days so that it can be used for planning future events. Reports also provide a written account of what actually took place and are a record of who, what, how and why things happened. All of these aspects of the showcase day will be available as an accurate future point of reference long after your memory has faded.



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► Post Showcase Day

► Cost analysis

A cost analysis should always be completed to ensure that you are aware of the real cost of conducting a showcase day as you may initially estimate a cost that is well below what the real cost will be which could cause you to blow your budget and not have sufficient funds to cover all aspects of the day. Usually one of the following two situations will occur - 1. You may be required to provide an accurate costing when applying for funding for the showcase day then once it is approved you will be working within the constraints of the allocated budget so you will need to ask for the correct amount of funding. 2. You may be given a certain amount of funding and you will be required to make the showcase day work within this defined budget so costing will be a critical part of the planning.

Accurate costing should include the following items

- Hourly rate of coordinator/facilitator and time required to plan, implement and review the showcase day.
- Transport and venue hire
- Marketing materials, goodie bags and PPE
- Catering and gifts
- Administration & stationary costs



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▶ Post Showcase Day

▶ Templates and websites

To assist you to plan and implement your showcase day MAE have provided links to templates and useful web sites below, these were current at the time of writing,

- ▶ **MAE website:** <http://www.agrifooditab.com.au/general-info/new-mae-career-pathfinder-project/>
- ▶ **Nationally Recognized Training Qualifications details for all industries:** training.gov.au - Search
- ▶ **National Careers Institute Australia:** <https://www.dewr.gov.au/employment>
- ▶ **Australian Apprenticeship Centre:** <https://www.australianapprenticeships.gov.au/>
- ▶ **Microsoft Forms:** <https://forms.office.com/> **Survey Monkey:** <https://www.surveymonkey.com/>
- ▶ **Project costing tools:** <https://www.smartsheet.com/Ultimate-guide-project-cost-estimating>
- ▶ **Eventbrite:** <https://www.eventbrite.com.au/>
- ▶ **NSW school calendar:** <https://education.nsw.gov.au/content/dam/main-education/public-schools/going-to-a-public-school/media/documents/Calendar2023A4.pdf>



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- ▶ **Post Showcase Day**
- ▶ **Templates and websites**

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