# Know How Show How

TAFE teacher recruitment campaign - communications kit

**Help us promote our TAFE teacher incentive program**.

*The Victorian Government’s TAFE teacher incentive program will provide people with the financial support ($10,000 over two years) towards studying and completing their Certificate IV Training and Assessment (TAE), as well as further financial support to help in their first two years of teaching*

In this communications kit, we’ve provided you with a fact sheet, suggested email/newsletter copy, social media posts and social media tiles that you can share to promote TAFE teaching and the incentive program to your audience.

You can also refer to www.vic.gov.au/tafeteacher for more information about the TAFE teacher incentive program.

Thank you for your support.

**Fact sheet**

You could send this out via email, print out hard copies or upload to your website.

(insert link to fact sheet PDF when available)  
  
**Suggested website or newsletter copy  
  
TAFE needs people with the know-how to become a teacher.**The Victorian Government funded TAFE teacher incentive payment initiative is supporting hundreds of experienced workers to retrain and enter the TAFE system as teachers.  
  
Every course taught at TAFE needs an industry expert with the know-how to teach it. You might be:

* a plumber, who’s looking to ‘get off the tools’ and try something new
* a nurse who, after years of shift work, looks forward to being able to pick their children up from school
* a small business owner, while still passionate about their industry, has had enough of the daily demands of running a business

Changing careers can be daunting. A $10,000 incentive payment is now available, designed to help make the transition to a new career as a teacher a less challenging reality for qualified, skilled workers.   
  
To become a TAFE teacher, prospective applicants will need to complete their Certificate IV in Training and Assessment. Flexible study options are available, allowing people to keep working while they train.

To find out more about study requirements and information on being a TAFE teacher visit [www.vic.gov.au/tafeteacher](http://www.vic.gov.au/tafeteacher) . To apply directly to the program, contact your local TAFE.

**Suggested social media copy and imagery**

| Post | Copy |
| --- | --- |
| **Meet Bec – TAFE teacher**  **FB and IG** | **Copy**: Considered teaching at TAFE?  When Bec started her journey as an electrician, she never thought she’d become a TAFE electrical teacher!  The Victorian Government’s $10,000 TAFE teacher incentive payments are now available to help you change up your career.  Find out more about Bec and her TAFE teaching career, [www.vic.gov.au/tafeteacher](http://www.vic.gov.au/tafeteacher)  **URL:** vic.gov.au/tafeteacher  **Link Description:** TAFE Teacher Incentive |
| **Meet Ian – TAFE teacher**  **FB and IG** | **Copy**: Looking for a new career?  Teaching at TAFE not only gives Ian a sense of accomplishment, it also offers him the lifestyle he is looking for: ‘The fact that I can plan my work around my life obligations is great!.  If you’ve got the know-how like Ian, the Victorian Government’s $10,000 TAFE teacher incentive payment could help pave your way to a new, flexible, and rewarding career: www.vic.gov.au/tafeteacher  **URL:** vic.gov.au/tafeteacher  **Link Description:** TAFE Teacher Incentive |
| **Know How Show How – nursing**  **FB, IG and LinkedIn** | **Copy**: Is it a new career you’re looking for? Are you a skilled professional in your industry? You could apply for an incentive payment to help you retrain as a TAFE teacher.  It’s never too late – make the leap and apply for a Victorian Government $10,000 incentive payment to help you become a TAFE teacher today: www.vic.gov.au/tafeteacher  **URL:** vic.gov.au/tafeteacher  **Link Description:** TAFE Teacher Incentive |
| **Know How Show How- electrical**  **FB, IG and LinkedIn** | **Caption:** Could you be a TAFE teacher?  TAFE teachers come from a wide range of backgrounds; are you:  • a plumber, who’s looking to ‘get off the tools’ and try something new?  • a nurse who, after years of shift work, wants to be able to pick up their children from school more often?  • a small business owner, who - while still passionate about their industry - is looking for a change from the daily demands of running a business?  If you’ve got the know-how, become a TAFE teacher. Applications for the Victorian Government’s $10,000 incentive payment program are now open: [www.vic.gov.au/tafeteacher](http://www.vic.gov.au/tafeteacher)  **URL:** vic.gov.au/tafeteacher  **Link Description:** TAFE Teacher Incentive |