

# Many Talents One VCE

## Stakeholder Pack

Senior Secondary Pathways Reform

May 19, 2022



Education  
and Training



# Introduction

## **VCE is changing from 2023**

Victoria's senior secondary education is changing.

From 2023, the new VCE Vocational Major will replace Intermediate and Senior VCAL. This means the VCE will recognise different students equally under the one VCE.

The new Victorian Pathways Certificate (VPC) will replace Foundation VCAL. Students will have more education choices, a higher-quality curriculum and better workplace experiences – preparing them for further study, training at TAFE or work.

**Whatever your talent, you can now pursue it under the new VCE.**

# Campaign Overview

The **Many Talents One VCE** campaign aims to raise awareness of the new VCE Vocational Major replacing VCAL from 2023.

The concept has been informed by market research and tested to ensure it resonates with target audiences.

The campaign will target students, parents/guardians, and people from diverse cultural communities.

The campaign will feature on television, radio, social media, out of home advertising and digital in metro Melbourne and regional Victoria.

# What can you do to help?

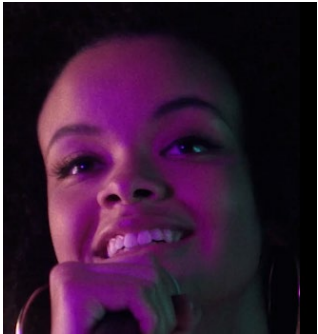
You can help by:

- Sharing the materials that you can access from this stakeholder kit with your communities and organisations via your communication channels (social channels, newsletters etc.).
- Directing people to the Victorian Government's Many Talents One VCE webpage for information: [vic.gov.au/oneVCE](https://vic.gov.au/oneVCE)

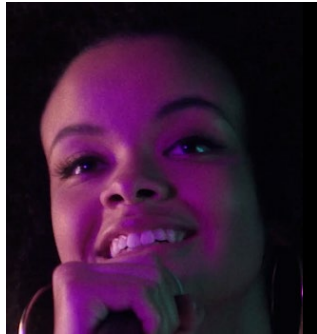
# Social media to share

Many Talents One VCE social media content is available to share across your own social channels including Facebook, Instagram, and Snapchat.

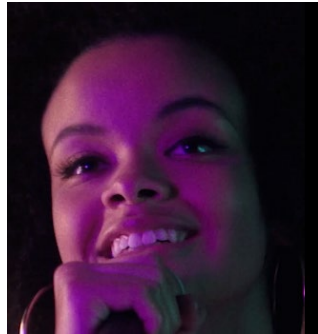
Below are some sample social media posts to use.  
Please see suggested copy on page 5 to accompany the posts.



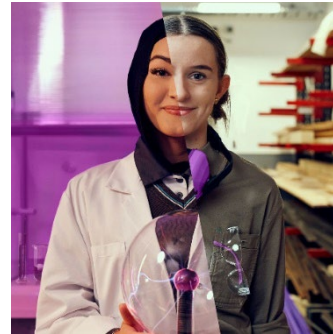
[30" Downloadable Link](#)



[15" Downloadable Link](#)



[6" Downloadable Link](#)



[Tile 1 Downloadable Link](#)



[Tile 2 Downloadable Link](#)



[Tile 3 Downloadable Link](#)

# Social media messages to share

## Message 1 - Facebook/Instagram

Whatever your talent, pursue it under the new VCE. From next year, the VCE will include the VCE Vocational Major replacing VCAL. Many Talents One VCE.

Learn More: [vic.gov.au/oneVCE](http://vic.gov.au/oneVCE) #onevce #manytalents

## Message 2 - Facebook/Instagram #onevce #manytalents

Whatever your talent, pursue it under the new VCE. Many Talents One VCE.

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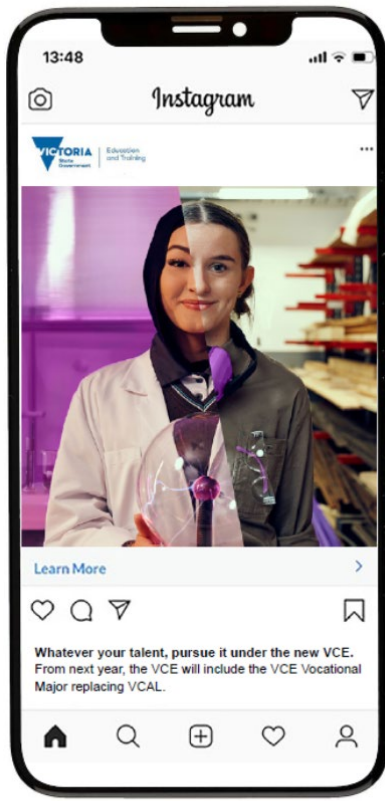
## Message 3 - Snapchat

Many Talents One VCE

Whatever your talent, pursue it under the new VCE. Learn More: [vic.gov.au/oneVCE](http://vic.gov.au/oneVCE)



# Social media carousel to share



[Downloadable Link](#)

## Post Copy:

Whatever your talent, pursue it under the new VCE.

From next year, the VCE will include the VCE Vocational Major replacing VCAL.

Many Talents One VCE. **#onevce**  
**#manytalents**

Learn more at [vic.gov.au/oneVCE](https://vic.gov.au/oneVCE)

# A2 Posters for Schools



[Downloadable Link](#)



[Downloadable Link](#)



# Sample Newsletter Content

*Please feel free to use the below sample newsletter text to send to your stakeholders.*

## **Victoria's senior secondary education is changing.**

From 2023, the new VCE Vocational Major will replace Intermediate and Senior VCAL. This means the VCE will recognise different students equally.

The new Victorian Pathways Certificate (VPC) will replace Foundation VCAL.

Students will have more education choices, a higher-quality curriculum and better workplace experiences – preparing them for further study, training at TAFE or work.

From 2023, more students will study the VCE. That is because the VCE will include the Vocational Major, a 2-year program that sits within the VCE. There will also be the Victorian Pathways Certificate for those who need flexibility in their learning.

A new information and awareness campaign, Many Talents, One VCE will roll out explaining the changes.

The changes are a result of the [Review into Vocational and Applied Learning Pathways in Senior Secondary Schooling](#) (the Firth review). The review found we needed to improve vocational learning in schools.

Schools currently offering VCAL will switch to the VCE Vocational Major from 2023. Current VCAL students will transition to the VCE Vocational Major or VPC in 2023, with credit for units already achieved.

Some schools that do not offer VCAL will expand their options to include the VCE Vocational Major.

Teachers and careers counsellors are available to answer questions and to support students as they make decisions about their final years at school.

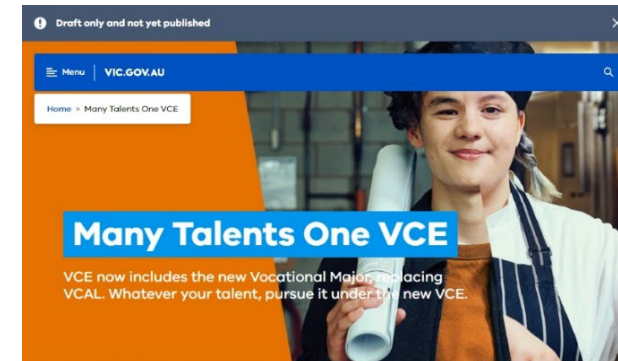
Now students will have greater access to high-quality, relevant vocational education and applied learning opportunities.

For more information, go to [vic.gov.au/oneV-CE](https://vic.gov.au/oneV-CE)

# Many Talents One VCE webpage

The Many Talents One VCE webpage provides students and parents information about the changes to senior secondary education in Victoria.

[vic.gov.au/oneVCE](https://vic.gov.au/oneVCE)



## VCE is changing from 2023

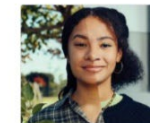
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Whatever your talent, you can now pursue it under one VCE.



EDUCATION

### What's changing in senior secondary

Your senior certificate options are changing. Find out what it means for you.



EDUCATION

### VCE and VCE Vocational Major

The VCE is changing to also offer the VCE Vocational Major, a new 2-year program. It will give you work-related skills and prepare you for further education and training.

## Education

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