

Archived: Wednesday, 4 December 2019 8:42:14 PM

From: s22

Sent: Wed, 9 Oct 2019 13:54:24

To: s22

Cc: s22

Subject: RE: overnment priorities update [SEC=OFF C AL:Sensitive]

Sensitivity: Normal

Attachments:

19090 ovt priorities v3 Skills update.docx;

s22

Hi s22

ve made one update to the Skills material in the attached document, to include reference to the appointment of the National Careers Ambassador.

Note, s34(3), and is scheduled to be announced by the Prime Minister at an event tomorrow morning. s22

ind regards

s22

s22 A g Senior Adviser

Skills and Higher Education Department of the Prime Minister and Cabinet

s22 w. www.pmc.gov.au

One National Circuit arton ACT 2 00 PO ox 500 CAN ERRA ACT 2 00



The Department acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters and community. We pay our respect to their Cultures, Country and Elders both past and present.

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Domestic Stability in an Uncertain World

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Equip Australians with the skills that Australian businesses need to boost their success, delivering better wages and more jobs

Supporting skills development

s22



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. We've also appointed Scott Cam as the inaugural National Careers Ambassador to promote the role the VET sector plays in providing people a pathway into valuable and rewarding careers.

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s47C



Key Points on the announcement and role

- Scott Cam was announced as the National Careers Ambassador on 10 October 2019.
- The Ambassador will champion the work of the National Careers Institute
- The Ambassador will help the Institute to deliver consistent information about career pathways in collaboration with:
 - government,

- industry,
 - schools, and
 - employers
- The Ambassador will also assist the Institute in raising the profile of vocational education and training as a valuable and rewarding choice.

What will Mr Cam do?

- Mr Cam will undertake a range of activities over the next 15 months, including:
 - events,
 - stakeholder engagement activities,
 - engagement through social media channels,
 - featuring in digital materials such as videos, and
 - collaborating with the Institute to shape its future.

Background

- In the Budget, the Institute was allocated funds for the engagement of a National Careers Ambassador (the Ambassador) role to champion and promote the work of the Institute through a range of activities.

s47F(1)



Due diligence

- The Department of Employment, Skills, Small and Family Business conducted due diligence to ensure the National Careers Ambassador represented value for money as part of negotiating the contract.

s47F(1)



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s47F(1)



Matthew Roper A/g First Assistant Secretary	Social Policy Division	6271 5532	s47F(1)
Kimberley McDonald Assistant Secretary	Education Branch	6271 5667	s47F(1)

MEDIA RELEASE

10 Oct 2019

Prime Minister, Minister for Employment, Skills, Small and Family Business

Scott Cam will inspire the next generation of tradespeople in his new role as Australia's first National Careers Ambassador, helping young Australians take advantage of surging demand for skilled workers.

Mr Cam will highlight how practical and technical training can lead to high paying and fulfilling jobs, while also working with the National Careers Institute, alongside government, industry, education providers, career advisors, parents and employers to improve career options.

Prime Minister Scott Morrison said as our economy changes we need people to have a mix of skills and experience and this includes having more Australians with technical, trade and practical skills.

"For many years going to university has been the default expectation imposed on our young Australians, but it's not the only path to rewarding and successful employment."

"It's time we broadened our view and recognised the many other successful avenues available to young Australians and talked about the opportunities in fast growing industries like health and construction through technical and skills education.

"I want to see more Australians become plumbers, electricians and bakers than lawyers and consultants. I would like to see more of them going on to become their own boss.

"Scott Cam is proof that undertaking a trade can be a very valuable, rewarding and successful career choice, and there are plenty more who can tell a similar story to Scott.

"In my own electorate in southern Sydney, there are numerous stories of Australians who have been able to look after themselves, their families and make a real contribution, often starting their own businesses and creating jobs and livelihoods for others.

"By learning a trade you'll earn more, your skills will be in demand and you'll help build our country and keep our economy strong."

Minister for Employment, Skills, Small and Family Business, Senator Michaelia Cash, said vocational education and training was key to building our future workforce.

"The Morrison Government is committed to creating more than 1.25 million jobs over the next five years and alongside that goal we are rolling out a \$100 billion infrastructure investment.

"To take advantage of this, we will need to make sure people and businesses have access to the right skills at the right time, and understand how their skills relate to current and emerging career pathways," Minister Cash said.

"As National Careers Ambassador, Scott will help Australians at all ages and stages to make informed decisions about learning, training and work pathways. Working with the National Careers Institute, Scott will make sure individuals and businesses can take advantage of the pathways on offer."

The Morrison Government is currently undertaking a major modernisation of the vocational education and training sector.

The Government's first instalment of our modernisation plan, a \$585 million skills package, is now rolling out.

OFFICIAL

This package includes increased incentives for up to 80,000 new apprentices and expanded apprentice wage subsidy trials in rural and regional areas and 10 new Industry Training Hubs in areas of high youth unemployment to better connect schools with local employers, industries and training providers.

The National Careers Institute is holding co-design workshops around the country from 4 October 2019.

For more information on the National Careers Institute and to engage in the careers conversation go to www.nci.employment.gov.au

DEPARTMENT OF THE PRIME MINISTER AND CABINET

PM&C
Secretary
Ms Larkins
Mr Roper
Ms McDonald
Mr
Goldsworthy

To: Prime Minister**NATIONAL CAREERS AMBASSADOR ANNOUNCEMENT**

PMO
Dr Kunkel
s22

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Our Proposed Objectives:(Talking points are at Attachment A)

- To jointly announce the appointment of Mr Scott Cam as the inaugural National Careers Ambassador with the Minister for Employment, Skills, Small and Family Business, Senator the Hon Michaelia Cash (Minister Cash).

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Their Objectives:(Biographies are at Attachment B)

- Minister Cash will also use the opportunity to talk about the role of the National Careers Ambassador to promote the vocational education and training (VET) sector as a key pathway to help people train, retrain and upskill.

Key Points:

- s34(3) Mr Cam will be appointed as the inaugural National Careers Ambassador (the Ambassador) to support the work of the National Careers Institute (NCI).
- Both the NCI and Ambassador were announced as part of the *Delivering Skills for Today and Tomorrow* package in the 2019-20 Budget.

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Kimberley McDonald
A/g Assistant Secretary
Education Branch
September 2019

Contact Officer: s22
s22
Consultation: Department of
Employment, Skills, Small and Family
Business

NOTED:

Date:

s22

ATTACHMENT A**TALKING POINTS**

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- The National Careers Institute, and in particular, the National Careers Ambassador, will promote the VET system to people looking to train, retrain and upskill.
- Our inaugural National Careers Ambassador will play a key role in highlighting the VET system as an essential pathway to a valuable and rewarding career.
- I will leave it to Minister Cash to introduce Scott Cam as our great new National Careers Ambassador.

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ATTACHMENT C

BACKGROUND**National Careers Ambassador and National Careers Institute**

- The National Careers Institute (NCI) was established on 1 July 2019 within the Department of Employment, Skills, Small and Family Business. It is envisaged the NCI will provide a single authoritative government source of careers information, with a particular focus on promoting vocational careers.
- This is based on the recommendations of the *Strengthening Skills: Expert Review of Australia's Vocational Education and Training System* by the Hon Steven Joyce (the Joyce Review). The Joyce Review did not recommend the establishment of the National Careers Ambassador (the Ambassador) role.
- The NCI was announced as part of the *Delivering Skills for Today and Tomorrow* package in the 2019-20 Budget which lays the foundation for the Government's commitment to strengthening and modernising the skills and careers sectors.
- Mr Scott Cam will be the inaugural Ambassador. As a high profile public figure he will be able to reach a broad audience across Australia and bring significant public and stakeholder focus to the work of the National Careers Institute.
- The ongoing role and functions of the NCI will be informed by research and collaboration with government, industry, training, education and other key stakeholders.

s34(3)

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From: s22
Sent: Monday, 20 January 2020 10:13 AM
To: s22
Cc: s22
Subject: RE: s22 /Scott Cam corro s22
[SEC=OFFICIAL]

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Hi s22,

s22

The National Careers Ambassador, Scott Cam, is working with the National Careers Institute to make sure individuals and businesses have access to better careers information and advice. Mr Cam is also playing an important role highlighting the advantages of the Vocational Education and Training (VET) system in supporting individuals of all ages to train, retrain and upskill.

Thanks, and let me know if you require anything else,

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From: s22 e
Sent: Monday, 20 January 2020 10:05 AM
To: s22
Cc: s22 LOVELOCK, Grant
Subject: RE: s22 /Scott Cam corro s22 [SEC=OFFICIAL]

s22

Hi s2
s22 .
Please find below text we've previously used. s22
Thanks,
s22

The National Careers Ambassador, Scott Cam, is working with the National Careers Institute to make sure individuals and businesses have access to better careers information and advice. As you rightly point out, Mr Cam is also playing an important role highlighting the advantages of the Vocational Education and Training (VET) system in supporting individuals of all ages to train, retrain and upskill.

Over Mr Cam's duration as National Careers Ambassador, he is undertaking a range of activities. Mr Cam will attend stakeholder events to promote career education and career pathways and highlight the valuable career pathways VET can offer individuals. Mr Cam is engaging online to encourage conversation about the careers development system. As Ambassador, Mr Cam is going to work with the Australian VET Alumni, to promote the diverse careers of VET graduates.

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From: s22
Sent: Wednesday, 13 November 2019 6:39 PM
To: McDonald, Kimberley
Subject: RE: National Careers Ambassador [SEC=OFFICIAL]

OFFICIAL

FYI – we had a quick discussion with Simon re estimates. Not expecting much to come up in our space but he asked about the contract arrangements for the Ambassador (which I've confirmed just now).

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Cheers

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From: s22
Sent: Wednesday, 13 November 2019 6:28 PM
To: Duggan, Simon
Cc: Roper, Matthew ; McDonald, Kimberley
Subject: National Careers Ambassador [SEC=OFFICIAL]

OFFICIAL

Hi Simon

Just confirming that remuneration for the National Careers Ambassador, Scott Cam, is being provided through a Services Contract arrangement and that Mr Cam is not considered an employee of the Department of Employment – so no involvement of the Remuneration Tribunal was required.

Cheers

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s22 Senior Adviser
Skills and Higher Education Section | Education Branch
Social Policy Division | Department of the Prime Minister and Cabinet

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