

## National Careers Ambassador

### Key Points

- 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.

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**If asked: What has Mr Cam done since being appointed?**

- The role of the Ambassador is to raise awareness of careers education and information, promote career pathways, particularly VET pathways, and promote the initiatives of the National Careers Institute.
- Since being appointed, he has reached Australians through attending events (in person and by featuring in videos) and publishing social media posts, for instance.
- Further questions should be directed to the Department of Education, Skills and Employment.

**If asked: What will Mr Cam do over 2020?**

- Mr Cam will undertake a range of activities in 2020, including:
  - events e.g. attend National Careers Week,
  - stakeholder engagement activities e.g. through the National Careers Institute's e-hub,
  - engagement through social media channels,
  - featuring in digital materials such as videos, and
  - collaborating with the Institute to shape its future.

**If asked: How much is Mr Cam being paid?**

- Mr Cam will be paid \$350,000 for this role.
  - (This consists of \$262,500 (ex GST) in 2019–20 and \$87,500 (ex GST) in 2020–21).

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- Over his 15 month contract, Mr Cam will undertake a range of activities to:
  - Promote career education and career pathways through stakeholder events and forums.
  - Encourage conversation about the careers development system through the National Careers Institute's e-hub website.
  - Promote the work of the National Careers Institute and highlight VET pathways and career development.
- The Ambassador is also playing an important role highlighting the advantages of the VET system and its role in supporting individuals to train, retrain and upskill.

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s47C, s47F(1)

s47C, s47F(1)



***Remuneration and travel costs***

- The total value of Mr Cam's contract is \$350,000. This consists of \$262,500 (ex GST) in 2019–20 and \$87,500 (ex GST) in 2020–21.

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s47C, s47F(1)



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-----Original Message-----

From: s22

Sent: Monday, 2 March 2020 10:29 AM

To: McDonald, Kimberley &lt;s22

Cc: s22

Subject: RE: Scott Cam [SEC=OFFICIAL]

OFFICIAL

s22 At the December estimates, Nadine said first FY is \$260k and a further \$85k next FY (see below).

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5 Dec 2019

Senator PRATT: Thank you. How much will Scott Cam be paid was the Careers Ambassador?

Ms Williams: The contract with Mr Cam's representatives is over two years, and the value of the contract for the first year is about \$260,000, excluding GST. That's for this financial year. Then there's a further amount for next financial year of \$85,000.

Senator PRATT: What travel budget has been allocated?

Ms Williams: I'd have to take that on notice. The travel budget would be based on the travel that Mr Cam would undertake. I'd need to get some advice on whether that's included in the amount I've provided you.

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> On 2 Mar 2020, at 10:09 am, s22 wrote:

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&gt; OFFICIAL

> No worries - will check now. I have attached Employment's senate estimates brief which says 'The total value of Mr Cam's contract is \$350,000. This consists of \$262,500 (ex GST) in 2019-20 and \$87,500 (ex GST) in 2020-21'.

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From: s22

Sent: Thursday, 26 March 2020 2:18 PM

To: s22

Subject: s22 ]

## OFFICIAL

Hi s22

If you send the incoming I can help tailor some words / or happy to review draft response. In a recent corro, I used the following:

In relation to the role of the National Careers Ambassador, I can assure you and s22 that Mr Scott Cam has already brought greater profile to the Government's skills reforms and the new National Careers Institute, including through his online presence and social media profile. He has kicked off a national tour, where he will be promoting and attending events across Australia, including in regional locations. Among other activities, Mr Cam will be engaging with schools to promote the value of VET, as well as with industry and employers to ensure people are getting the skills needed now and in the future.

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s22

From: s22  
Sent: Wednesday, 11 March 2020 4:17 PM  
To: s22  
Cc: s22  
Subject: s22 regarding National Careers Ambassador [SEC=OFFICIAL]

**OFFICIAL**

Hi s22

Good to chat with you earlier. I can provide the follow input for your correspondence:

The Australian Government established the National Careers Ambassador role to promote career development and the diversity of skills and qualifications that can be achieved with vocational education and training (VET) qualifications.

The Government appointed Mr Cam as the inaugural National Careers Ambassador, as he is a former apprentice and is a real-life example of where vocational training can take you.

As well as being a well-known and respected Australian, he is also a qualified tradesman who runs his own business and has employed apprentices in his business. Mr Cam has promoted jobs and apprenticeships for both Labor and Coalition Governments.

Mr Cam has already brought greater profile to the Government's investment in the National Careers Institute by engaging online and through his social media profile. He has recently kicked off a national tour where Mr Cam will attend events across Australia, including regional locations, during 2020.

Mr Cam will use those events to promote career opportunities and highlight ways to access the many career pathways on offer.

He will play a key role highlighting how VET is best positioned to address the future skills needs of Australia's employers and provide a successful career path for students and job seekers.

Mr Cam will work with the National Careers Institute to improve the delivery of careers information. To do this, Mr Cam will participate in a range of activities that have significant reach and that resonate with a diverse audience, such as:

- promoting career development by encouraging Australians to train, retrain and upskill
- engaging with schools to promote the full spectrum of contemporary VET Pathways, the importance of apprenticeships and career education
- engaging with industry and employers to ensure the future workforce is skilled to meet new careers and new ways of working
- promoting the work of the department, particularly the National Careers Institute with his image on departmental websites including the National Careers Institute's e-Hub.

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In relation to the role of the National Careers Ambassador, I can assure you and s22 that Mr Cam has brought greater profile to the Government's skills reforms and the new National Careers Institute, including through his online presence and social media profile. s22

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As the spread of COVID-19 has changed the way Australians work, train and study, the role of National Careers Ambassador has changed. Due to these changes, Mr Cam volunteered to forgo remaining contract payments, but has publicly committed to his role as the National Careers Ambassador. With face to face events limited, Mr Cam has been engaging with Australians primarily through digital and online content.

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**From:** s22  
**Sent:** Tuesday, 17 March 2020 11:14 AM  
**To:** s22  
**Subject:** [SEC=OFFICIAL]

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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*If asked about the appointment of a National Careers Ambassador*

- We have appointed Scott Cam as Australia's first National Careers Ambassador, to help inspire future generations to pursue VET pathways.
- Mr Cam will be paid \$350,000 for this role.

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**From:** s22  
**Sent:** Monday, 11 May 2020 1:39 PM  
**To:** s22  
**Cc:** s22  
**Subject:** Re: for clearance today - scott cam s22 [SEC=OFFICIAL]

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

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Sent from my iPhone

On 11 May 2020, at 1:30 pm, s22 wrote:

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- We have appointed Scott Cam as Australia's first National Careers Ambassador, to help inspire future generations to pursue VET pathways.

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- As the spread of COVID-19 has changed the way Australians work, train and study the nature of the role of National Careers Ambassador has changed. Due to these fundamental changes Mr Cam volunteered to forgo remaining contract payments, but has publicly committed to his role as the National Careers Ambassador.
- With face to face events not currently possible, Mr Cam will engage with Australians primarily through the production and rollout of digital and online content, adding to the significant amount of content which has already been produced and is being distributed across departmental and Mr Cam's media platforms.
- Total contact value is \$175,000 (ex GST) s47F(1)

s47C

s22 | Adviser

Skills and Higher Education Section | Education Branch

Social Policy Division | Department of the Prime Minister and Cabinet

p. s22

e s22 | [www.pmc.gov.au](http://www.pmc.gov.au)

One National Circuit Barton ACT 2600 | PO Box 6500 CANBERRA ACT 2600

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s. 22(1)(a)(ii)

- The National Careers Ambassador role involves:
- attendance at **S** events connected with the National Careers Institute
- filming to produce up to **s47C &** for the National Careers Institute
- social media presence **s47C & s47F(1)**
- use of the Ambassador's image and likeness on National Careers Institute materials
- providing a report to Government on the activities of the Institute after 12 months.


s. 22(1)(a)(ii) 350,000 ex  
GST), **s. 22(1)(a)(ii)**

s. 22(1)(a)(ii)

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s. 22(1)(a)(ii)

**s. 22(1)(a)(ii)**



Our contract with the National Careers Ambassador, differs in that it is a contract over a term of 15 months. Over that time, the Ambassador will be engaged in a number of activities for the Institute, including events, filming, image use and social media presence. The role of the Ambassador also carries on outside of the specified activities, as the contract gives the Institute the rights to use the Ambassadors likeness on materials over the contracted period. Finally, the Ambassador will present and endorse a report on the activities of the Institute at the end of the contracted period to the Prime Minister.


**s. 22(1)(a)(ii)** to this end the contract with the National Careers Ambassador will appear for \$350,000 **s. 22(1)(a)(ii)**



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s. 22(1)(a)(ii)



**What will the National Careers Ambassador do? How will his role make a difference to people looking for work?**


- The National Careers Ambassador will work across government, industry, schools and employers to make sure that career pathways are working properly, for jobs now and in the future.
- As National Careers Ambassador, Scott Cam will attend a number of events related to the National Careers Institute's work, to raise the profile of vocational education and training as a valuable and rewarding choice with great earning potential.

s. 22(1)(a)(ii)




s. 22(1)(a)(ii) – in total Scott will be paid \$350,000 to undertake a range of activities over the next 15 months. (Note – the \$350,000 amount will be public).

s. 22(1)(a)(ii)




- s. 22(1)(a)(ii)  
(\$350,000 ex GST). s. 22(1)(a)(ii)

s. 22(1)(a)(ii)



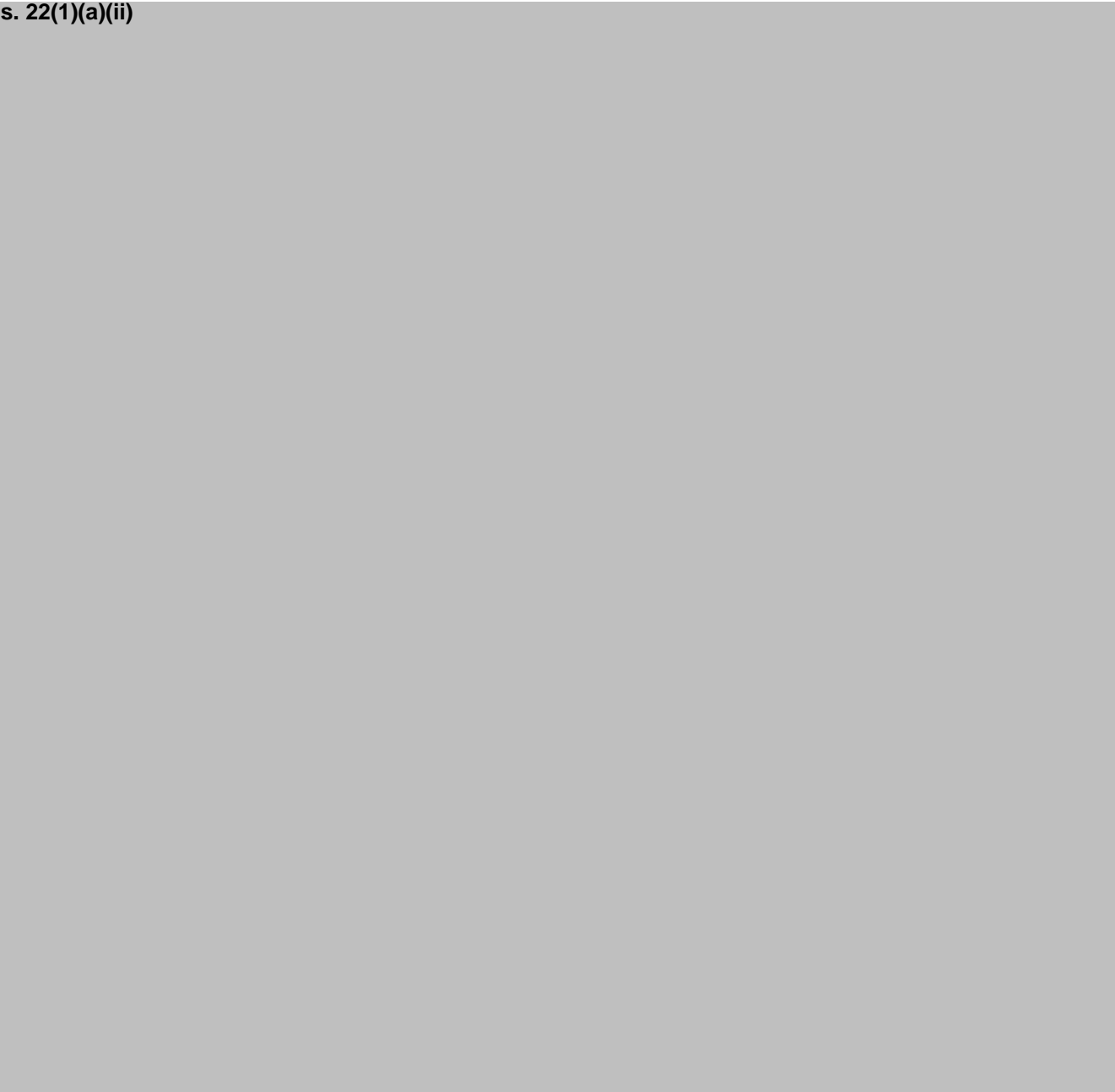


s. 22(1)(a)(ii)




- As part of the contract, the National Careers Ambassador will be working and available over a 15 month period undertaking the following activities:
  - attending <sup>S</sup> events connected with the National Careers Institute
  - filming to produce <sup>4</sup> <sup>S4</sup> videos for the National Careers Institute
  - providing a social media presence, <sup>7F</sup> <sup>s47F(1)</sup>
  - the use of the Ambassador's image and likeness on National Careers Institute materials
  - providing a report to Government on the activities of the Institute after 12 months

s. 22(1)(a)(ii)



## National Careers Ambassador

s. 22(1)(a)(ii)



s47C, s47F(1)



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The value of the contract with s47F(1) is \$350,000 excluding GST.

Activities the Ambassador will undertake as part of the contract are as follows:

- Attendance at s47F(1) events or announcements relating to the National Careers Institute (the Institute).
- s47F(1) social media s47F(1).
- Promotional material including s47F(1) pre-recorded videos for use online, printed collateral and social media posts.
- Use of his name, profile, image and reputation for promotional activities and commercial uses.
- Report on progress made by the National Careers Institute at the end of the contracted term (December 2020).

s. 22(1)(a)(ii)

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**Event Brief**



**Australian Government**

**Department of Employment,  
Skills, Small and Family Business**

**To** Minister for Employment, Skills, Small and Family Business  
**Subject** Announcement of the National Careers Ambassador for the National  
Careers Institute

**Event overview**

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- Attachment B

**Background information*****National Careers Ambassador and National Careers Institute***

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- 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. The Ambassador is required to report to the Government on the progress of the Institute 12 months after its establishment, and work with the Institute across its stakeholder cohorts to assist in the development of nationally consistent career development provision.

s47F(1)

s34(3)

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- The National Careers Ambassador will help to make sure individuals and businesses can take advantage of the pathways on offer.
- Scott Cam is ideally suited to this role and as Ambassador will:

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- attend events or announcements relating to the National Careers Institute
- use his social media presence to promote the work of the Institute
- provide promotional material including pre-recorded videos for use online, printed collateral and social media posts.
- provide his name, profile, image and reputation for promotional activities and commercial uses.
- Report on progress made by the National Careers Institute at the end of the contracted term (December 2020).

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s47C & s47F(1)



The value of the contract with  is \$350,000 excluding GST.

Activities the Ambassador will undertake as part of the contract are as follows:

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- Attendance at s47C & s47F(1) s22 events or announcements relating to the National Careers Institute (the Institute).
- s47C & social media s47C & s47F(1)
- Promotional material including s47C & s47F(1) pre-recorded videos for use online, printed collateral and social media posts.
- Use of his name, profile, image and reputation for promotional activities and commercial uses.
- Report on progress made by the National Careers Institute at the end of the contracted term (December 2020).

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- 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,

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- 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.

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s47F(1)

- Activities the Ambassador will undertake as part of the contract are as follows:
  - Attendance at up to s4 7F( events or announcements relating to the National Careers Institute (the Institute).
  - s47C social media s47C & s47F(1) or as otherwise agreed.
  - Promotional material including s47C & s47F(1) pre-recorded videos for use online, printed collateral and social media posts.
  - Use of his name, profile, image and reputation for promotional activities and commercial uses.
  - Report on progress made by the National Careers Institute at the end of the contracted term (December 2020).

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