Let’s protect respect

Social media copy

**About the campaign:**

Queensland has launched a campaign series first, with ‘let’s protect respect’ – a campaign promoting respect and support for apprentices and trainees, particularly for women working in male-dominated industries.

Launched during Queensland Women’s Week (5-12 March 2023), the campaign provides information and advice for all apprentices, trainees and employers – so they know their rights and obligations, and where to turn for help if things go wrong at work.

It also projects a new and positive image for industries taking action on cultural issues and opening up to gender diversity, so more women and girls can aspire to a great career in male-dominated occupations like traditional trades.

Campaign activity is among a range of government actions in response to a 2022 review of support by the Queensland Training Ombudsman and is part of the #QldWorkforceStrategy – connecting good people to good jobs.

Need help and don’t know where to turn? Find information and advice 👉 [www.qld.gov.au/ApprenticeshipsInfo](http://www.qld.gov.au/ApprenticeshipsInfo)

Learn more about the campaign and find materials you can share at work and across your networks 👉 [www.qld.gov.au/LetsProtectRespect](http://www.qld.gov.au/LetsProtectRespect)

#LetsProtectRespect #EmbraceEquity #IWD2023  
#apprenticeships #training

**For apprentices, trainees and employers:**

Sexism, bullying and harassment should have no place in the workplace. It has to stop.

If you’re an apprentice or trainee who needs support, or you’re their employer, you can find targeted information and advice at [www.qld.gov.au/ApprenticeshipsInfo](http://www.qld.gov.au/ApprenticeshipsInfo).

Call it out and act. Let’s protect respect.

Find help 👉 [www.qld.gov.au/ApprenticesshipInfo](http://www.qld.gov.au/ApprenticesshipInfo)

#LetsProtectRespect #EmbraceEquity #IWD2023  
#apprenticeships #training #QldWorkforceStrategy

**For employers:**

Apprentices and trainees should be treated fairly, just like another other employee.

Find information and advice to help you support your apprentice and trainee, resolve issues and keep apprenticeships and traineeships on track.

Call it out and act. Let’s protect respect and the way forward.

Need help 👉 [www.qld.gov.au/ApprenticeshipsInfo](http://www.qld.gov.au/ApprenticeshipsInfo)

Access campaign materials 👉 [www.qld.gov.au/LetsProtectRespect](http://www.qld.gov.au/LetsProtectRespect)

#LetsProtectRespect #EmbraceEquity #IWD2023  
#apprenticeships #training #QldWorkforceStrategy

Newsletter and other copy

Newsletter and other copy:

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| **Content – short**  100 words |
| **Train and Retain campaign series starts with respect**  Queensland has launched the first in a series of campaigns designed promote support and drive change for apprentices and trainees, particularly female apprentices, as well as women and girls aspiring for great careers in male-dominated occupations like traditional trades.  Launched during Queensland Women’s Week (5-12 March 2023), the let’s protect respect campaign promotes respect and support available to all apprentices, trainees and employers – so they know their rights and obligations, and where to turn for help if things go wrong at work.  The campaign also promotes positive action for industry and workplace leaders to call it out and act. Learn more and access campaign materials at [www.qld.gov.au/LetsProtectRespect](http://www.qld.gov.au/LetsProtectRespect). |
| **Content – longer form**  168 words |
| **Train and Retain campaign series starts with respect**  Queensland has launched the first in a series of campaigns designed promote support and drive change for apprentices and trainees, particularly female apprentices, as well as women and girls aspiring for great careers in male-dominated occupations like traditional trades.  Launched during Queensland Women’s Week, the let’s protect respect campaign promotes respect and support available to all apprentices, trainees and employers at [www.qld.gov.au/AppreticeshipsInfo](http://www.qld.gov.au/AppreticeshipsInfo) – so they know their rights and obligations, and where to turn for help if things go wrong at work.  Focused on both retention and attraction, the campaign series is part of the government’s three-year Train and Retain strategy, which aims to forge a stronger, inclusive training system that delivers for apprentices, trainees and employers, as well as our economy.  The strategy includes a range of actions in response to a [2022 review of support by the Queensland Training Ombudsman](https://desbt.qld.gov.au/training/employers/engage-government/response-apprentices-trainees) and is part of the [Queensland Workforce Strategy](https://desbt.qld.gov.au/employment/support-employers/workforce-strategy) – connecting good people to good jobs.  Learn more and find campaign materials for industry and workplaces leaders at [www.qld.gov.au/LetsProtectRespect](http://www.qld.gov.au/LetsProtectRespect). |

Image and other requests

You can find social media tiles [here](https://www.publications.qld.gov.au/dataset/let-s-protect-respect-promotional-kit/resource/34c7bbc3-eb11-4126-8328-76b797e24507).

For other images and requests, please email us at [communication@desbt.qld.gov.au](mailto:communication@desbt.qld.gov.au).

Thanks for your support!  
  
Regards, **Communications team  
Department of Employment, Small Business and Training**[communication@desbt.qld.gov.au](mailto:communication@desbt.qld.gov.au)

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[YouTube](https://www.youtube.com/channel/UCap30iZpq88qX7vMf-Jap9w) | [LinkedIn](https://au.linkedin.com/company/department-of-employment-small-business-and-training) | [Facebook - Skills for Queensland](https://www.facebook.com/skillsforqld) | [Facebook - Business Queensland](https://www.facebook.com/businessqldgov/)