

Social media posts

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| **About the campaign:**  Exciting news! The Queensland Government is proud to unveil their latest campaign, Apprenticeships Work for Everyone! 🌟  With a focus on showcasing the immense benefits of apprenticeships and traineeships to Queenslanders, this initiative is set to revolutionise the future of our workforce.  They're on a mission to strengthen support and drive positive changes for apprentices and trainees across our state. Stay tuned for eye-catching advertisements, carrying a powerful message that apprenticeships truly benefit everyone. Join us all in shaping a brighter future for Queensland, where opportunities abound for all! 🌟  Discover how apprenticeships benefit both employers and individuals and help shape a brighter future for all. You can also get campaign materials you can share at work and across your networks 👉 [qld.gov.au/apprenticeships](https://www.qld.gov.au/education/apprenticeships)  Apprenticeships Work for Everyone is funded by the Queensland Workforce Strategy 2022-32.  #ApprenticeshipsWork #QldWorkforceStrategy #FutureWorkforce |
| **Targeting apprentices and trainees:**  Want to earn money while you learn new skills? Become an apprentice or trainee!  With the Queensland Government offering fantastic incentives and resources for businesses, now is the time to start your apprenticeship or traineeship.  And here’s the real magic: the skills you learn you can rely on for life, so you can feel secure in your job and work towards your goals.  Create a brighter future for yourself, become an apprentice or trainee, because apprenticeships work for everyone.  👉To find out how an apprenticeship or traineeship can work for you, visit [qld.gov.au/apprenticeships](https://www.qld.gov.au/education/apprenticeships)  Apprenticeships Work for Everyone is funded by the Queensland Workforce Strategy 2022-32.  #ApprenticeshipsWork #QldWorkforceStrategy #Traineeships #EarnandLearn |
| **Targeting employers:**  Ready to grow your workforce? Hire an apprentice or trainee!  With Queensland Government incentives available to employ an apprentice or trainee, now is the time to expand your business.  And here’s the real magic: apprenticeships and traineeships allow you to pass on your knowledge and skills. As a bonus, you gain a loyal workforce that future proofs your business.  When you employ an apprentice or trainee, you work smarter. And you’ll be helping to shape Queensland’s future workforce!  👉 Find out how to grow your business through apprenticeships and traineeships. Visit [qld.gov.au/apprenticeships](https://www.qld.gov.au/education/apprenticeships)  Apprenticeships Work for Everyone is funded under the Queensland Workforce Strategy 2022-32.  #ApprenticeshipsWork #QldWorkforceStrategy #Apprenticeships #FutureWorkforce |

Newsletter and other copy

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| **Content – short (**83 words) |
| **Introducing the ‘Apprenticeships Work for Everyone’ campaign**  The Queensland Government is excited to announce the launch of their latest campaign – Apprenticeships Work for Everyone – aimed at promoting the benefits of apprenticeships and traineeships to Queenslanders.  This campaign, funded under the [Queensland Workforce Strategy](https://desbt.qld.gov.au/employment/support-employers/workforce-strategy), will be active until June 2024 and is part of a wider [Train and Retain strategy](https://desbt.qld.gov.au/training/apprentices/train-retain). The goal is to strengthen support and drive positive changes for Queensland apprentices and trainees.  Join us to create a brighter future for Queensland, where apprenticeships work for everyone, visit: [qld.qov.au/apprenticeships](https://www.qld.gov.au/education/apprenticeships) |
| **Content – longer form (**164 words) |
| **Introducing the ‘Apprenticeships Work for Everyone’ campaign**  The Queensland Government is excited to announce the launch of their latest campaign – Apprenticeships Work for Everyone – aimed at promoting the benefits of apprenticeships and traineeships to Queenslanders.  This campaign, funded under the [Queensland Workforce Strategy](https://desbt.qld.gov.au/employment/support-employers/workforce-strategy), will be active until June 2024 and is part of a wider [Train and Retain strategy](https://desbt.qld.gov.au/training/apprentices/train-retain). The goal is to strengthen support and drive positive changes for Queensland apprentices and trainees.  But here’s the real magic: When employers choose to bring an apprentice on board, they’re not just investing in an individual – they’re investing in the future of their business. Apprenticeships and traineeships create enduring pathways for skills development, enabling employers to share their knowledge, create a loyal workforce, and future-proof their business.  What’s more, there’s Queensland Government incentives available to support their decision to hire apprentices or trainees and a range of resources to guide them every step of the way.  Join us to create a brighter future for Queensland, where apprenticeships work for everyone, visit: [qld.qov.au/apprenticeships](https://www.qld.gov.au/education/apprenticeships) |

Images and other requests

You can find social media tiles [here](https://www.publications.qld.gov.au/dataset/apprenticeships-work-promokit/resource/ffb47b5e-655e-4c7a-9471-0c617765e56b).

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

Thanks for your support!

**Communications team**

**Department of Employment, Small Business and Training**

**Web**[**qld.qov.au/apprenticeships**](https://www.qld.gov.au/education/apprenticeships) **| #ApprenticeshipsWork #QldWorkforceStrategy**[**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/)