**Australia Trade Coast (ATC) As Career Brand**

ATC could market itself as a unique career brand with certain themes corresponding to the industries / skills / careers available as well as the lifestyle / location aspects. This branding could be used to unify all media produced through a comprehensive social media strategy. There would also be opportunities for co-branding / sponsorship / advertising / marketing with other partners and local businesses.

**Social Media Strategy**

ATC could pursue a range of social media options to promote career and employment opportunities as well as promote the industry profiles and local businesses in the area. These options may include:

***ATC Blog***

A blog could act as a broad platform for an ATC attraction strategy focused primarily on young people. In conjunction with local business and other partners, ATC could produce a variety of media which could be featured progressively on the blog, including videos, images, and short updates with links to further information. This media could be simultaneously posted to linked ATC social media accounts such as Twitter, Facebook, YouTube, as well as other websites such as [SkillsOne](http://www.skillsone.com.au) and cooperative industry promotion campaigns such as [MakeIt](http://www.makeit.net.au/). Schools and educational institutions, young people, and the general public could subscribe to this blog for the latest news and updates about careers and work in ATC. It would be anticipated that schools would provide online access to the ATC blog, however outside of school hours, students could also subscribe to Twitter, Facebook, and other ATC social media accounts privately.

***ATC YouTube Channel***

ATC may wish to set up a dedicated ATC YouTube channel with videos about ATC careers. YouTube also have a nonprofit program available – for more info see <http://www.youtube.com/nonprofits?info_lang=au>. This would be the same material embedded into the ATC blog, and shared across social media accounts. A variety of social media accounts would enable greater access by young people beyond the confines of school and/or library-based internet access, and may be more effective than traditional marketing channels. Social media accounts would also enable links with other local businesses which may also develop similar social media strategies. This would enable young people or members of the public to subscribe to specific sources of industry / careers / employment information. For example, ATC businesses in manufacturing may seek to share a YouTube channel to profile their location-specific industry, areas of specialisation, and individual business profiles. Students interested in manufacturing could subscribe directly to these sources of information which can be updated in real time.

**ATC Educational Materials**

Following the example of Gold Coast City Council (GCCC), ATC could partner with educational institution/s and possibly BCC to produce educational materials specific to industries / skills in demand. These materials could present relevant information across a range of subject areas, covering off career advice and employment prospects at the same time. GCCC have partnered with Griffith University to produce these materials:

*“Gold Coast City Council offers teaching professionals a range of complete, ready-to-use educational modules developed in conjunction with Griffith University and designed to complement the Education Queensland Curricula. These resources include modules for Council activities and functions and the eight key industries on the Gold Coast. The educational modules are based on modern learning techniques, allowing students to use imagination, skill, research and experimentation.”*

These materials could feature any media produced by ATC and featured on its blog, whereby students would be able to access the blog as a learning resource during lessons.

Refer to the Ready Set Teach part of the GCCC website for more information: <http://www.goldcoast.qld.gov.au/t_standard2.aspx?pid=4543>