

**Social media posts**

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

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| **About the campaign** |
| The Queensland Government’s Apprenticeships Work for Everyone campaign showcases the benefits of completing an apprenticeship or traineeship, and how they can help revolutionise the future skills of our Queensland workforce. With a mission to strengthen support and drive positive changes for apprentices and trainees across our state, these eye-catching advertisements carry a powerful message that apprenticeships truly benefit everyone. Join us in shaping a brighter future for Queensland, where opportunities abound for all! 🌟 Discover how apprenticeships benefit both employers and individuals. You can also download campaign materials to share at work and across your networks 👉 [qld.gov.au/apprenticeships](https://www.qld.gov.au/education/apprenticeships)#ApprenticeshipsWork #QldWorkforce #SkilledWorkers #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)#ApprenticeshipsWork #QldWorkforce #SkilledWorkers #TraineeshipsWork #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) #ApprenticeshipsWork #QldWorkforce #Apprenticeships #SkilledWorkers #FutureWorkforce |

**Newsletter and other copy**

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| **Content – short** (76 words) |
| **Apprenticeships Work for Everyone campaign highlights a skilled future for Queensland**The Queensland Government’s Apprenticeships Work for Everyone campaign promotes the benefits of apprenticeships and traineeships to Queenslanders.With a mission to strengthen support and drive positive changes for apprentices and trainees across our state, these eye-catching advertisements carry a powerful message that apprenticeships truly benefit everyone. Join us in shaping a brighter future for Queensland, where opportunities abound for all! 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** (207 words) |
| **Apprenticeships Work for Everyone campaign highlights a skilled future for Queensland**The Queensland Government’s Apprenticeships Work for Everyone campaign promotes the benefits of apprenticeships and traineeships to Queenslanders.With a mission to strengthen support and drive positive changes for apprentices and trainees across our state, these eye-catching advertisements carry a powerful message that apprenticeships truly benefit everyone. Join us in shaping a brighter future for Queensland, where opportunities abound for all!But here’s the real magic: Whoever you are, whatever your goals, there’s an apprenticeship that can work for you. And because apprenticeships combine work with study, you can earn while you learn and get a trade for life!And 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. Discover how apprenticeships benefit both employers and individuals and help shape a brighter future. You can also download campaign materials that you can share at work and across your networks 👉 [qld.gov.au/apprenticeships](https://www.qld.gov.au/education/apprenticeships). |

**Images and other requests**

For other images and requests, please email us at campaigns@desbt.qld.gov.au.

Thanks for your support!

**Campaigns team**

**Department of Trade, Employment and Training**

**Web**[**qld.qov.au/apprenticeships**](https://www.qld.gov.au/education/apprenticeships) **| #ApprenticeshipsWork**[**YouTube**](https://www.youtube.com/channel/UCap30iZpq88qX7vMf-Jap9w)**|**[**LinkedIn**](https://au.linkedin.com/company/department-of-employment-small-business-and-training) **|** [**Meta - Skills for Queensland**](https://www.facebook.com/skillsforqld)