

Promotional Kit- The 2025 WorldSkills Australia National Championships and Skills Show



2025 WorldSkills Australia National Championships and Skills Show

Event Summary

The 2025 WorldSkills National Championships and Skills Show is Australia's premier VET showcase, held over three days (12-14 June) at the Brisbane Convention and Exhibition Centre. Expected to attract over 25,000 visitors, the event features live demonstrations, competitions, and interactive experiences across 60 skills. It aims to inspire young Australians by highlighting career opportunities in vocational training and its strong job prospects. Co-located with the Brisbane Careers & Employment Expo, the event fosters engagement between students, parents, educators, and industry, providing valuable insights into VET pathways and careers.

The focus of the campaign will be to encourage school students to consider a career in skills and create excitement regarding the possibilities of an apprenticeship.

The advertising campaign will include digital advertising, outdoor placements in prime locations around Brisbane and collaboration with the show's partner Kym Jone's exhibition to promote the message through radio.

For more information and the registration link to attend for free see here:

<https://www.worldskills.org.au/2025-national-championships/>

Key Message by Audience

Campaign Audience 1- School Aged Students and Educators

- **Try a Skill for Themselves** – The "Try'a Skill" activation allows students to get hands-on experience in different trades and professions. From carpentry to automotive work, this activity gives students a fun and practical way to explore career options they may not have previously considered.
- **Discover a new kind of careers event at the Brisbane Careers and Employment Expo space** – Unlike traditional expos, this event offers interactive experiences, career-focused seminars, and expert advice to help students make informed decisions about their future.
- **Engage with over 160 educators, course providers, and employers** – From universities and TAFEs to industry leaders and recruitment specialists, students will have access to a diverse range of exhibitors offering career guidance and training opportunities.

Discover the infinite possibilities of where an apprenticeship can take you and be inspired by the best of the best at the championships. Register here to attend this free event:

<https://www.worldskills.org.au/2025-national-championships/>

Campaign Audience 2- General Public

Messaging for the General Public will be a two-pronged approach. This includes Brisbane residents and state audiences.

Brisbane Residents- Attend the largest career and skills show in Brisbane and watch the best of the best vie for Gold, Silver and Bronze in the skills competition!- Registration to attend is free.

Explore exciting career pathways, Learn about 60 skills and trades, and Try a skill from over 25 exhibitors at the show.

State Audiences- Watch the best in skills vie for Gold Silver and Bronze at the 2025 WorldSkills Australia National Championships and Skills show. Tune in to the livestream (channel WSA) and be inspired by where a career in skills can take you! (link for the livestream tba)

Promotional Kit

There are a variety of printed and digital collateral which we have compiled to be used across social media, newsletters and general communications with your networks and channels.

Please advise if there is something specific you would like and we will be happy to collaborate and assist.

Social Media

Social Media Tiles: [25 Nationals_Post.zip](#)

Messaging and Hashtags:

Register here for your FREE tickets: <https://hubs.ly/Q039mptH0>

Make sure to tune in to Channel WSA to watch the event from ANYWHERE!

The streams can be watched via

Youtube: <https://hubs.ly/Q039mxbf0>

Facebook: <https://hubs.ly/Q039mhc50>

Make sure to follow and subscribe!

#WSA2025NationalChampionships #SkillsShow25 #brisbanecareersandemploymentexpo
#WorldSkillsAustralia #SkillsShow2025

Promotional Videos:

<https://drive.google.com/drive/folders/1eZQ4qD2Tong7x5tbl6VS0GvCWiyNPMT0>

Channel WSA Video: [Channel WSA is coming in June 2025!.mp4](#)

Edm and Newsletters

See creative here: <https://drive.google.com/file/d/1IM5cKIKo7-J90ALyqFARlgUjYlXlAyVw/view?usp=sharing>

Please include this registration link to the newsletter: <https://hubs.ly/Q039mptH0>

Signature Block Image

Please see here:

https://drive.google.com/file/d/13UHhqJ13UNU_gtlCkrwafDE2CSnnNeH1/view?usp=sharing

Poster and Flyers

For any posters or flyers please speak with Jaclyn Kuan (Head of Brand and Partnerships) to discuss your requirements. jkuan@worldskills.org.au