

# Recruitment Strategy: Work Experience Shadowing

02/04/2025

## Overview:

VET students or undecided upper secondary students spend a day on-site with a certified technician to experience a real workday in energy installation. Participation is arranged through schools and students are assigned a reflection assignment on the day.

## Benefits and Challenges

Pros	Cons
Realistic insight into the career	Needs workplace safety protocols
Builds employer-student connection	Limited reach per round
Low cost to implement	Scheduling can be complex

## Key Stakeholders to Involve

- Local installers or energy companies
- VET coordinators, teachers, and career advisors
- Students and their parents

## Relevant Recruitment Pillar(s)

- School–industry partnerships
- Work-based learning

# Recruitment Strategy: Girls in Green Tech Open Day

02/04/2025

## Overview:

A half-day or full-day program specifically for girls aged 14–16 to explore hands-on careers in the energy transition. Hosted at a VET center or training site, it includes practical workshops, guided tours, and conversations with female professionals working in green installation fields (e.g. heat pump or solar installers, site supervisors, energy advisors).

## Benefits and Challenges

Pros	Cons
Directly addresses the gender imbalance problem	Requires female trainers or mentors to be available
Creates safe space for questions and confidence-building	Needs outreach to attract participants/registration of enough participants may be difficult
Offers realistic insight into job roles	Logistics and planning effort is high

## Key Stakeholders to Involve

- VET schools and technical trainers
- Local female technicians, apprentices, and role models
- Secondary schools (especially career advisors and STEM coordinators)

## Relevant Recruitment Pillar(s)

- Inclusive outreach
- Awareness-building
- Work-based learning

# Recruitment Strategy: Buddy System Peer Program

02/04/2025

## Overview:

Pairs current VET students or first-year apprentices with younger secondary students (14–16) for 2–3 informal mentoring sessions. The focus is on sharing real-life experiences, answering questions, and encouraging interest in energy transition careers like heat pump or solar installation.

## Benefits and Challenges

Pros	Cons
Relatable and low-pressure format	Mentors may need basic training
Builds confidence in both mentor and mentee	Impact depends on follow-up steps and continued engagement
Scalable and low-cost	Requires coordination between schools

## Key Stakeholders to Involve

- VET schools and trainers
- General secondary schools
- Youth organisations

## Relevant Recruitment Pillar(s)

- Inclusive outreach
- Awareness-building
- School–industry partnerships

# Recruitment Strategy: Green Career "Hackathon" Competition

02/04/2025

## Overview:

A one-day event where students solve a real-world energy installation challenge posed by a local company (e.g. retrofit planning for a public building). Teams pitch their ideas, with prizes awarded for innovation and teamwork.

## Benefits and Challenges

Pros	Cons
Builds technical and soft skills	Requires significant planning and coordination (venue, partners, judging).
Prizes and competition incentivize students to join and learn	Not all students are confident in competitive or public formats.
Helps employers scout future talent and raise their visibility in schools.	Impact may be limited without post-event follow-up (e.g. internships).

## Key Stakeholders to Involve

- Local energy transition employers and installers
- VET and general education teachers
- School career counsellors

## Relevant Recruitment Pillar(s)

- School–industry partnerships
- Awareness-building
- Work-based learning

# Recruitment Strategy: "Energy Assembly" - High School Speaker Tour

02/04/2025

## Overview:

Current VET students or young installers visit local high schools to share their career journey, explain what installation work involves, and answer student questions. Talks are short, relatable, and designed to raise awareness of energy transition careers.

## Benefits and Challenges

Pros	Cons
Relatable voices encourage students to engage	Quality of impact depends on speaker preparation
Flexible format that can be replicated easily	Requires school buy-in for scheduling during class time
Highlights diversity if speakers are well-selected	Needs time commitment from speakers

## Key Stakeholders to Involve

- VET students or recent graduates
- School career advisors and STEM coordinators
- Communications staff (for visuals, handouts, or social media tie-in)

## Relevant Recruitment Pillar(s)

- Awareness-building
- Inclusive outreach

# Recruitment Strategy: Day in the Life Social Media Campaign

02/04/2025

## Overview:

Short, authentic videos follow a VET student or young installer through a typical day—showing training, tools, sites, and real work moments. The videos aim to spark interest, break stereotypes, and present energy transition installation careers in a relatable way. Content is shared across social media and school platforms.

## Benefits and Challenges

Pros	Cons
Engaging and student-friendly format	May need promotion to reach wider audience
Easy to distribute via social media	Requires motivated VET students to exercise creativity for video editing and planning
Enjoyable for current VET students to produce	Potential for low views/impact

## Key Stakeholders to Involve

- VET students and apprentices
- School or company communications teams
- Career platforms or youth influencers

## Relevant Recruitment Pillar(s)

- Digital recruitment strategies
- Awareness-building

# Recruitment Strategy: “Which Green Job Fits You?” – Online Career Quiz 02/04/2025

## Overview:

A short, interactive quiz that helps students discover which energy transition installer role best fits their interests. After answering 5–7 questions (e.g. about working style, interests, preferred environments), students are matched with roles like solar PV installer, retrofit specialist, or heat pump technician, along with a short description and how to get started.

## Benefits and Challenges

Pros	Cons
Fun and student-friendly	Schools need to help promote it
Easy to distribute via social media and other channels like email	Needs some digital setup via a 3 <sup>rd</sup> party tool
Sparks interest in lesser-known careers and feels more personalized	Results are only a starting point and are surface level

## Key Stakeholders to Involve

- Career guidance teachers
- Communications staff
- VET providers (to link results to actual study options)

## Relevant Recruitment Pillar(s)

- Digital recruitment strategies
- Awareness-building