12 November 2003
Territorians urged to 'Get Vet'

Minister for Employment, Education and Training Syd Stirling today urged Territorians to ‘Get VET’ to boost their job opportunities.

Unveiling the Territory’s first-ever VET marketing campaign, Mr Stirling said VET – Vocational Education and Training – provided Territorians with the skills they needed to enter the workforce; train for a new job; or upgrade their skills.

"VET links job-seekers with job opportunities and is a vital component of building a better Territory," he said.

"However, recent research conducted nationally shows that most people in the community have little idea about what VET is, how it works, and what it can do for them.

"The $250,000 campaign being launched today will raise the profile of VET in the community and make Territorians aware of the enormous range of job opportunities it can offer.

"VET is practical training for practically everything."

Mr Stirling said Australia was facing serious skills shortfalls over the next decade without appropriate action.

"Here in the Territory, we are facing skills shortages in both the traditional trades and in emerging industries such as oil and gas. Vocational education and training plays a vital role in boosting our skills base and filling shortfalls in the workforce.

"But before we can begin to fill those gaps, we need to make people aware of the full range of career options available to them – that’s what the ‘Get VET’ campaign will help us to do.

"The Territory Government is spending $50 million this year on VET programs, highlighting the value we place on building the Territory’s workforce through vocational training.

"We have invested $250,000 into this campaign which is aimed at employers, young people aged 14 to 25, and parents. It consists of television, radio and print commercials; a Get VET bus; and testimonials from Territorians who have benefited from VET.

"The Territory has a young, smart, vibrant population and we want to give them as much support as possible to build their skills and knowledge so we can build a better Territory."