



Press Release

National Careers Institute Partnership Grant

PRIME project

The National Australian Apprenticeships Association (NAAA) is pleased to announce that it has been awarded an NCI Partnership Grant in conjunction with Esher House and The Integrated Information Service. The grant will be used to develop a range of tools that can assist school students when deciding to take an apprenticeship or traineeship pathway.

PRIME is an ecosystem of iterative ethical signposting that can begin several years before a student leaves school, helps guide their career choice thinking and extends beyond school to the Gateway placement service that will help get their vocational career started.

PRIME has five elements:

- **Potential** capabilities- an assessment of a student's suitability for different vocations based on job clusters and the vocational pathways that are of interest.
- **Realistic** motivations – an intrinsic attitudinal assessment that predicts a student's ability to complete their chosen apprenticeship or traineeship.
- **Informed** by recent local apprenticeship and traineeship commencement data plus the vacancies currently available.
- **Matched** and supported by the local Gateway service of their Apprenticeship Network Provider.
- **Engaging** the advisers and influencers who know the student best.

The PRIME project harnesses existing partnerships to provide a duty of care to both students and employers. It facilitates guiding students into better-fit, formal, work-based learning pathways that enable them to gain the skills required as jobs adapt and change to new technologies and evolving market conditions.

“The PRIME project takes the novel approach of building the tools and evidence base to answer key career guidance questions, both early on when the student is *discovering* their potential options and later when they are making their *decision* about what to do next” said Ben Bardon, CEO of NAAA.

“It takes the tools used in the Australian Apprenticeship Support Network (AASN) Gateway service, refines and deploys them in the school context. It also provides continuity of careers advice post school and has the potential to link into the job matching and placement support components of the AASN Targeted Services” said Dr Darren Coppin, CEO of Esher House



National Australian Apprenticeship Association

“The AATIS pathways data set will be mapped to the job clusters and other similar categorisations. This will inform the design of the “potential capabilities” assessment building on the tools and tests IIS has developed for the AATIS project over the last 15 years” said Peta Skujins, AATIS Director.

“We are really excited to bring together the capabilities of Esher House that has developed predictive analytics assessment for Apprenticeship Network Providers and the Integrated Information Service that runs the widely used www.aapathways.com.au website. Working in partnership we believe we can achieve breakthroughs in the timing and accuracy of careers advice and improve the vocational journey for students and their suitability for potential future employers” said Mr Bardon.

The project will commence in January 2021 and run for two years. It will involve members of the Association that deliver AASN services who will pilot the tools with a number of schools nationally.

The Australian Apprenticeship Support Network has been in operation since 1998 and in that time has assisted over 4.6 million Australians into apprenticeships and traineeships. The Network has played a major role during Covid 19 helping over 105,000 apprentices and their employers through the administration of the Supporting Apprentices and Trainees measure.

The Network is also delivering 100,000 Boosting Apprenticeship Commencement places that are rapidly being taken up by employers offering new apprenticeship and traineeship places.

The Network is comprised of seven organisations that deliver localised services through 430 offices nationwide. Providers have multiple touchpoints with all apprentices, trainees and their employers in Australia.

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Contact Ben Bardon, CEO NAAA - 0408 656 928