

**Australian
Apprenticeships**

The logo features the word 'my' in blue, 'gain' in green, and 'videos' in a smaller green font below it. The text is surrounded by dynamic brushstroke arrows in yellow and blue. One arrow points from the top right towards the 'y', another from the bottom left towards the 'y', and a third from the top right towards the 'n'.

my
gain
videos

mygain.com.au

Information Pack



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About the videos

Australian Apprenticeships - My Gain Videos

The AAT Information Service has created an avenue for Australian Apprenticeships support services to further market Australian Apprenticeships through published videos on the Service's YouTube channel, Australian Apprenticeships - My Gain www.mygain.com.au.

The main aim of creating and managing a YouTube channel is to have a central library consisting of visual media relating to:

- Occupations that can begin with an Australian Apprenticeship; and
- Australian Apprenticeships support services available, and what their roles are.

The AAT Information Service works with organisations to film occupational and organisational videos using Smartphones or video cameras, and edits the videos to include the organisation's branding before they are published on the Service's YouTube channel.

As well as being publically available on YouTube, videos may be listed in the 'Career Resources' section on both the www.aatinfo.com.au and www.aapathways.com.au websites, attached to the relevant organisation within the 'Service Provider Search' feature, attached to an appropriate Sample Training Program or Sample Job and Training Description within these websites, and published on other apprenticeship and traineeship related websites.

All videos are edited and managed by the AAT Information Service.

The AAT Info Service

The Australian Apprenticeships and Traineeships Information Service or 'AAT Info Service' provides information on potential Australian Apprenticeships pathways and a range of associated resources.

This free service, funded by the Australian Government Department of Education and Training, provides information and resources used by staff in organisations implementing Australian Apprenticeships and by job seekers, students, career advisers and employers.

The Service operates the below websites:

- **The AAT Info site** www.aatinfo.com.au
This site provides detailed information on potential Australian Apprenticeships based on training package qualifications and is targeted at people working in Australian Apprenticeships related networks.
- **The Australian Apprenticeships Pathways site** www.aapathways.com.au
This site allows employers, jobseekers, students or parents to self-search for information and can also be used by support service staff as a base for their Australian Apprenticeships conversations with these groups.
- **The Australian Apprenticeships - My Gain YouTube channel** www.mygain.com.au
This channel includes many apprentice, trainee and employer video interviews to help jobseekers and students get ideas on different occupations and how to approach job hunting in a range of industries.

Video requirements

In most cases, the AAT Information Service will film the Australian Apprenticeships - My Gain videos, however an organisation may get approval to film interviews themselves provided that they follow the below requirements, and collect the appropriate consent forms (provided on page 5 and 6).

Using a Smartphone or video camera to film a video might sound simple enough but there are a few things that you should take into consideration such as sound, lighting and camera stability, to ensure that you send the AAT Information Service the best quality video you can.

Do's

- Film all videos in landscape orientation;
- The video length should be between 1.5 minutes and 3 minutes;
- The interview video should capture the upper torso of a participant without using zoom;
- Review the whole interview video whilst with the participant so that if there are errors with the sound or picture quality you can re-shoot it with the participant then and there.

Don'ts

- Don't influence the participants answers. The interview should be as 'natural' and honest as possible;
- Do not film in a noisy area;
- Do not get vehicle license plates or other personal identification objects or documents in the background of the video (passing cars are okay);
- Do not film if there is evidence of a breach of Workplace Health and Safety regulations (check the background thoroughly).

Tips and Tricks

- Film the interview within an office or an outside space with minimal background noise (no wind or loud machinery);
- Try to hold the Smartphone or video camera as still as possible, or use a tripod or brace;
- Make sure that the phone or video camera is close to the interviewed participant to pick up the audio;
- Try to film away from the sun to help eliminate over-exposure;
- Let the participant look through the interview questions before you begin filming and explain the time limit they need to be conscious of;
- Ensure that your fingers do not cover your camera's microphone. This can result in 'muffled' audio which the AAT Information Service will not be able to use.

Sending videos to the AAT Info Service

How to send videos to the AAT Information Service

Once you have filmed and proofed the video interviews, you will need to send them to the AAT Information Service.

There are a number of ways to send your finished videos:

Email

Email the files to video@aatinfo.com.au (this will work for small video files only);

Dropbox (Most Recommended) - www.dropbox.com

Send invitation to share folders or files to video@aatinfo.com.au.

Skype - www.skype.com

Search for 'AATInfoService' to share videos through instant messaging.

USB

Send the video files by post using a USB addressed to:

Industry Training Australia
Level 1, 117-131 Capel Street
North Melbourne, VIC, 3051

When sending videos...

Please send an accompanying message explaining how many videos you are sending through and include your contact details.

You will also need to make sure that you send through a scanned copy of the signed media releases (page 7 and 8).

Media releases are necessary to be able to publish media in which an individual or an organisation is included. Without these signed media releases, the AAT Information Service is not able to publish the video.

Interview questions

Hi _____ . Thanks for chatting to us today.

Can you tell me what qualification/occupation you are in?

“Hi, my name is XXXX and I am an apprentice electrician, currently studying a Certificate 3 in Electrotechnology”

How did you start out in this occupation? Or How did you find this job/apprenticeship/traineeship?

“I saw an advertisement for an apprenticeship in the local paper, applied and got the job. I started the next day.”

What are your routine day to day tasks and what is the most enjoyable part of the job?

“My normal workday includes...”

What do you want to do when you finish you apprenticeship/traineeship?

“I plan to continue my studies and one day, become a manager of my own business.”

Participant Organisation Media Release Consent Form

This consent form authorises Industry Training Australia P/L (ITA), operators of the Australian Apprenticeships and Traineeships Information Service, to use and print videos and photographs ('materials'), that have been made with the cooperation of the participating organisation named below ('Organisation'), for educational, informational and promotional purposes.

Organisation name: _____

Organisation address: _____

Organisation contact name: _____

Contact phone: _____

Contact email: _____

The Australian Apprenticeships and Traineeships Information Service is a free, national, government contracted service providing open access apprenticeship and traineeship information to Australian Apprenticeships support services, schools and the general public.

'Materials' provided to, or created by ITA may be published by them in websites and You-Tube channels. The 'materials' will be used by Industry Training Australia P/L for the purpose of promoting Australian Apprenticeship initiatives, apprenticeships and traineeships, in a positive manner.

Use of the 'materials' by ITA and the 'Organisation' may be limited by a 'period of consent' requested by the participant in the making of the 'materials'. Such a request will be made to ITA who will notify the 'Organisation' of the request to limit the 'period of consent'.

This 'Participant Organisation Media Release Form' will be kept on file by Industry Training Australia P/L as a record of the 'Organisation's' approval of its use of the 'materials'. The 'Organisation' will also be provided with a copy of this form.

Signed on behalf of the 'Organisation': _____

Date: _____

Industry Training Australia P/L contact: _____

Contact phone: _____

Contact email: _____

Industry Training Australia P/L

Level 1 117 – 131 Capel Street North Melbourne VIC 3051 Tel: 03 9326 5700 1800 338 022 Fax: 03 9326 5585
Email: contact@aatinfo.com.au Web: www.aatinfo.com.au www.aapathways.com.au www.itaust.com.au

Media Release Consent Form

I consent to Industry Training Australia P/L, operators of the Australian Apprenticeships and Traineeships Information Service, and

(Participating organisation) _____

taking, using and printing videos and photographs in which I am included for educational, informational and promotional purposes. These purposes will relate to their apprenticeships and traineeships initiatives. The videos and photographs may be used in these organisation's websites and You-Tube channels.

The Australian Apprenticeships and Traineeships Information Service is a free, national service providing open access apprenticeship and traineeship information to Australian Apprenticeships support services, schools and the general public.

If I want to limit the period of this consent I will notify the Industry Training Australia contact named below.

Individual's name: _____

Employer's business (if applicable): _____

Contact Phone: _____ Email: _____

Individual Signature: _____

Date: _____

Note: if the individual is under 18 years, please complete the following:

Parent/Guardian's full name: _____

Relationship to individual: _____

Parent/Guardian signature _____

Date: _____

This Media Release Form will be kept on file by both of the named organisations, including Industry Training Australia P/L, as a record of my approval. A copy will be provided to me.

Industry Training Australia P/L contact: _____

Contact phone: _____

Contact email: _____

Industry Training Australia P/L

Level 1 117 – 131 Capel Street North Melbourne VIC 3051 Tel: 03 9326 5700 1800 338 022 Fax: 03 9326 5585

Email: contact@aatinfo.com.au Web: www.aatinfo.com.au www.aapathways.com.au www.itaust.com.au



Australian Apprenticeships & Traineeships Information Service

Level 1, 117-131 Capel Street
North Melbourne, VIC, 3051

www.aatinfo.com.au

www.aapathways.com.au

www.mygain.com.au

Contact: Emma Cook - Client Engagement Coordinator

Phone: 1800 338 022

Email: video@aatinfo.com.au