



CASE STUDY – APPRENTICENTRE



Government of Western Australia
Department of Training
and Workforce Development



APPRENTICENTRE

making apprenticeships work

APPRENTICENTRE -THE BRIEF



What was the brief for the campaign?

- To create a co-branded loyalty card for more than 45,000 apprentices and trainees in Western Australia through ApprentiCentre and to provide them with discounts on a wide range of brands partnering with Student Edge.
- To provide awareness of ApprentiCentre through online, email, mobile and print promotion.

How did Student Edge ensure the success of this campaign?

- Student Edge proposed the use of all media across the board which included website banners, website skin, video content, targeted dedicated eDM, welcome letter, Edge Pocket Guide and the Co-branded Apprentice Edge card.



What media did Student Edge use to ensure successful targeting for this campaign?

- Placement of banners (including the Employment, Careers and Trainee and Apprenticeship sections of the site).
- An integrated content competition with discussions around career pathways.
- Video content located on the career section of the Student Edge website to give an insight into specific apprentices.
- Targeted dedicated eDM to members who are studying in high school and are aged between 15-18 years.
- Mobile SMS reaching 30,000 members studying in WA between 15-18 years.
- High school visits - year group interactive presentations.

ApprentiCentre Card



Apprentice Card Front

Personalised with:

Student Edge #

Full name

Expiry date

DOB (optional)

Campus (optional)

Western Australia Department of Training & Workforce Development issues the Apprentice Student Edge membership cards to all 45,000 WA apprentices & trainees.

Apprentice Card Rear
- Half back utilised for
messaging

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apprenticentre.wa.gov.au | 13 19 54

Participating stores subject to change | Make the most of your card by registering it at studentedge.com.au/register

Welcome Pack



WELCOME TO APPRENTICE EDGE LIFE!



Register your card at
studentedge.com.au/register

Proudly supporting Apprentices:



studentedge.com.au

WIN an iPad!

Simply register your card to go into the draw to win. Student Edge will also keep you in the loop with the latest discounts, freebies & member news.

Go to:

studentedge.com.au/register



iPad is a registered trademark of Apple Inc. Student Edge is not affiliated with or endorsed by Apple Inc.



MAKE THE MOST OF APPRENTICE LIFE



FLASH YOUR CARD & SAVE!



Visit studentedge.com.au for all discounts, free stuff, jobs and heaps more to make the most of Apprentice life.

*All offers are subject to change. *Student Edge offers may vary by state, see website for full terms & conditions. Discount partners reserve the right to ask for valid student/apprentice ID.

studentedge.com.au



Welcome Letter – DL Panel utilised for key messaging

Media Exposure



Card adding an edge



Education Minister Mark McGowan and apprentice Jessica Harper who has signed up for the card.

APPRENTICES and trainees can now receive discounts and special offers on food, fitness, travel and entertainment with a card similar to that used by students.

More than 8480 of WA's 36,278 apprentices and trainees have already signed up for the Apprentice Edge card, including Jandakot resident and Melville Holden apprentice Jessica Harper.

"I think it's a great program because a lot of students and young adults can take advantage of the resource by getting discounts on things like food, which is important when you're on a minimum wage," she said.

Education and Training Minister Mark McGowan said: "Projections show WA will need an extra 180,000 skilled workers by 2016 and it is vital to support up-and-coming tradespeople.

"Apprentices and trainees are making an investment in their career and benefiting WA by gaining skills and trade qualifications.

"Once they qualify they can potentially earn huge wages in booming industries.

"This new scheme is designed to make life a little easier while they are training."

The Department of Education and Training is spending up to \$75,000 on the scheme including \$35,000 in sponsorship to Student Edge to produce the Apprentice Edge cards and negotiate discounts with businesses.

Visit www.apprenticentre.wa.gov.au to sign up for the free Apprentice Edge card.



Clare Devlin finds the card very handy as a uni student.

www.communitypix.com.au d50022

Card gives an edge

COTTESLOE student Clare Devlin is among 100,000 people who have joined Student Edge to receive a discount card that includes various retail and service businesses.

The initiative, which communicates its student database via a website, newsletters and online blogs, recently signed up its 100,000th member.

Miss Devlin (24) said she got the card about six

months ago and had used it more often than she expected. She said she had mainly used it for the coffee and food discounts.

"It's handy being a uni student," Miss Devlin said.

Student Edge works with 150 partners, 100 high schools, WA universities and State Government agencies. For more information, visit www.student-edge.com.au.



Ministers, Apprentices & Trainees featuring within local & state press

Training Awards Sponsorship



View online | Update your details



Hi <<FirstName>>, score a prestigious WA Training Award you'll receive a \$7000 study grant and the chance to represent WA at the Australian Training Awards in Melbourne. **Enter now.**



Hey <<FirstName>>,

We've got \$7000. Is it yours?

Win a prestigious WA Training Awards and you'll not only give your career prospects a real boost, you'll receive a \$7000 study grant and the chance to represent WA at the Australian Training Awards in Melbourne.

WA Training Awards categories:

- WA Apprentice of the Year;
- WA School-based Apprentice of the Year;
- WA Trainee of the Year;
- WA Vocational Student of the Year;
- WA Aboriginal and Torres Strait Islander Student of the Year; and
- WA Culturally and Linguistically Diverse Training Award**.

Entries close Friday 11 May 2012.

To register your interest and find out more visit dtwd.wa.gov.au/trainingawards

Find the WA Training Awards



** The WA Culturally and Linguistically Diverse Training Award winner does not go on to compete at the Australian Training Awards as this category is unique to Western Australia.



"Entering the Awards can really benefit your career, and having it on your resume is special, it's a real boost."

Calvin Buckle

WA Aboriginal and Torres Strait Islander Student of the Year 2011.

Australian Aboriginal and Torres Strait Islander Student of the Year 2011 Runner up.

Student Edge shared a link. April 20

Are you on target to win \$7000? Enter the WA Training Awards. Visit dtwd.wa.gov.au/trainingawards or check out <http://tinyurl.com/chbqwj5>.



The Department of Training and Workforce Development - WA Training Awards
dtwd.wa.gov.au

To achieve a complete multimedia experience within this web site please click here to install the

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3,301 people saw this post

Student Edge supports the WA training awards via awards category sponsorship and media exposure to the target audience.

SMS: Are you on target to win \$7000? Enter the WA Training Awards visit dtwd.wa.gov.au/trainingawards or find us on facebook/Twitter



You're receiving this newsletter because you signed up at www.studentedge.com.au or through Bankwest. ISIC or one of our other terrific partners. To keep receiving our newsletter and occasional tailored emails make sure to add atest@studentedge.com.au to your address book and keep your contact details updated.

For privacy and email information see our [privacy policy](#). This news was constructed tirelessly at the Student Edge Office, Suite 2/454 Roberts Rd, Subiaco WA 6008. Contact us at edgecrew@studentedge.com.au or 1300 THE EDGE 1 300 843 9341. You would make the Edge team proud. It's time to contribute to all Student Edge needs!

APPRENTICENTRE – THE RESULTS



Student Edge delivered sensational results!

Student Edge delivered over and above on this campaign with over 45,000 card holders in place, receiving great discounts on very big brands.

Student Edge generated awareness and interest for our members to consider an Apprenticeship or Traineeship as their selected pathway.



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GET AUSTRALIA'S INNOVATORS IN STUDENT MARKETING WORKING FOR YOUR BRAND!



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