

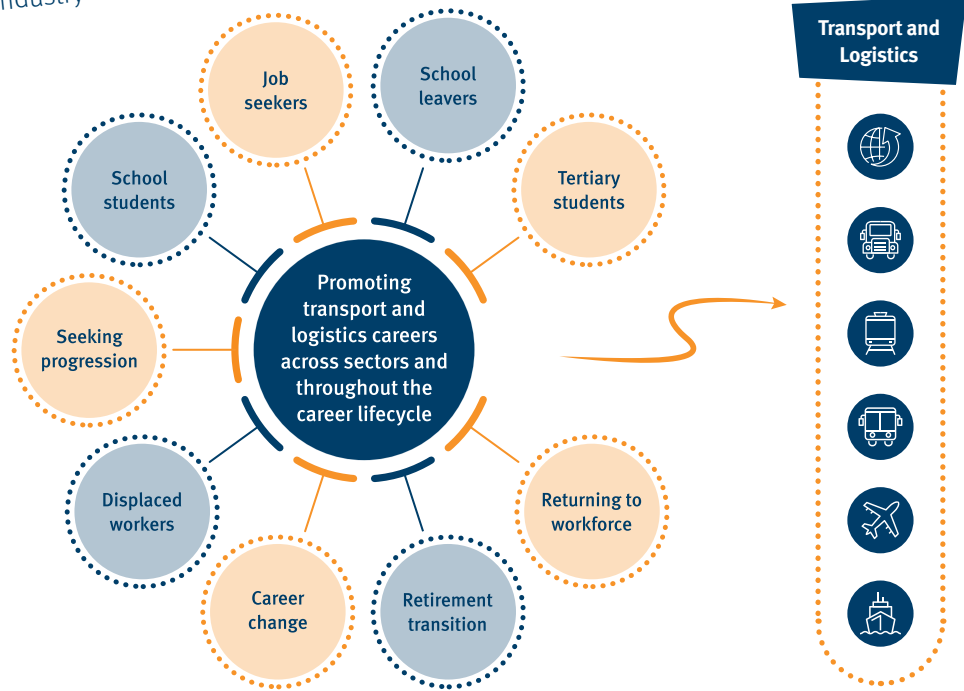
# Queensland Transport and Logistics Workforce Marketing Strategy

2022-2024

- Promoting transport and logistics as an industry of choice.
- Creating a supply chain of talent.

## Key messages

- ✓ The transport and logistics industry is essential for the economy.
- ✓ The industry is high-tech, future-proof, and practices sustainability.
- ✓ Attractive career paths and benefits.
- ✓ Diverse industry with rewarding roles for everyone.
- ✓ Inclusive culture that values people and ideas at every level.
- ✓ Accredited training to get started or upskill and progress quickly.



## Communication channels for promotion

### Visual and Digital

#### What

- High quality visual content promoting the roles and benefits in transport and logistics.
- Engaging graphics and video.
- User-friendly online content.
- Hard-copy resources with links to online content.

#### How

- Multiple social media platforms for different target audiences.
- School newsletters.
- High quality careers pages on employer and government websites.
- Engaging career content on employer social media platforms.
- Quality, engaging job advertisements. Use graduate-specific portals for graduate roles.

### Strategic Connections

- National Careers Institute.
- High school career advisors and teachers.
- University career advisors and academic staff.
- Job Search Agency personnel.
- Digital career information/career education/work experience platforms.

### Discover more ...

For more ideas and tips contact TLI Connect:  
[tli.connect@tmr.qld.gov.au](mailto:tli.connect@tmr.qld.gov.au)



[tmr.qld.gov.au/tliconnect](http://tmr.qld.gov.au/tliconnect)

### Experiences and Pathways

- Employer visits to schools, universities and community events to showcase the industry, specific roles and new technology.
- Hosting work experience for high school students.
- Hosting work experience and Work Integrated Learning for university students.
- Site visits for high school students, university students and school/university staff.
- Bursaries for high school or university students interested in fields relevant to transport and logistics.
- Structured entry pathways. Vocational Education and Training, apprenticeships, traineeships, internships, scholarships and post-Defence pathways.

