

Teach the Future '25-26

Response to Brief

23 May, 2025



Our ambition

Shift perceptions of teaching as a valuable career path to increase enrolment numbers amongst our target audience



Spark curiosity amongst audiences about teaching as a potential career path



Position teaching as a **desirable** and **credible** alternative when compared to other professions



Ensure audiences take **action** and **enrol** in teaching courses

There is massive opportunity

To advocate for teaching amongst all our audiences



School Leavers

47% of Year 12 students prefer a career in fields that fuel a social cause



Study Switchers

1 in 4 students who began a degree in 2017 had dropped out by 2022.



Career Switchers

52% of professionals actively seek opportunities outside their current industry





But systemic issues are detrimental

To the perceptions of teaching amongst Victorians

47.6

Hours worked on average by a secondary school teacher in Victoria per week, an additional 12.4 hours in unpaid work each week leading to burnout

40%

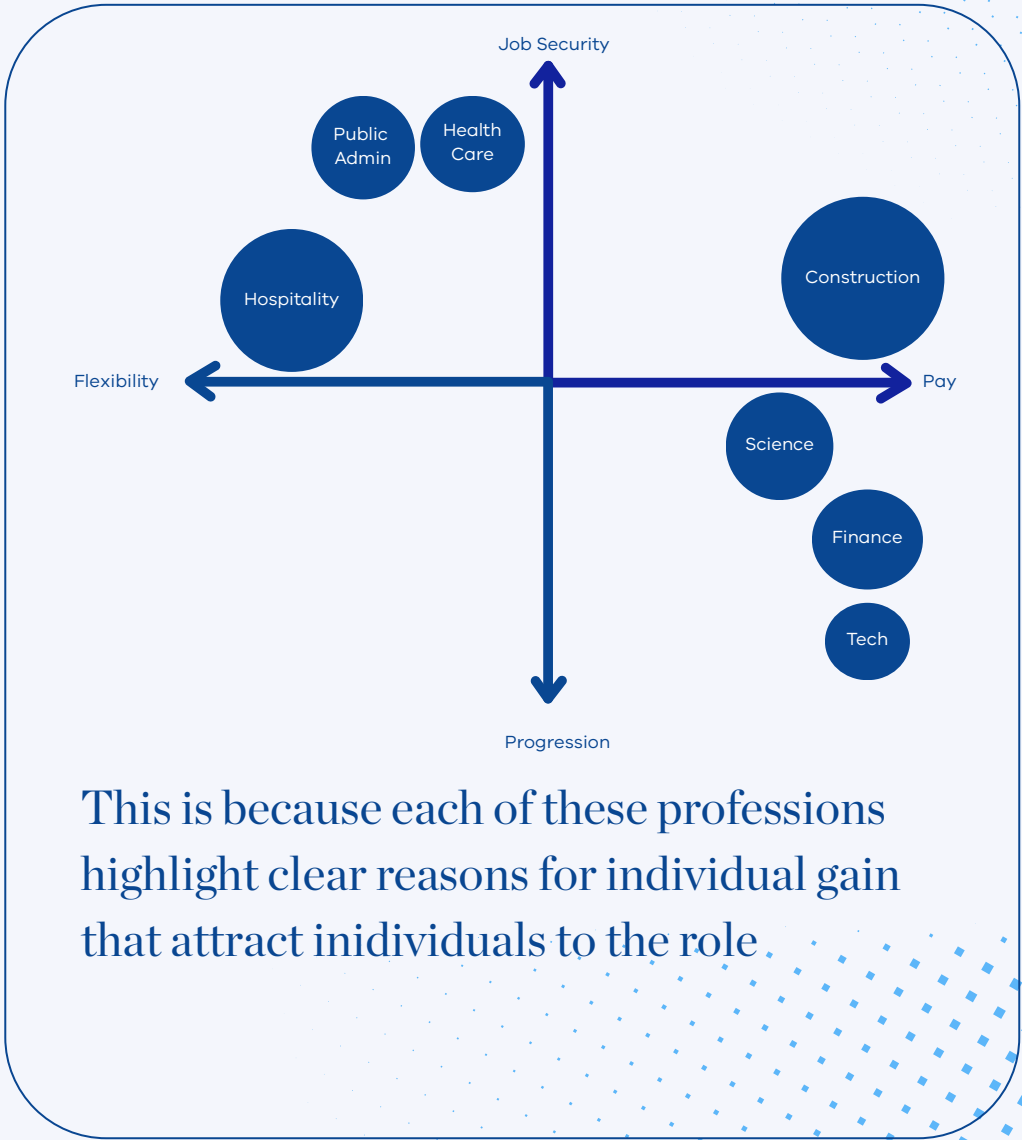
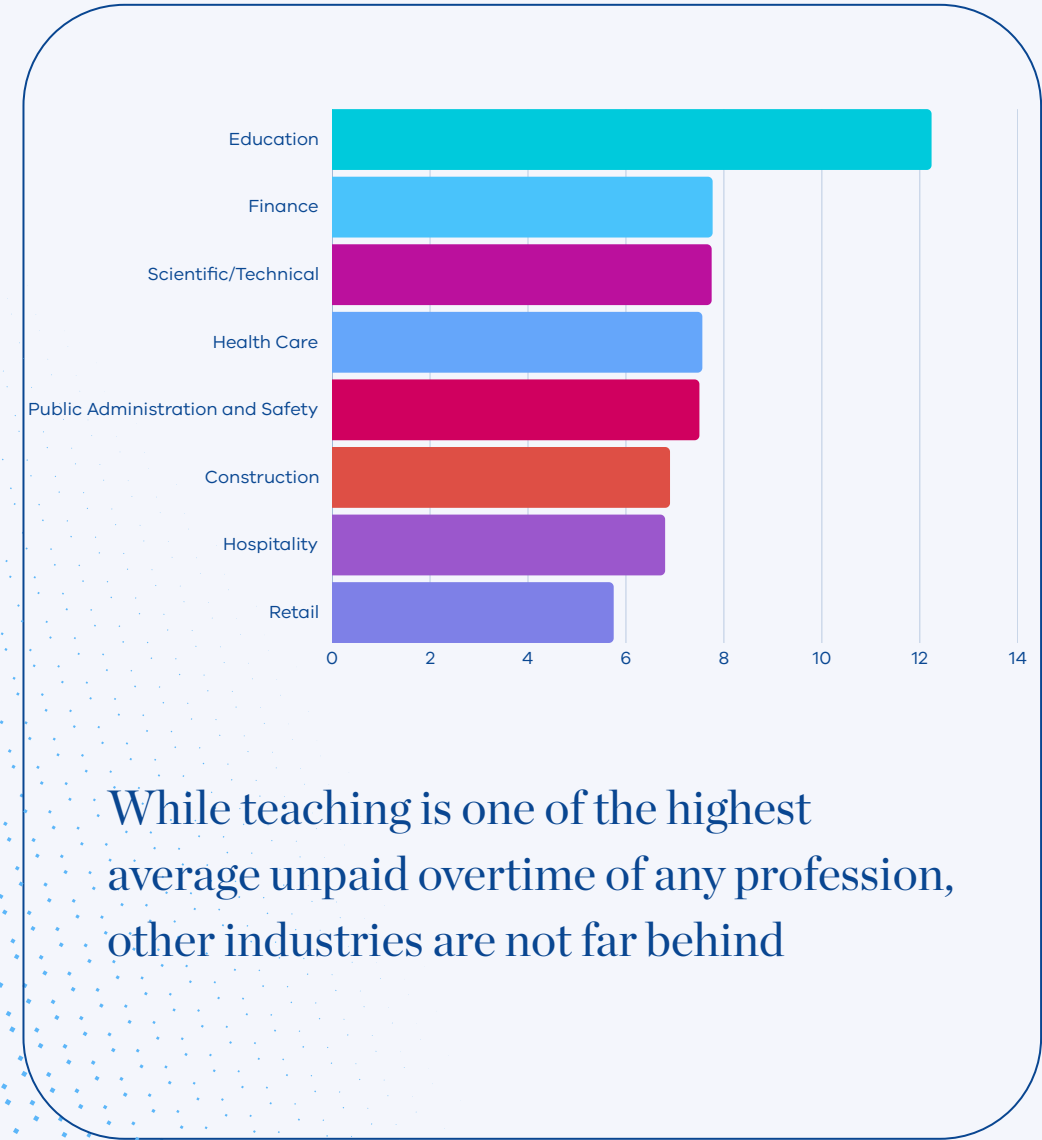
increase in pre-retirement age resignations on account of stress, lack of support, and challenging working conditions

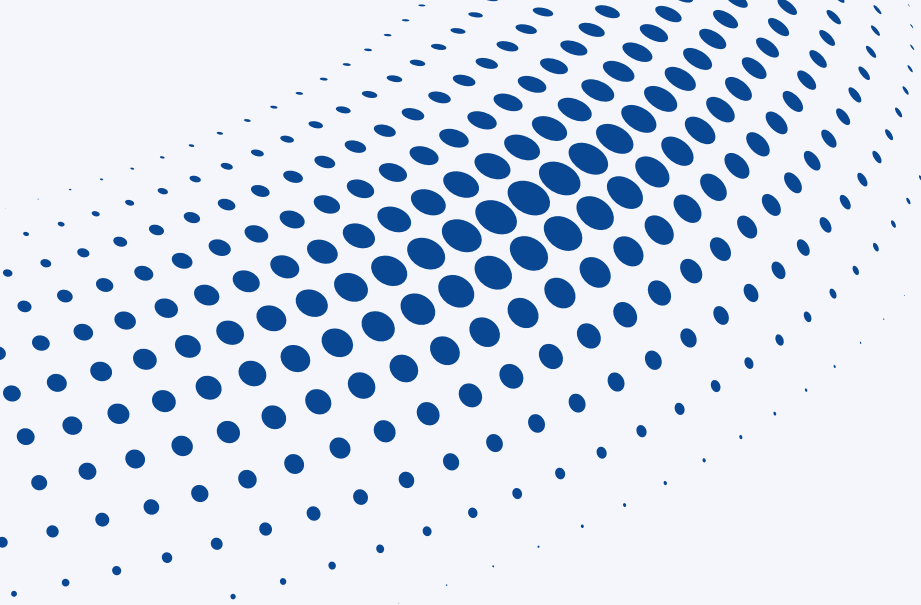
11%

fall in teachers' real wages means their earnings haven't kept pace with inflation

When compared to other professions

The demands are similar, but the recognition isn't





The Problem

Teaching needs a personal reason to be

The path people pursue not just for purpose, **but with pride**

1

in 5 disagree that teaching is a good career choice due to concerns about shortages of high-quality teachers, low salaries, excessive workloads, and challenging environments.

Source: [Victorian Academy of Teaching and Leadership](#)



**How do we
elevate
teaching to
pole position
amongst
Victoria's
prized
professions?**

The Challenge



We need to understand why those who stayed, stayed

So we interviewed teachers currently in the field



Constant Learning

In Victoria's dynamic classrooms, educators face daily challenges in creating engaging and relevant content for unique learners. They continuously adapt to new educational trends and technologies, enriching their professional growth and fostering an environment where students can thrive.



Making a Difference

Teachers are driven by the desire to positively impact children's lives. They mentor students, fostering essential skills and confidence, while finding joy in their growth. They find joy in nurturing knowledgeable and compassionate individuals that will shape the future

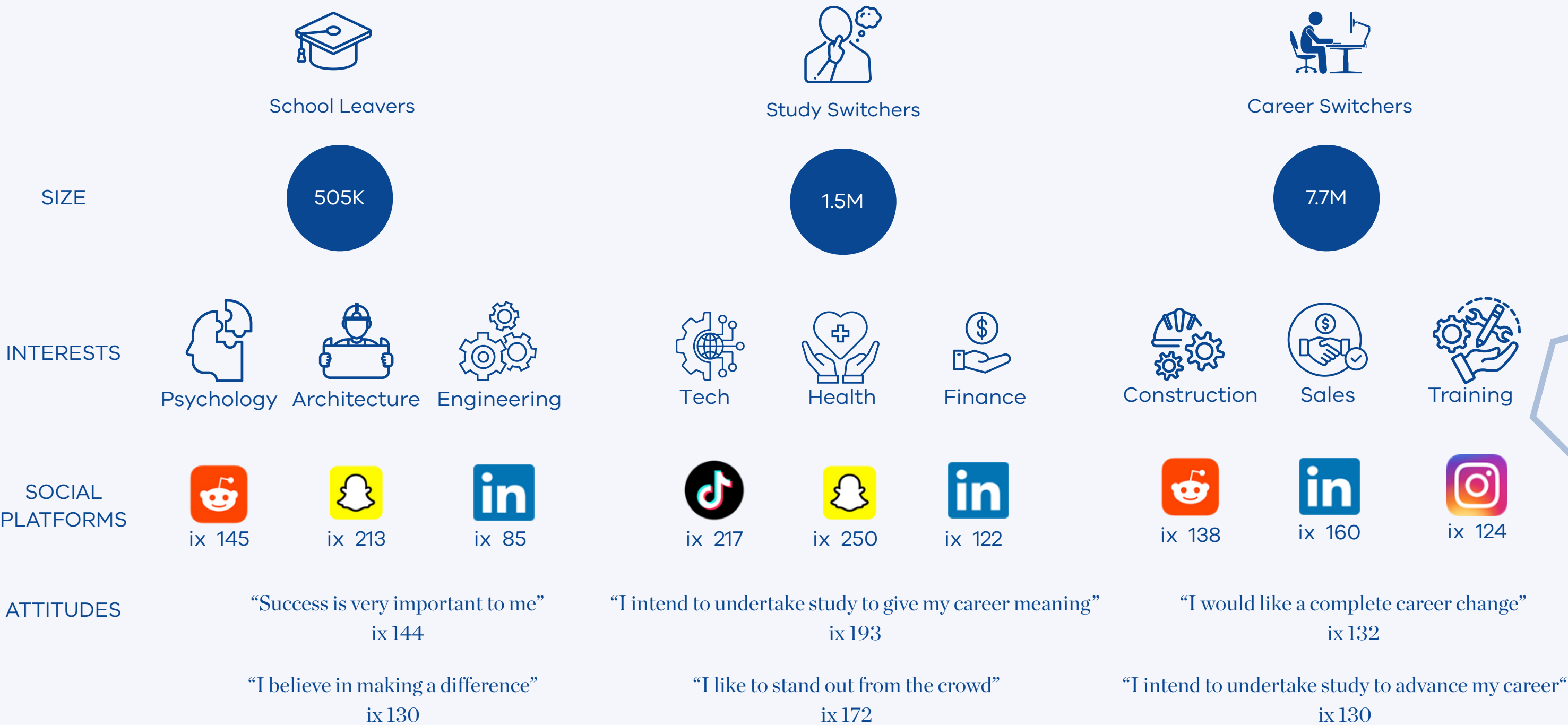


Stakeholder Management

Navigating relationships with parents and stakeholders can be challenging, but these aspects of the role help develop skills that enhance their professional journeys. Engaging with diverse groups fosters patience, empathy, and communication, leading to innovative strategies and personal growth.

And what makes our audiences tick?

Sizing each of them up and delving into their interests, we can spot opportunity

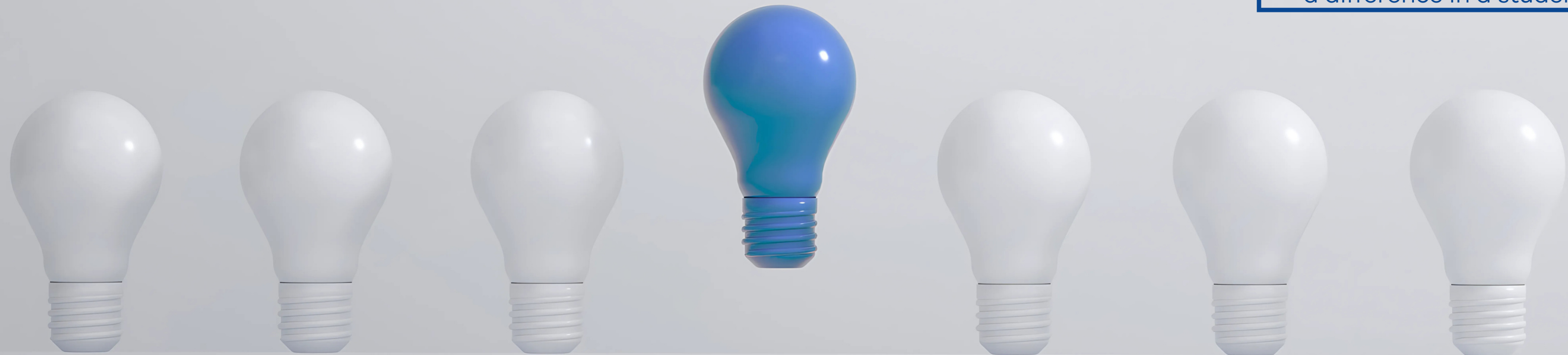


The Insight

While success is the goal, purpose is identity



75% of teachers say the most satisfying part of their job is making a difference in a student's life

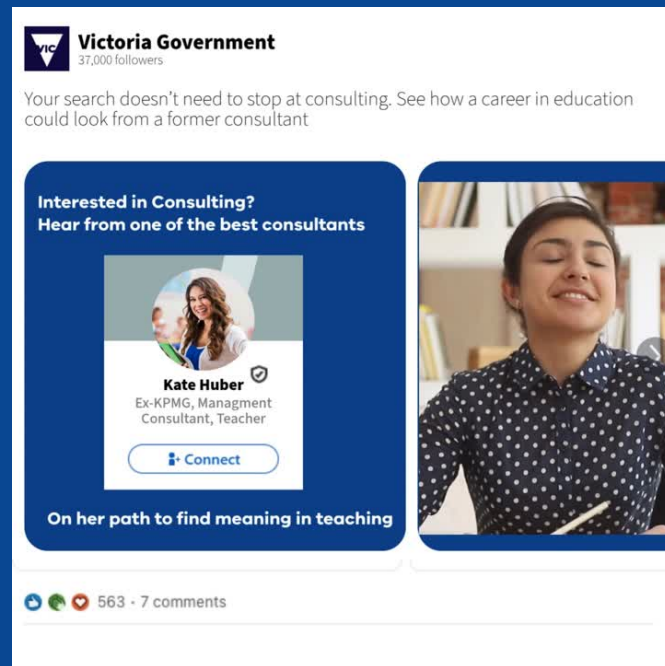


A young woman with dark hair and glasses, wearing an orange jacket, stands in a science classroom. She is smiling slightly and looking towards the camera. In the background, two other students are seated at desks, working with microscopes. The classroom has blue walls and various educational posters.

Elevate teaching through the same levers of **success** that drives Victoria's **most-coveted careers**

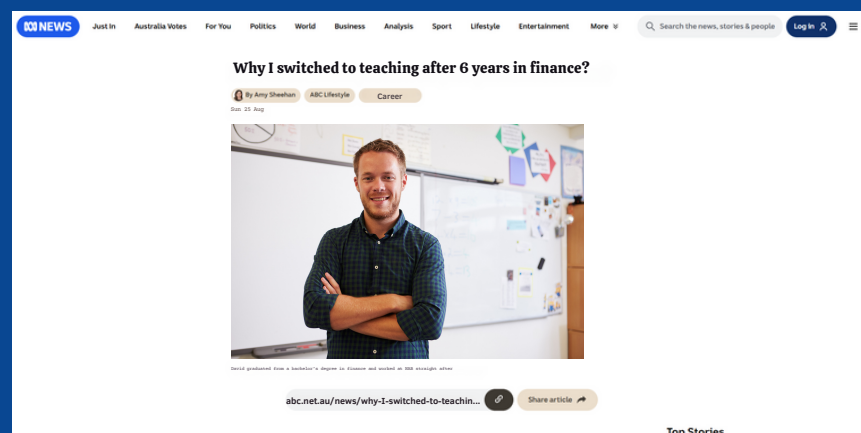
revealing it as their most powerful expression of **purpose**

Strategic Opportunity



Linkedin Takeover

Targeted sponsored content/ carousel ads. that include short-form docu-style content explaining their decision. DCO applied messaging matching user's interest/industry/role to a similar profile that switched to teaching

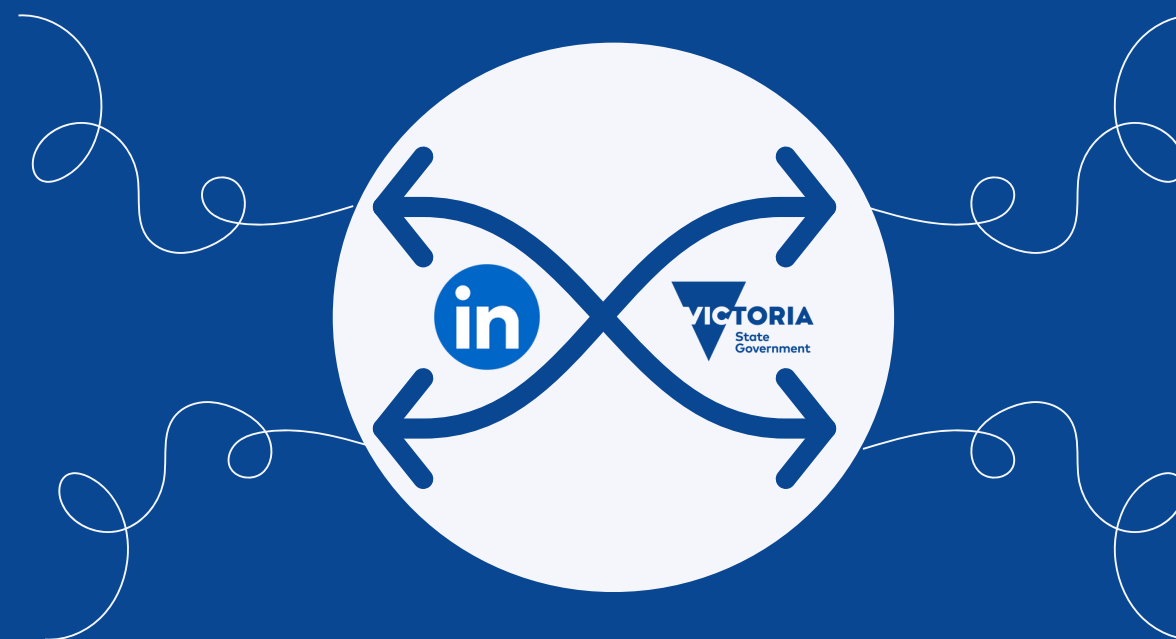


Sponsored Native Article + Video

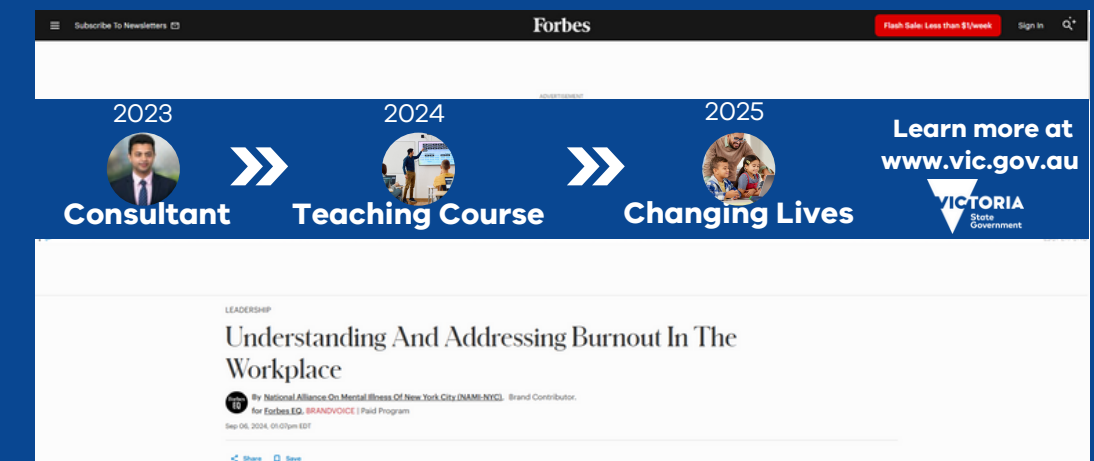
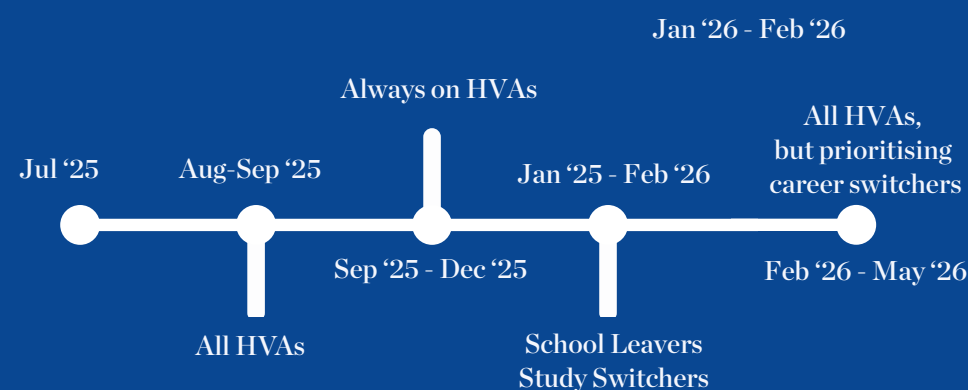
Editorial-style "Why I Switched" feature stories, written in a first-person narrative through credible publishers and reposted on LinkedIn

But doing so in a way that is unmissable

Purpose Paired



Pathways



High Impact Display

Retargeting users that engaged with LinkedIn content on premium publisher sites that are related to users interests. Serve ads on contextually relevant placements (Eg: purpose-driven careers or burnout content)



Conetxtual OOH Extension

Extend these narratives on OOH in high commute areas, CBD near coworking spaces and universities

Comms Architecture

Elevate teaching through the same levers of success that drives Victoria’s most-coveted careers, revealing it as their most powerful expression of purpose

PILLAR	SEE	THINK	DO
COMMS TASK	MAKE TEACHING VISIBLE	SHOWCASE TEACHING’S PARITY	TURN INTEREST TO ENROLMENTS
MEDIA APPROACH	Drive awareness of teaching’s ambition and impact, while emphasizing relevant reach by appearing in contexts and content that elevate teaching.	Validate teaching’s credibility by aligning with a partnership that proves its purpose when compared to other careers	Harness 2PD retargeting capabilities to engage with interested audiences and prompt enrolment into an ITE provider
AUDIENCE	P16-55	HVAs	HVAs
BUDGET SPLIT	28%	50%	22%
TACTICS	Utilise a mix of short and long form content to capture attention Use contextual and content-led targeting to serve teaching alongside narratives of ambition - elevating its cultural relevance	Harness career platforms to spotlight real teaching pathways, dynamically aligned to users' current career interests . Extend across rich media, native content and OOH	Retarget our HVAs based on previous interactions and signals with government incentives tailored to them to maximise conversions
INDICATIVE CHANNELS	OLV, CTV, Social, Audio	Publisher Partnership	Search, Display, Social, Partnership
KPIs	Impressions, Reach, Ad Lift	Engagement rate, Search uplift, Clicks	Enrolment % increase, Number of leads



Audience Strategy



School Leavers



Study Switchers



Career Switchers

Spend %

25%

30%

45%

Approach

Prime this audience to consider the profession and plant long-term consideration

Maintain TOM awareness and prompt consideration of teaching over their current path

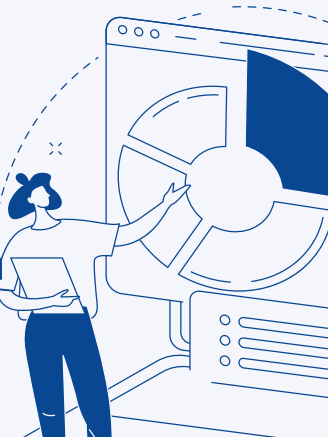
Reach people feeling friction in high-pressure industries with the highest intent to switch careers and push them to act through personalised pathways

Tactic

Demographic and interest targeting across video and social platforms.
Retargeting across social and search in absence of deeper signals

Social behaviour and SEM keyword targeting focused on uni students, education/career re-evaluation
Programmatic podcast audio ads
Social/Display targeting based on engagement with partnership tools

Behaviour and interest targeting overlayed with dissatisfaction signals
Role-based DCO to serve stories of people who made similar switches
SEM keyword targeting
Display/Social retargeting based on engagement with switcher stories





And that's a wrap
Any Questions?