HIT the Mark!
Hills Industry Tour

Evaluation Report
21 May 2014

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Adelaide Hills Vocational College

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Background

In December 2013, John Coates, Contracts Manager at Employment Options (EO) approached AITEC to discuss the possibility of delivering an industry tour for youth at risk of disengaging or disengaged within the Adelaide Hills region.

In parallel, Andrew Carter, Regional Education, Skills and Jobs Coordinator (RESJC) from the Department of Employment expressed his interest in contributing for the AH Industry tour.

AITEC confirmed its assistance and collaboration and proposed the delivery of the industry tour in the Hills as a pilot initiative that could cement the establishment of a partnership in the near future. Employment Options, the RESJC and AITEC met in early February 2014 to start the planning of the Adelaide Hills Industry Tour (later named “HIT the Mark!”).

After the initial meeting, Karen Horvath, Manager at the Adelaide Hills Vocational College was invited to be part of the working group and joined the project.

As agreed by the members of the working group, HIT the Mark! – Hills Industry Tour was aimed at raising young people’s aspirations and awareness of local employment and self-employment opportunities, while assisting them to engage or reengage with employment or further education.

This initiative was presented by Andrew Carter and John Coates at one of the Industry Leaders Group’s meetings and business representatives from different industry sectors were invited to host one of the tour visits.

Amongst the local employers interested in being part of HIT the Mark!, the following were confirmed as hosts for the tour: Hillgrove Resources/Kanmantoo Copper mine (resources and mining), Beerenberg (food manufacturing), Bird in Hand Winery (wine processing and hospitality) and Adelaide Hills Toyota (automotive).

Undoubtedly, HIT the Mark! – Hills Industry Tour was possible thanks to the immeasurable contribution of the four businesses in the Adelaide Hills area that were overwhelmingly positive about this project.

Left to Right Clockwise: Nathan Doble (Adelaide Hills Vocational College), Linda Winton (Employment Options), Karen Horvath (Adelaide Hills Vocational College), Geoff Ewens (AITEC), John Coates (Employment Options) and Andrew Carter (Department of Employment)
Objectives of HIT the Mark! Hills Industry Tour

HIT the Mark! Hills Industry Tour aimed to raise young participants’ aspirations by:

- immersing them in industry for a direct “see, hear, feel” experience (which correlates with informed career decisions);
- providing them with an opportunity to expand their knowledge and awareness of:
  - local industry employers, sites and occupations available;
  - industry skills needs and employers’ requirements;
  - educational requirements for occupations;
  - self-employment opportunities
- providing a personal contact for possible future access to employers for work experience, part- or full-time employment or traineeships or apprenticeships;
- broadening young people’s outlook on what potential jobs exist in the community and what preparation they would need to undertake in order to secure employment.

Target group

HIT the Mark! – Hills Industry Tour was designed with a specific population in mind, young people who were experiencing difficulty in engaging with traditional education and who were engaged with alternative learning opportunities through the Youth Connections Program at Employment Options and the Youth Engage project of Adelaide Hills Vocational College.
**HIT the Mark! - Hills Industry Tour Overview**

On Wednesday 21 May 2014, 15 young people attended and were accompanied by 4 youth workers and 2 educators. Also 2 staff members from AITEC and a young entrepreneur attended and supported the logistics of the tour.

During the day, young participants were able to pose questions to employers to gain an insight into what working in a particular industry is really like. They were also able to hear the expectations of employers and the skills and education required to get into a specific job.

At each employer’s site, a representative provided relevant information about their industry/business. (e.g. roles and options “behind the scenes”, hard and soft skills required at the industry, etc.).

At some worksites, young participants had the opportunity to listen to young workers who outlined their own educational and employment experiences.

Young role models shared what their industry sector involved and what employers are looking for with entry-level positions.
A great setting and a delectable lunch were facilitated by the Bird in Hand Foundation\(^1\) for the participants while they listened to Reece Formosa, a young entrepreneur sharing his challenging experience with mainstream education and how he successfully took a path into self-employment.

Comments gathered by Reece and through the evaluation forms from young participants, give a clear insight of the impact that his presentation had in some of them:

Participant 1: "I'm differently going to try and get a good job. Thanks, you really motivated me"  
Participant 2: "Thanks for making today good, I enjoyed your talk"  
Participant 3: "There was a guy who came on the trip and he really made me think that if you think positive and keep at what you want to do, you will succeed. He had such a positive outlook on life and shared his amazing story"

**Program**

Hit the Mark! comprised the following program:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9:00am</td>
<td>Arrive and meet at Adelaide Hills Vocational College – Mt Barker</td>
</tr>
<tr>
<td>9:30-10:30</td>
<td>Hillgrove Resources visit</td>
</tr>
<tr>
<td>11:10am-12:10pm</td>
<td>Beerenberg visit</td>
</tr>
<tr>
<td>12:30-2:00</td>
<td>Bird in Hand Winery visit and lunch</td>
</tr>
<tr>
<td>2:30-3:30</td>
<td>Adelaide Hills Toyota visit</td>
</tr>
</tbody>
</table>

1 Bird in Hand Foundation was launched in 2013 to contribute to the well-being of the community by giving back to those in the area who are young, underprivileged or who just need that little extra helping hand.
Young Participants’ feedback

Following the tour, feedback was obtained from participants and employers. Eleven forms were filled in by young participants and collected by Employment Options and Adelaide Hills Vocational College.

Rating from Young Participants

Feedback from participants showed that HIT the Mark! expanded their knowledge about industry sectors, occupations, career opportunities available to them and the skills and education requirements demanded by local employers. For 91% of the participants, HIT the Mark! was helpful in giving them career ideas and 82% stated they found the industry sectors and the speakers’ experiences of interest and useful to them.

The establishment of employer networks and connections with employers was planned to be addressed during the tour and in post-tour career development activities by youth workers and educators supporting the HIT the Mark! – Hills Industry Tour. It was pleasing that 5 students found the tour immediately helpful in this regard and subsequent activities will help reinforce communications with the employer contacts.

Young participants will work towards their career aspirations in a realistic way assisted by Employment Options and Adelaide Hills Vocational College staff in order to establish a pathway to employment.
For 73% of the participants the tour encouraged them to either look for learning opportunities or to look for a job.

![Bar chart showing responses to HIT has encouraged me to look for learning opportunities and HIT has encouraged me to look for a job.](chart.png)

Participants’ Feedback on specific industry visits
What worksites/presentations were the two most interesting for you and why?

<table>
<thead>
<tr>
<th>Industry destination</th>
<th>Number of Mentions</th>
<th>Most frequent responses from students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hillgrove Resources (Kanmantoo Copper Mine)</td>
<td>10</td>
<td>Really got me interested in the sector; quite appealing; it is an area that I like; the trucks at the mine; the trucks – a career opportunity not thought before; It was an amazing experience; most interesting; enjoyed it</td>
</tr>
<tr>
<td>Beerenberg</td>
<td>2</td>
<td>It was interesting to see different workplaces and how they work</td>
</tr>
<tr>
<td>Bird in Hand</td>
<td>2</td>
<td>Seeing how wine is made from the very start and I’ve never seen so much wine. It was such a beautiful place and a good experience</td>
</tr>
<tr>
<td>Adelaide Hills Toyota</td>
<td>2</td>
<td>More job opportunities of interest to me</td>
</tr>
<tr>
<td>Reece Formosa</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

HIT the Mark! was a great success and certainly an eye-opener into different industries. A couple of young girls who participated in the tour showed interest in pursuing a career as truck drivers in the mining sector.
Other Comments from Young Participants

One thing I am going to do after this experience is:

- Look for an apprenticeship
- Talk to Reece and call defence jobs’ people
- Get licence, look into mining opportunities – driving trucks
- Look at other jobs I haven’t considered
- Finish school
- Try and get off my butt
- Not sure yet/Don’t know

Overall, what did you think about HIT the Mark! Hills Industry Tour?

- Good learning experience, would love to go on one again
- Really good/pretty good/Alright/fun
- Very interesting, would do again if given the chance/It was interesting
- It was great I enjoyed the places and the people and the conversations with some people were very insightful
- It was such a great experience. I’m so glad I got to go on the tour and see the copper mine and the Bird in Hand winery. I learnt and the tour gave me a good outlook on different jobs that I would never get to experience anything like that unless I went on this tour
- More fun if less standing, but otherwise good

“It was such a great experience. I’m so glad I got to go on the tour and see the copper mine and the Bird in Hand winery. The tour gave me a good outlook on different jobs that I would never get to experience”

Young participant of the HIT the Mark! – Hills Industry Tour

Mitchell Hodgkinson, General Manager of Bird in Hand, sharing the variety of entry-level positions available in the hospitality and wine production sectors
Employers’ feedback

Rating from Employers
(2 responses out of 4 have been received so far)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The planning and organisation were good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The level of interest by participants was good</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HIT! was a valuable way of raising young people’s awareness of different job opportunities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HIT provided our staff a good opportunity to engage with the local community</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

Employers’ expectations from HIT the Mark! and willingness to participate again
(2 responses out of 4 have been received so far)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall HIT the Mark! met our expectations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our company is willing to participate as a host for future industry tours</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Main reasons for participating

<table>
<thead>
<tr>
<th>Reason</th>
<th>Number of mentions (multiple responses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share insight into our industry</td>
<td>2</td>
</tr>
<tr>
<td>Promote our organisation to potential employees</td>
<td>2</td>
</tr>
<tr>
<td>Encourage young people into our industry</td>
<td>1</td>
</tr>
<tr>
<td>Support schools and teachers</td>
<td>1</td>
</tr>
<tr>
<td>Offer employment opportunities</td>
<td>1</td>
</tr>
<tr>
<td>Offer work experience opportunities</td>
<td></td>
</tr>
</tbody>
</table>

Potential improvements according to employers

Based on comments from employers, more time and a little more detail on what to speak about are required for site visits.

Work Experience Opportunities Available

One business has confirmed to be able to offer work experience opportunities for young people and provided details of the person to be approached for that aim.

Feedback forms from employers are still being received, so there could be additional opportunities available with the participating employers.

General Comments from Employers

*Overall, what did you think of HIT the Mark! Hills Industry Tour?*

Business representatives from the host companies provided the following comments:

- Well organised and gave young people in the community some options that they might not otherwise be aware of. The young fellow who spoke to the group was excellent, offered a very positive path forward *(comment regarding Reece Formosa).*
- A very worthwhile initiative – best outcome is achieved by having participants hear and interact with younger achievers. Have moral obligation to support disengaged youth.
Conclusion

According to participants’ feedback, the objectives of HIT the Mark! – Hills Industry Tour were successfully achieved.

This inspirational activity provided an opportunity for the participants to be informed about career options at different industries and the skills required for them.

Feedback from participants showed that HIT the Mark! was helpful for 91% in giving them career ideas and for 73% the tour encouraged them to either pursue learning or working opportunities.

Clearly, HIT the Mark! had an impact on expanding the minds of the young participants to dream about and contemplate the possibilities, opportunities and the pathways available to them.

After the positive experience of HIT the Mark!, young participants will work towards their career aspirations in a realistic way, assisted by youth workers from Employment Options and educators from the Adelaide Hills Vocational College.

Insight, obtained from the evaluation surveys and from personal discussions with educators, indicated a need for aspirational activities for this cohort of young people.

Suggestions were made about other businesses/worksites that could be considered as part of potential future deliveries of the program, namely in hospitality and trades/apprenticeships (Building/Electrician).

As a result of this successful pilot program, AITEC will continue to encourage the formal establishment of a partnership that underpins future aspirational activities linked to young people’s education, employment or self-employment outcomes. Bird in Hand Foundation, the Adelaide Hills Vocational College, the Career Development Centre working from Mt Barker High School, Employment Options and the Industry Leaders Group have been considered as possible ongoing partners for the delivery of future industry tours for young people at risk of disengaging or disengaged in the Adelaide Hills region.

Two positive and immediate outcomes following the tour were:

1. work experience was offered to one participant interested in the automotive area; and
2. a job application from another participant was accepted by an employer in the farming industry. The young applicant will be working on an upcoming project.

In summary, HIT the Mark! was very valuable in the development of young people from the Adelaide Hills region, who will hopefully be inspired to work towards a positive future as contributors to the local community and Australia’s workforce.

Laura Garcia Rubio
AITEC
Partnership Brokers, Adelaide Eastern & Hills Region
May 2014