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**MEDIA RELEASE – For immediate release**

**FLEXIBILITY, SUPPORT AND HANDS-ON LEARNING: VOCATIONAL EDUCATION AND TRAINING IS DESIGNED TO ENSURE APPRENTICES AND TRAINEES THRIVE**

**Explore All The Options and Consider Vocational Education and Training (VET)**

***National Skills Week: 25–31 August 2025***

11th August, 2025: Vocational education and training (VET) is constantly evolving to ensure jobseekers and workers have the best chance of completing their qualification and enjoying successful careers.

National Skills Week, from August 25-31, will this year encourage all Australians to Explore All Their Options and see how vocational education and training may better support them overcome challenges to become qualified for satisfying careers.

For example, apprenticeships and traineeships now include pastoral care and guidance to find the right course[[1]](#footnote-1); literacy and numeracy support[[2]](#footnote-2); financial incentives[[3]](#footnote-3) and living away from home allowances[[4]](#footnote-4).

Meanwhile, the Australian Government’s Key Apprenticeships Program[[5]](#footnote-5), effective from July 1 2025, offers up to $10,000 in financial support to apprentices commencing or recommencing their careers in the clean energy or housing construction sectors.

Fee-free training[[6]](#footnote-6), including for priority cohorts[[7]](#footnote-7), also is available for many courses to help overcome cost barriers for jobseekers and encourage more people into areas affected by skills shortages.

Combined with practical, hands-on training that suits many learners and the ability to work full time in the desired industry while completing their qualification, VET can better support jobseekers to thrive.

**National Skills Week Chair Brian Wexham says:**

*"Apprentices and Trainees represent the cornerstone in driving the Australian economy, we have critical skills shortages across all key industries, skills needs are at the core of every current workforce challenge Australia faces. National Skills Week plays a pivotal role in strengthening and communicating the key messages of industry and government in an environment shaped by the fluid nature of skill requirements and ever evolving technologies. The role of National Skills Week is to raise awareness of the myriad of rewarding, lucrative and prestigious career pathways available through Vocational Education and Training."*

**From Industry Providers:**

**Attributed to:**

**Trevor Fairweather**

**Executive General Manager, Education at ReadyTech.**

“Skills training builds more than capability – it builds confidence and community.

National Skills Week is a powerful way to recognise that, and we’re excited to be part of

the celebration.”

**Attributed to:**

**Luke Radford**

**CEO- Bric and Block Careers**

*“National Skills Week is the perfect time to explore the incredible opportunities that vocational education and training offer. At Brick and Block Careers, we're passionate about helping individuals discover fulfilling careers in our sector.*

*One of our key priorities is school-based apprenticeships. By dedicating just one day a week to hands-on work and another to TAFE, students gain invaluable experience and a genuine understanding of the brick and block sector. It's an ideal stepping stone, allowing aspiring apprentices to truly see if this career path is the right fit before committing to a full apprenticeship.*

*Remember, university isn't the only route to a successful career – skilled trades offer a direct and rewarding path”.*

**Attributed to:**

**Lee Xavier**

**Chief Executive Officer | Apprenticeship Support Australia (ASA)**

*“At Apprenticeship Support Australia, we’re proud to stand alongside National Skills Week in championing the value of apprenticeships and traineeships. These pathways are vital for empowering individuals to build meaningful careers while enabling businesses to grow with confidence. By raising awareness and promoting vocational education, we’re helping shape a skilled, resilient workforce that meets the evolving needs of Australia’s economy”.*

**Attributed to:**

**Jo Hargreaves**

**Senior Program Manager**

**Wine Australia**

*“Hands-on learning in the winery and vineyard is one of the most effective ways to develop skills and knowledge. This vocational pathway is the backbone of the industry, helping to sustain and grow the future workforce”.*

**VET success story available for interview:**

**Harry Roberts, the 2024 QLD Apprentice of the Year,** has found his true calling after failing to be accepted in his desired sports science university degree when he finished Year 12.

After briefly working in construction and travelling and working in Europe, he narrowed down what he wanted to get out of a job, searched online and applied for his Certificate III in Aboriculture apprenticeship.

“When I sat down to write what I want to do with my future, I focused on that - I want to be outside, I want to work at heights and I want to be in a team with a strong team focus,” he says.

“I wish there had been someone (at school) telling me (post-school options) weren't just about university and also weren't just about carpentry, plumbing or electrical as the three trades you could do.”

Harry says apprentice wages may not be as good as some other unskilled entry-level roles but being paid to learn and finishing the training with a recognised skill is worth any short-term financial hardship.

“The government offers good incentives as well through the apprenticeship schemes and tool allowance and such that help you get through first year,” he says.

**Benjamin Barker, the 2024 Tasmanian Apprentice of the Year,** thought a learning disability would mean he’d work a dead-end job with no prospects – then he discovered vocational education and training.

He began with a Certificate II in Automotive that was offered through his school as a vocational training subject, and thanks to learning those basic mechanical skills, secured a heavy vehicle mechanical apprenticeship.

“I went through school struggling with dyslexia and stayed back a grade and pretty much fell in a hole thinking I’m not going to make it anywhere and the world’s against me,” he says.

“I struggle with pretty severe dyslexia, so no matter what learning I'm going into, it's going to be a struggle.

“Once I was able to start my certificate II and I was able to pick up my apprenticeship, that's where my life changed. That did change my life.

“I was able to adapt and overcome those challenges and was fortunate enough to complete my four-year apprenticeship in just two years.”

The apprenticeship was self-paced, enabling apprentices to complete each unit at their own speed and finish their training ahead of schedule.

Now, Benjamin is a leading hand in his workshop, proving to himself and the world that your background does not define you, nor your success.

**Who's Behind National Skills Week?**

Supported by the Federal Government (DEWR), State Governments (QLD and NSW), and leading VET organisations, this year’s partners include:

* MEGT
* Apprenticeship Support Australia
* Brick & Block Careers
* Komatsu
* South Australian Skills Commission (SASC)
* Construction Industry Training Board
* TAFE NSW
* Queensland University of Technology
* ReadyTech
* University of Queensland
* Victoria University
* BAE Australia
* Housing Industry Association Ltd (HIA)
* Wine Australia
* Adelaide University
* UQSkills.

**Talent Available for Interview:**

Media outlets can access interviews with:

* Brian Wexham, Chair, National Skills Week
* VET Alumni & Apprentices of the Year from across Australia
* Industry Leaders & CEOs in healthcare, tech, construction, mining, and more
* Members of the 2025 National Skills Week Advisory Committee

National Skills Week offers facilitated media connections to suit specific sector coverage.

**ENDS**

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**Notes to editors:**

**About National Skills Week 2025**

National Skills Week is an annual initiative in Australia, scheduled for 25–31 August 2025, aimed at promoting the value and diversity of Vocational Education and Training (VET). Organised by SkillsOne Television and supported by Australian, State, and Territory Governments, it serves as a platform to highlight career pathways through apprenticeships, traineeships, and other VET programs.

National Skills Week is designed to:

* Raise Awareness: Enhance public understanding of the benefits and opportunities within the VET sector.
* Challenge Perceptions: Dispel outdated myths about VET and showcase its relevance in today's economy.
* Highlight Career Pathways: Demonstrate the diverse career options available through VET, including apprenticeships, full qualifications, micro-credentials, and pathways to higher education.
* Address Skills Shortages: Focus on emerging skills needs and industry trends to support workforce development.

The 2025 theme, “Explore ALL the Options,” encourages individuals to consider a wide range of educational and career pathways, emphasizing opportunities in regional and remote areas, as well as various training formats.

Through over 500 events nationwide, National Skills Week aims to inspire participation in VET, contributing to a skilled and adaptable workforce that meets Australia's evolving economic needs.

For more information or to get involved, visit the official website: [nationalskillsweek.com.au](https://www.nationalskillsweek.com.au/).

1. [Australian Apprenticeships What is an Apprentice Connect Australia Provider](https://www.apprenticeships.gov.au/about-apprenticeships/apprentice-connect-australia-provider) [↑](#footnote-ref-1)
2. [Australian Apprenticeships Check Your Literacy and Numeracy Skills](https://www.apprenticeships.gov.au/apprentices/how-to-find-and-prepare-for-an-apprenticeship/check-your-literacy-and-numeracy-skills) [↑](#footnote-ref-2)
3. [Australian Apprenticeships Financial Support for Apprentices](https://www.apprenticeships.gov.au/support-and-resources/financial-support-apprentices) [↑](#footnote-ref-3)
4. [Australian Apprenticeships Additional Support for Apprentices and Employers](https://www.apprenticeships.gov.au/additional-support-apprentices-and-employers-1-july-2025) [↑](#footnote-ref-4)
5. [Australian Apprenticeships Key Apprenticeships Program](https://www.apprenticeships.gov.au/key-apprenticeship-program) [↑](#footnote-ref-5)
6. [Department of Employment and Workplace Relations Fee-Free TAFE](https://www.dewr.gov.au/skills-reform/fee-free-tafe) [↑](#footnote-ref-6)
7. [Australian Apprenticeships Support for Priority Cohorts](https://www.apprenticeships.gov.au/support-and-resources/support-priority-cohorts) [↑](#footnote-ref-7)