

Tax Invoice

[4535] Career Pathway static graphics – Your Career



Department of Employment
and Workplace Relations
s 22(1)
ABN 96 584 957 427
Australia

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s 47G(1)(a)

Project management

Design of first graphic to establish style

Design of 9 subsequent graphics

Additional icons for each pathway

10 social media tiles (one per pathway) plus 5 social media templates

Output of JPG/PNG an accessible PDFs of each pathway

Output and transfer of all files

SUBTOTAL	\$52,870.00
GST ON INCOME (10%)	\$5,287.00
TOTAL (AUD)	\$58,157.00

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Bank: ANZ

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Design Brief

Campaign Name

10 x Career Pathway static graphics – Your Career

Who?

The 10 x Career Pathway graphics will be hosted on the Your Career website and elements of the graphics will also be used on the Your Career social media channels (Facebook and LinkedIn). The [Your Career website](#) is a platform of the National Careers Institute. It is designed to provide clear and simple career information and help people of all ages and circumstances better plan and manage their careers.

It is designed to help people of all ages and circumstances better plan and manage their career through up-to-date career pathway information. The website provides information and guidance on upskilling and reskilling to adults who wish to change career.

The static graphics will compliment the website by providing a visual representation of career pathways that an individual can take from an occupation through upskill.

What?

The department is seeking a creative agency/graphic designer service to create 10 x career pathway graphics for use on the [Your Career website](#), showcasing the different career pathways available. See examples below.

Each career pathway will be unique, providing individuals with a concise overview of the next steps and/or potential pathways available for an individual who is interested in pursuing the career. The imagery used should be specific to the relevant industry the career pathway is for (e.g, if for construction then the pathway could look like tyre tracks, images of diggers and trucks, orange cones, people in vests etc. If the pathway is for a chef, then the pathway could be running water from a tap, images of vegetables, knives, chefs hats etc).

All Career Pathways will have a similar look and feel to provide consistency across the Your Career website and for ease in updating these products in-house. The example below and the additional examples on pages 3 and 4 highlights the steps of a career pathway.

We are wanting a visual representation for each of the 10 industries listed below with four next steps.

Example: Career pathway for Construction = Construction Labourer ↗ Supervisor ↗ Foreman ↗ Project Manager ↗ Construction Manager.

The 10 career pathways to be created are:

- | | |
|--|--|
| 1. Construction | 6. Education and Training |
| 2. Agriculture, Forestry, Fishing | 7. Manufacturing |
| 3. Electricity, Gas, Water, Waste Services | 8. Professional, Scientific and technical services |
| 4. Health Care and Social Assistance | 9. Public Administration and Safety |
| 5. Manufacturing | 10. Mining |

Additionally, we require 10 x social media tiles reflecting each of the different career pathways

and 5 x social media tile templates that can be amended in-house for future promotion of the career pathways.

Please note, all assets will need to align with the Your Career branding with further branding information provided to the successful vendor.

Note: The National Careers Institute will provide content for the 10 career pathway graphics on 2 August 2024

When?

We would like to have 2-3 examples/sample concepts to be created using the construction example above for the first career pathway graphic and once the creative direction has been agreed to and approved internally, the additional 9 career pathways to be delivered later.

- Request for quotes to be sent: 11 June 2024
- Response to RFQ to be provided: 19 June 2024
- Successful provider notified: 28 June 2024
 - NCI to provide content for the first career pathway
- Initial concept provided to NCI: 12 July 2024
- Revisions: 26 July – 9 August 2024
- Final delivery date: 16 August 2024

Why?

The National Careers Institute is developing consumer facing resources for the Your Career website illustrating the potential of lifelong learning and upskilling within a skill stream and will benefit individuals exploring their career options. The career pathways maps will be a clear visual representation of different career pathways that an individual can take from an occupation to upskill, and will be published and promoted through the Your Career Website and NCI's social media channels. This work provides the opportunity to focus on specific career pathways, to highlight and promote underserviced training packages both nationally and regionally

Creative assets required.

- 2-3 examples/sample concepts for the initial career pathway to be supplied to DEWR by (12 July 2024)
- Delivery of the final 9x Career Pathway graphics
- Additional 2 - 4 icons per career pathway listed above to be developed to be used for any additional career pathways, noting - each pathway to be visually similar (for example the accountant, solar panel as per the example below, noting we would like all career pathway maps to have visually feel the same. (this will allow DEWR to build additional career pathways by our in-house graphic designer when required.)
- 10 x social media tiles based on each of the 10 Career Pathway graphics (1:1 ratio 1080 x 1080px)
- 5x social media tile templates (that can be built on by our in-house graphic designer)
- Creation of final art in a variety of formats for print and web
- Accessible PDFs (for the career pathway maps, excluding social tiles) that comply with WCAG 2.1 standards.
- All working files (including all icons used)

Examples or visual inspiration (optional)

Infographic of the Quarter

The New Path Forward

Creating Compelling Career Paths for Employees and Organizations

Today's careers fail employers and employees. > Only 30% of employees are satisfied with their future career opportunities at their organizations.

Employees stay in role 30% longer, and 46% of transitioning leaders underperform.

73% of heads of HR do not plan to add management layers back into the organization in the next 5 years.

Organizational delayering has decreased the number of promotion opportunities, limiting vertical career growth.

Almost 66% of organizations will face an internal skills shortage in the next 3-5 years.

7 out of 10 CHROs have not yet implemented a growth-based career strategy.

Organizations must shift from a promotion-based to a growth-based culture that benefits both the organization and employees.

Growth-based culture can improve employee engagement (+30%) and reduce the likelihood of an internal skill shortage (-20%).

TO SHIFT FROM A PROMOTION-BASED TO A GROWTH-BASED CULTURE

- ✓ Design careers around experiences.
- ✓ Motivate employees with employability. (Make them more valuable internally and externally.)
- ✓ Use push marketing strategies to build awareness of internal opportunities.
- ✓ Create a talent brokerage for managers to share talent.

Register for an upcoming CEB Corporate Leadership Council™ event to learn more about creating a growth-based culture.

In-Person Meeting: ceburf.com/1kmj

Webinar: ceburf.com/1kmk

