# Local Government Careers Pathways \& Workforce Toolkit for Regional South Australia 

## KEY INDUSTRY PARTNERS:

- 12 Job Families in Local Government

Six Regional Local Government Associations - 52 Regional LGAs

- Database Jobs/Qualification

LG Professionals SA
Education and Training Providers

- Set of Careers in Local Government
- Posters \& banners


## Infographics

- 3 target audiences: school leavers and VET qualified, graduates and post-graduates
- Job families must be highlighted
- Jobs and qualifications illustrated where possible
- Diversity in gender and race
- Age-appropriate representation
- Images inspired by regional South Australian sites, flora, fauna and festivals.
- Scalable



## Poster 1

- Size: A3 poster (can be scaled)
- Target audience: school leavers and VET students
- 12 job families on signpost
- Coloured signs indicate jobs available for this user group in these sectors.
- Colour coded information available in thought bubble.
- Note age of person indicates late teen early 20s



## Banner 1

- Size: $85 \mathrm{~cm} \times 200 \mathrm{~cm}$
- Target audience: school leavers and VET students
- 12 job families on signpost
- Coloured signs indicate jobs available for this user group in these sectors.
- Colour coded information available in thought bubble.



## Poster 2

- Size: A3 poster
- Target audience: University Graduates
- 12 job families in headings
- Grey boxes indicate jobs available in each job family



## Banner 2

- Size: $85 \mathrm{~cm} \times 200 \mathrm{~cm}$
- Target audience: University Graduates
- 12 job families in headings
- Grey boxes indicate jobs available in each job family
- *note age of people indicate mid 20s onwards



## Poster 3

- Size: A3
- Target audience: Postgraduates
- 8 job families in headings
- Grey boxes indicate jobs and qualifications needed for each job available in each job family


## SENIOR MANAGERIAL CAREER

OPPORTUNITIES IN THE


## Banner 3

- Size: $85 \mathrm{~cm} \times 200$
- Target audience: Postgraduates
- 8 job families in headings
- Grey boxes indicate jobs and qualifications needed for each job available in each job family
- *note age of people generally 40+


