

# You can make it here

## Campaign stakeholder toolkit

This toolkit helps you share the WA Government's 'You can make it here' campaign. The campaign's core focus is to empower young Western Australians to explore career pathways in clean energy, advanced manufacturing, building and construction, and essential care services through fee free and low fee TAFE courses. With ready-to-use materials, it's a simple way to spread the message and inspire action.

Campaign in market: October 2025 – June 2026







METAL  
FABRICATOR

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# About this campaign

The Western Australian Government is committed to providing affordable career pathways to young Western Australians. Fee free and low fee TAFE courses are a key initiative to create job opportunities and ensure the State's economy continues to thrive.

The campaign communicates that TAFE qualifications can lead to exciting careers in industries including clean energy, advanced manufacturing, building and construction, and essential care services. Key campaign photography features real TAFE WA students studying and working in these industries.

# Purpose of this toolkit

**This toolkit is your key to promoting the 'You can make it here' campaign assets and messaging.**

The toolkit contains video, social media tiles, press, audio and digital assets. It's designed for those who support career pathways and skills development across education, industry and community.

With ready-to-share materials and a user-friendly website showcasing all available courses, you'll have everything you need to inspire your networks and show your community that in WA, you can make it here.



# Campaign audience

The TAFE 'You can make it here' campaign is aimed at students and school leavers exploring post-high school options, including Aboriginal youth, as well as parents, teachers, career counsellors, and Aboriginal community members who support and influence their decisions.

A photograph of a female nurse in yellow scrubs and a stethoscope, smiling and interacting with a male patient lying in a hospital bed. The patient is wearing a white hospital gown with a blue star pattern. A medical monitor is visible in the background. The entire image is framed by a thick pink border with a white diagonal line. A yellow rounded rectangle in the top right corner contains the text 'ENROLLED NURSE'.

**ENROLLED  
NURSE**



# Campaign key messages

You can make it here	There are many ways to start a meaningful career	Get the right skills to get a good job and help shape the future	WA's building and construction industry is growing	Save on fees and get skills that matter
Big things are happening in WA	Get job-ready fast with hands-on training	Get essential care skills to make an impact in our community	There is high demand for essential care workers here in WA	There are over 250 fee free and low fee courses to choose from
There are big opportunities in WA for our future workforce	Get skills that matter and be job-ready fast	There is huge demand for skilled workers here in WA	Work in some of WA's most in-demand industries	Find fee free and low fee TAFE courses at <a href="https://tafe.wa.edu.au">tafe.wa.edu.au</a>



# Advanced manufacturing key messages

A wave of new local projects is driving growth and jobs for skilled workers in advanced manufacturing, with major projects shaping the future of WA's transport, energy, housing, and defence.

You can make it in jobs such as: Fitter; Metal Fabricator; Boat Builder and Shipwright; or Engineering Production Worker.

Search fee free and low fee TAFE courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)





# Building and construction key messages

Follow an exciting career path in one of WA's largest industries.

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From small projects like residential homes, to large housing or apartment developments, or essential infrastructure like schools or roads, you will be helping to build WA.

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Exciting and well-paid jobs in WA's building and construction industry involve design and drafting, building, fit-out and finishing of residential and commercial buildings.

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You can see the results of your work out in the real world.

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You can make it in jobs such as: Architectural, Building and Surveying Technician; Carpenter and Joiner; Bricklayer; or Plumber.

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Search fee free and low fee TAFE courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)





# Clean energy key messages

Help build a better climate future and create lasting impact.

Exciting, well-paid careers working with the latest technologies are emerging across the clean energy sector.

Jobs in trades, engineering and project management are essential for the clean energy transition.

You can install solar panels, maintain wind turbines, or work with new technologies.

Whatever path you choose, you can play a part in producing affordable energy for years to come.

You can make it in jobs such as: Electrician; Earthmoving Plant Operator; Laboratory Technician; or Air Conditioning and Refrigeration Mechanic.

Search fee free and low fee TAFE courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)



**ELECTRICIAN**



# Essential care services key messages

Start a meaningful career and make a real difference.

WA's essential care sector is being reshaped, unlocking opportunities for skilled workers in health, aged care, and medical innovation.

Across the State, health and mental health services and infrastructure are expanding to increase hospital capacity and modernise care across WA.

You can make it in jobs such as: Aged Carer; Disability Care Worker; Child Care Worker; Community Worker; or Enrolled Nurse.

Search fee free and low fee TAFE courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)





# Snapshot of TAFE courses supporting your industry

Here’s a snapshot of fee free and low fee TAFE courses you can promote to help build a skilled workforce in your industry. There are over 250 courses to choose from. To explore the full range of fee free and low fee courses, visit [tafe.wa.edu.au](https://tafe.wa.edu.au).

EDUCATION SUPPORT	Certificate III in School Based Education and Support Certificate IV in School Based Education and Support Diploma of School Aged Education and Care
HEALTH	Certificate III in Individual Support Certificate IV in Ageing Support Certificate IV in Disability Support  Certificate II in Health Support Services Certificate II in Allied Health Assistance Certificate III in Pathology Collection Certificate IV in Preparation for Health and Nursing Studies Certificate IV in Allied Health Assistance Diploma of Nursing Diploma of Anaesthetic Technology and Practice  Certificate IV in Disability Support Certificate IV in Mental Health Diploma of Mental Health  Certificate III in Dental Laboratory Assisting Certificate III in Dental Assisting Certificate IV in Dental Assisting
COMMUNITY SERVICES	Certificate III in Early Childhood Education and Care Diploma of Early Childhood Education and Care  Certificate II in Community Services Certificate III in Community Services Certificate IV in Community Services Diploma of Community Services Diploma of Counselling  Certificate IV in Disability Support Certificate IV in Mental Health  Certificate IV in Youth Work Certificate IV in Alcohol and Other Drugs Diploma of Youth Work



DEFENCE	Certificate II in Engineering Foundations (Fabrication (Pre-apprenticeship)
	Certificate III in Engineering - Fabrication Trade
	Certificate III in Engineering - Mechanical Trade
	Certificate III in Maritime Operations
	Certificate IV in Cyber Security
	Diploma of Maritime Operations
	Diploma of Logistics
	Diploma of Applied Technologies
	Diploma of Aviation
	Diploma of Marine Engineering
BUILDING AND CONSTRUCTION	Certificate II in Electrotechnology (Career Start) (Electrotechnology Pre-apprenticeship)
	Certificate III in Electrotechnology Electrician
	Certificate II in Building and Construction (Pathway – Trades) (Carpentry Pre-apprenticeship)
	Certificate II in Cabinet Making and Timber Technology (Cabinet Making and Timber Technology Pre-apprenticeship)
	Certificate III in Carpentry
	Certificate II in Plumbing (Plumbing pre-apprenticeship)
	Certificate III in Plumbing
	Certificate IV in Residential Drafting
	Diploma of Building Design
	Certificate III in Mobile Crane Operations
	Certificate II in Building and Construction (Pathway – Trades) (Brick and Block Laying Pre-apprenticeship)
	Certificate III in Bricklaying and Blocklaying
	Certificate II in Building and Construction (Pathway – Trades) (Painting and Decorating Pre-apprenticeship)
	Certificate III in Painting and Decorating
	Certificate II in Building and Construction (Pathway – Trades) (Wall and Floor Tiling Pre-apprenticeship)
	Certificate III in Wall and Floor Tiling

CLEAN ENERGY	Certificate II in Electrotechnology (Career Start) (Electrotechnology Pre-apprenticeship)
	Certificate III in Electrotechnology Electrician
	Certificate III in Trenchless Technology
	Certificate III in Civil Construction
	Certificate III in Civil Construction Plant Operations
	Certificate III in Engineering - Fixed and Mobile Plant Mechanic
	Certificate III in Engineering - Mechanical Trade
	Diploma of Engineering - Advanced Trade
	Certificate III in Laboratory Skills
	Certificate IV in Laboratory Techniques
ADVANCED MANUFACTURING	Diploma of Laboratory Technology
	Certificate III in Refrigeration and Air Conditioning
	Certificate II in Engineering (Mechanical Fitter and Machinist Pre-Apprenticeship)
	Certificate III in Engineering - Fixed and Mobile Plant Mechanic
	Certificate III in Engineering - Mechanical Trade
	Diploma of Engineering - Advanced Trade
	Certificate II in Engineering Foundations (Fabrication (Pre-apprenticeship)
	Certificate III in Engineering - Fabrication Trade
	Certificate III in Resource Processing
	Certificate III in Marine Craft Construction
	Certificate III in Engineering - Composites Trade
	Certificate II in Engineering Foundations (Engineering (General) Pre-apprenticeship)
	Certificate III in Engineering - Technical
	Diploma of Applied Technologies
	Advanced Diploma of Engineering Technology – Electrical
	Advanced Diploma of Engineering



# How you can help

Help Western Australians discover career pathways in clean energy, advanced manufacturing, building and construction, and essential care services through fee free and low fee TAFE courses.

Here's how you can help:

- Pin it up – Display posters and flyers in your schools, offices, worksites, training centres or community spaces.
- Send it out – Feature campaign content in your newsletters and email updates.
- Share it wide – Share videos and social tiles across your social media and digital channels.
- Pass it on – Share the campaign toolkit with your staff and industry contacts.



**AGED  
CARER**



# Videos

Videos are available in three formats: horizontal, vertical and square. These are designed to suit different platforms and viewing experiences:

- Horizontal videos are best for wider screens, such as your website and digital display screens.
- Vertical videos are ideal for mobile-first platforms, such as Instagram and Facebook Stories and Reels.
- Square videos are suitable for social media feeds on Instagram, Facebook, and LinkedIn.

To view the full suite of campaign videos please visit the campaign playlist:

[YouTube – Campaign Playlist](#)

To download the full suite of campaign videos please visit:

[WA.gov.au/makeithere](https://www.wa.gov.au/makeithere)



Advanced manufacturing, building and construction and clean energy



Essential care services



# Social media

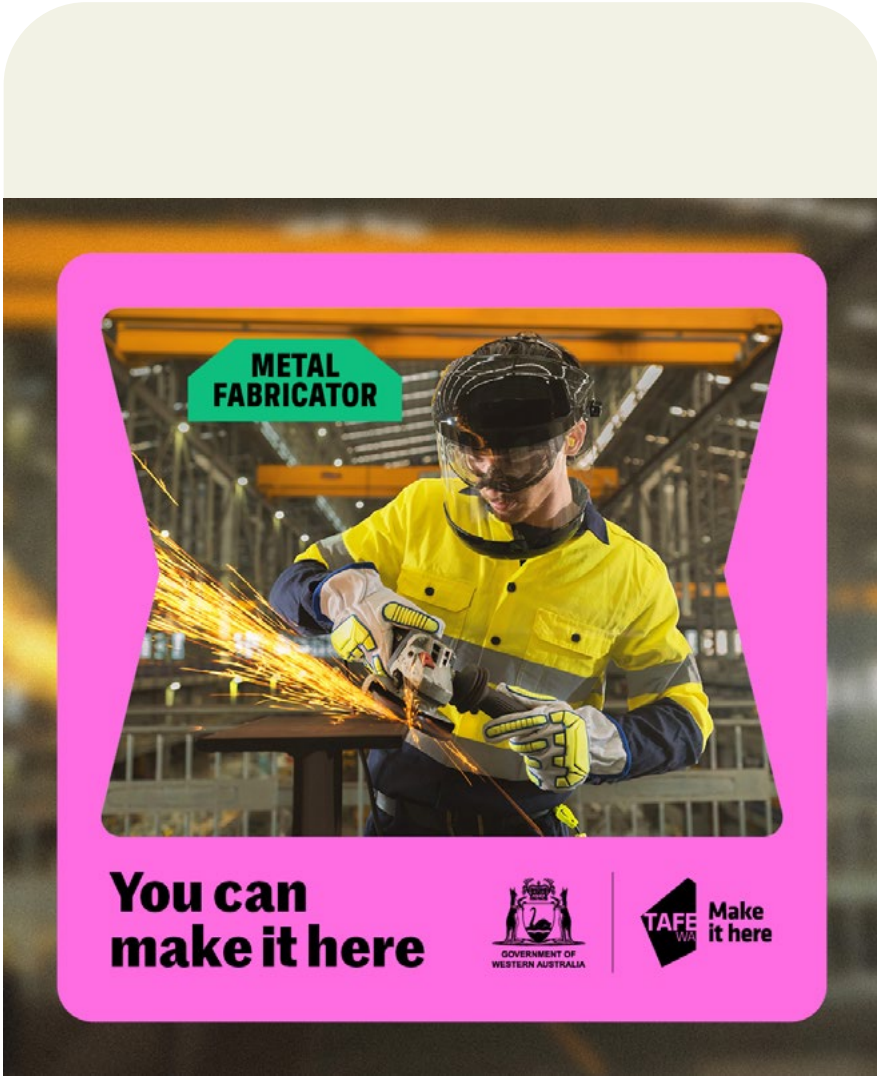
[Download social tiles here](#)



**POST COPY**

At TAFE, you can get hands-on training and earn big. Whatever you want, you can make it at TAFE.

Find fee free and low fee courses at [tafe.wa.edu.au](http://tafe.wa.edu.au)



**POST COPY**

There's big demand for skilled workers here in WA. And TAFE students can get the right skills to shape our State's future.

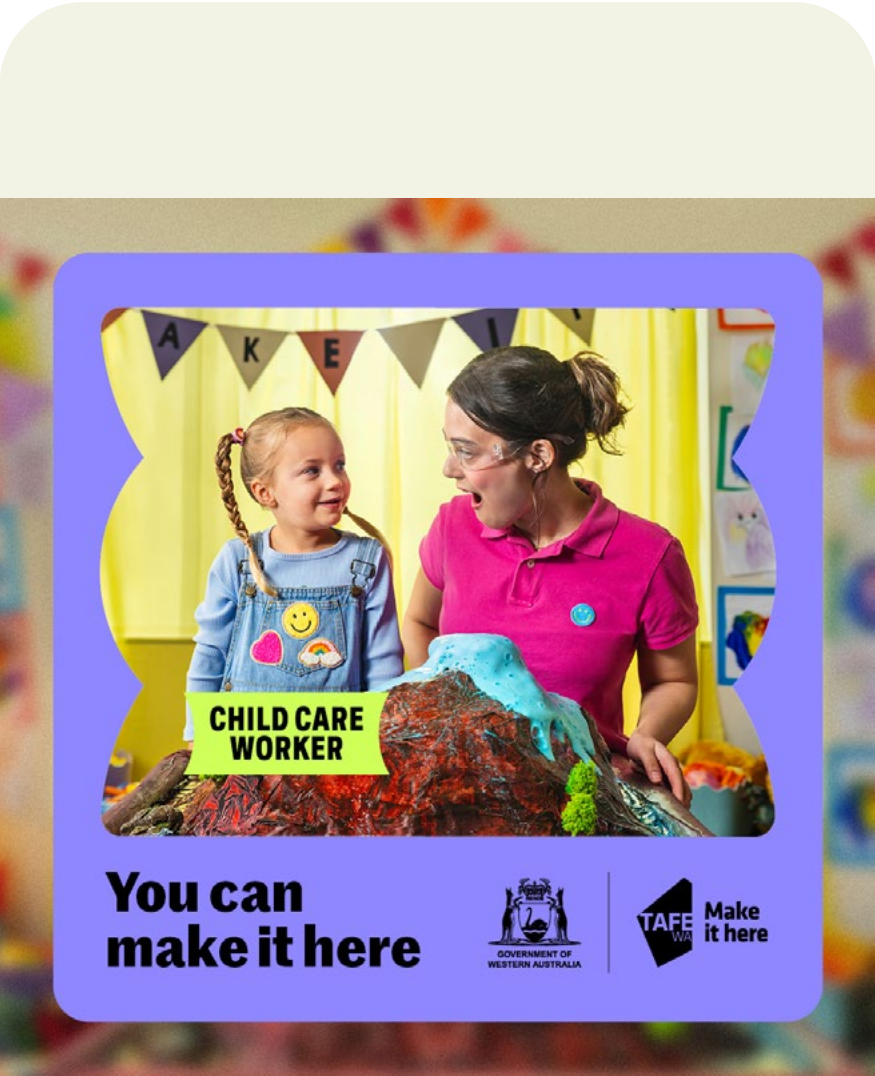
Find fee free and low fee courses at [tafe.wa.edu.au](http://tafe.wa.edu.au)



**POST COPY**

At TAFE, you can get hands-on training to get a good job and earn big.

Find fee free and low fee courses at [tafe.wa.edu.au](http://tafe.wa.edu.au)



**POST COPY**

At TAFE, you can get skills that matter then start work sooner. Whatever you want, you can make it at TAFE.

Find fee free and low fee courses at [tafe.wa.edu.au](http://tafe.wa.edu.au)



# Social media

[Download social tiles here](#)



**POST COPY**

At TAFE, you can get skills that matter to start a meaningful career sooner.

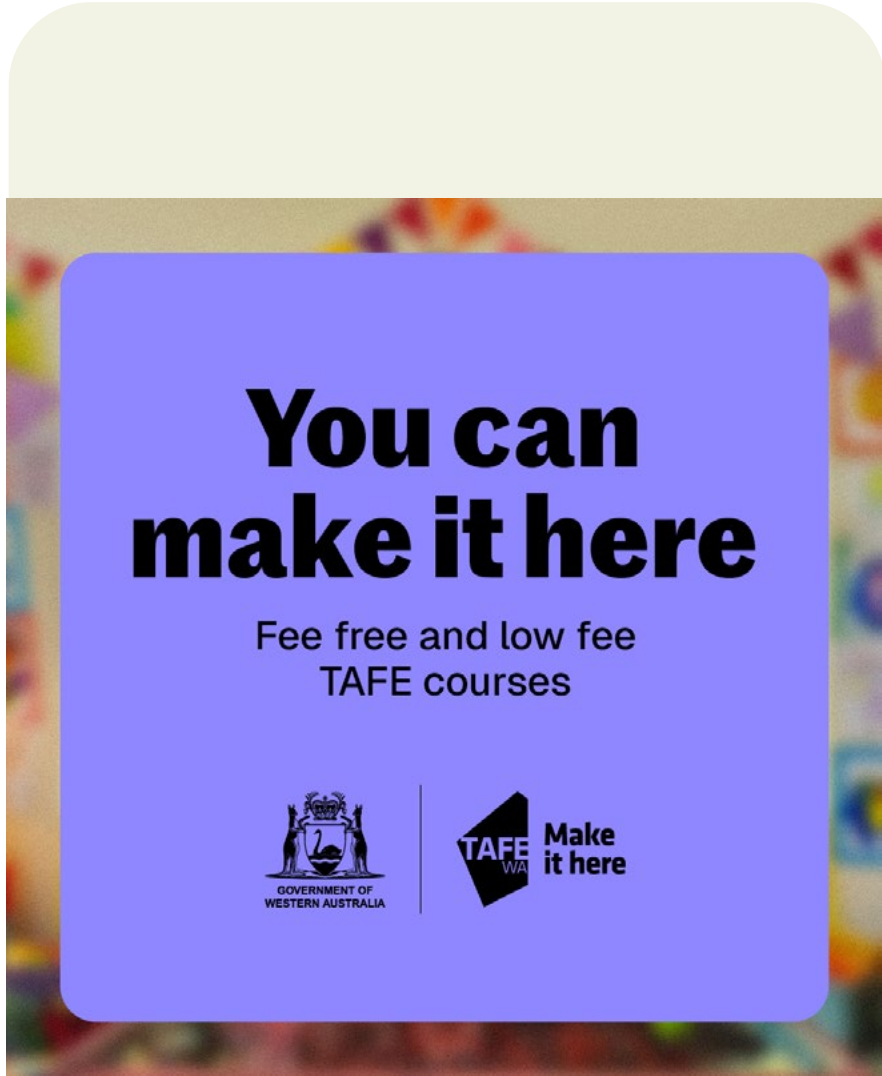
Find fee free and low fee courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)



**POST COPY**

Carers are in high demand here in WA. And TAFE students can get essential care skills to make an impact in our community.

Find fee free and low fee courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)



**POST COPY**

Get into high-demand industries with TAFE's fee free and low fee courses.

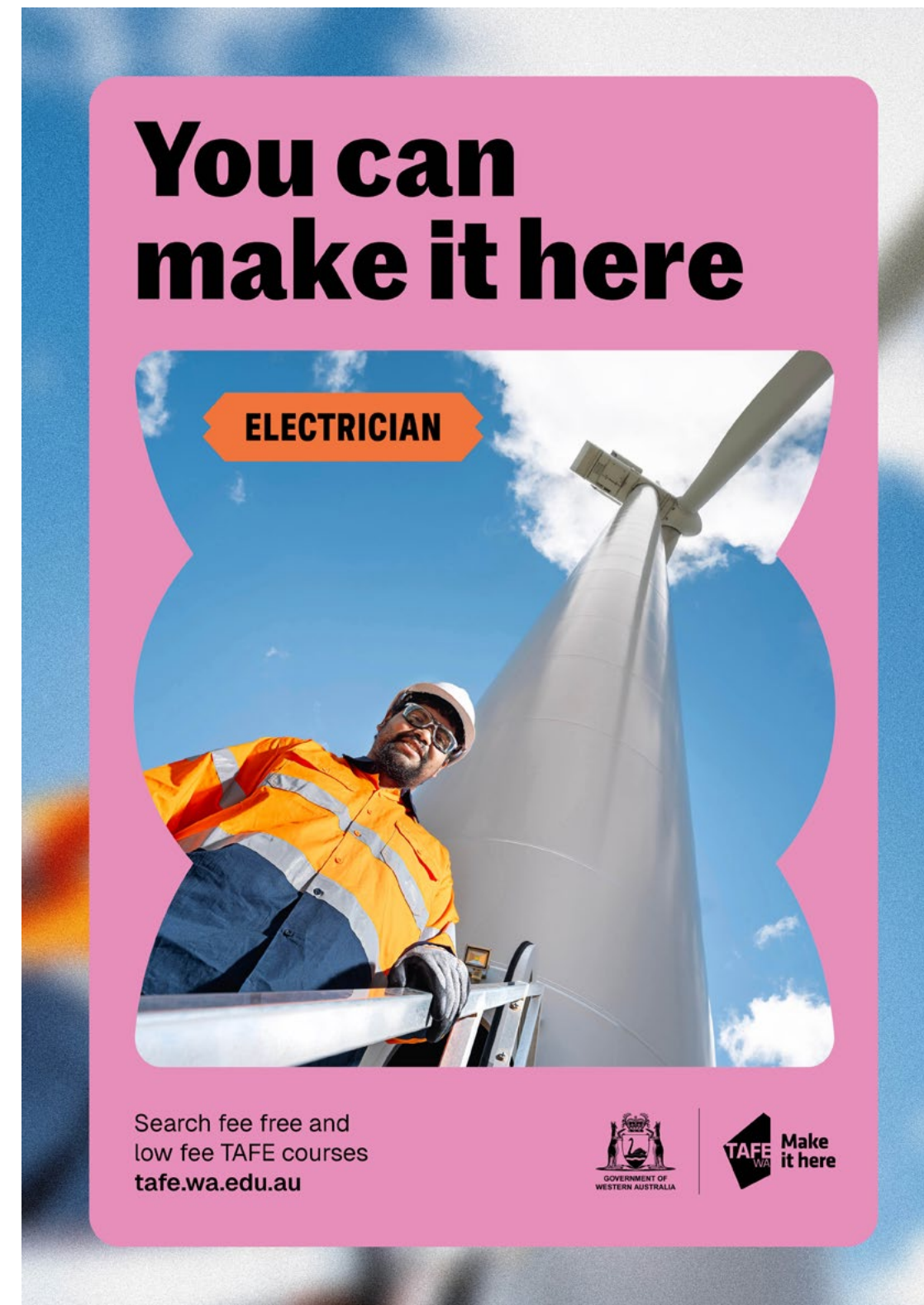
Find fee free and low fee courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)



# Posters

You can download and print posters to display in your schools, offices, worksites, training centres or community spaces.

Posters are available in A3 and A0.



[Download posters here](#)




# A4 Flyer


You can download and print the flyer to distribute in your schools, offices, worksites, training centres or community spaces.

Flyer is available in A4.


## You can make it here




METAL FABRICATOR




ELECTRICIAN




AGED CARER




CHILD CARE WORKER




FITTER



COMMUNITY WORKER



DRAFTSPERSON





ENROLLED NURSE

Big things are happening in WA. With TAFE's fee free and low fee courses, you can get the right skills to get a good job and help shape the future.

With over 250 fee free and low fee courses to choose from, TAFE offers something for everyone.

Learn more at [tafe.wa.edu.au](https://tafe.wa.edu.au)



[Download flyer here](#)



# News article

You can cut and paste this short article for use on your channels, such as newsletters and website.

## **‘You can make it here’ fee free and low fee TAFE campaign**

The WA Government has launched a bold new advertising campaign, ‘You can make it here’, highlighting a number of fee free and low fee TAFE courses available in priority industries such as construction, manufacturing and essential care.

Aimed at inspiring young Western Australians, the campaign positions TAFE as a pathway to exciting and high-impact careers, from building affordable housing, to powering renewable energy, manufacturing defence patrol vessels and helping people when they need it most through roles in enrolled nursing, child care, aged care, and community work.

Coinciding with the Semester 1 2026 enrolment period, the campaign features TAFE students training for roles on major WA projects, showing how TAFE can lead to meaningful work that shapes the future of our state.

To support the campaign, the TAFE WA website has been redesigned for easier navigation and now includes expanded information on priority industries like clean energy and advanced manufacturing, plus details on over 250 fee free or low fee courses.

Explore your options at [tafe.wa.edu.au](https://tafe.wa.edu.au) or contact your local TAFE, or Jobs and Skills Centre on 13 64 64.



# Press

Press assets are available in 1/4 page newspaper size, and can be featured in your newsletters and email updates.

[Download press assets here](#)

## You can make it here



**ELECTRICIAN**

There is huge demand for skilled workers here in WA and big opportunities for our future workforce. TAFE students can get job-ready fast with hands-on training in fee free and low fee courses. You can make it at TAFE.

Learn more at [tafe.wa.edu.au](https://tafe.wa.edu.au)



## You can make it here



**CHILD CARE WORKER**

There is high demand for essential care workers here in WA. With many ways to start a meaningful career, TAFE students can get skills that matter and be job-ready fast in fee free and low fee courses. You can make it at TAFE.

Learn more at [tafe.wa.edu.au](https://tafe.wa.edu.au)





# Audio

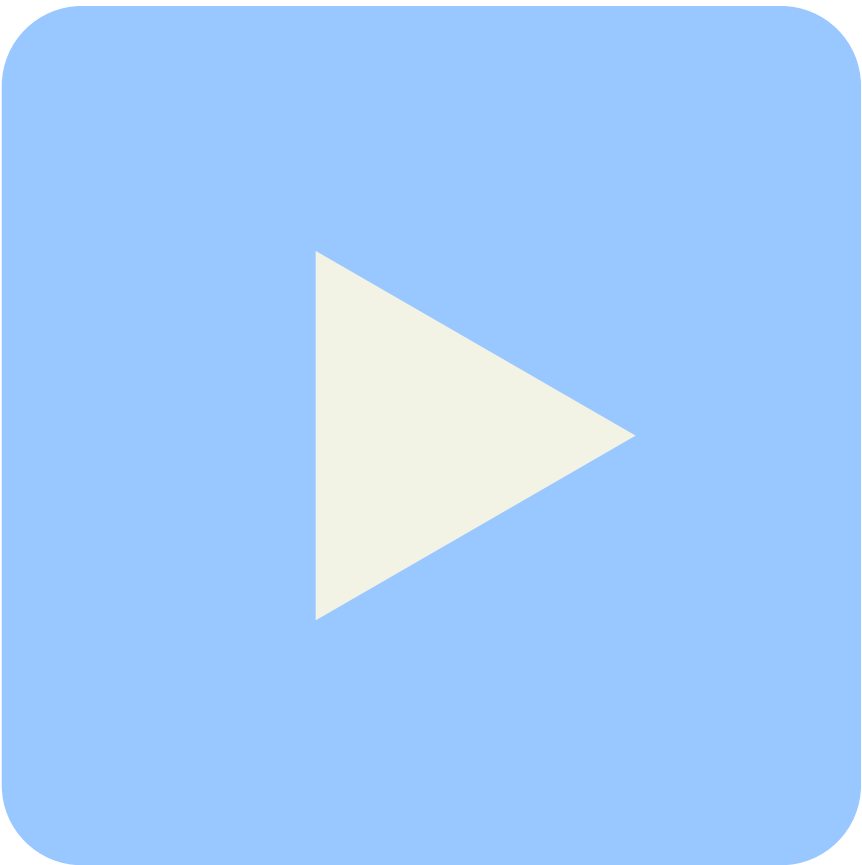
[Download all audio assets here](#)



Students - 30 second audio



Influencers - 30 second audio



Students & Influencers –  
15 second audio



# Digital assets

You can use digital assets as screensavers, and digital web banners on your website.

[Download all digital assets here](#)



1920x1080px Screensaver



1024 x 300px Digital web banner



# Aboriginal audiences

The campaign includes tailored messaging developed in partnership with Aboriginal peoples, highlighting the contributions of students, cultures, and the strength of community leadership.

The key messages for Aboriginal students are below:

You can lead the way

You can continue our legacy

You can care for your community

There is huge demand for skilled workers and essential care workers in WA

There are over 250 fee free and low fee courses to choose from

Find fee free and low fee courses at [tafe.wa.edu.au](http://tafe.wa.edu.au)





# Aboriginal audiences – video

Videos are available in three formats: horizontal, vertical and square. These are designed to suit different platforms and viewing experiences:

- Horizontal videos are best for wider screens, such as your website and digital display screens.
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Aboriginal audiences: clean energy and essential care services



# Aboriginal audiences – social media

[Download social tiles here](#)

ELECTRICIAN



You can lead the way




**POST COPY**

At TAFE, you can get the right skills to lead the way in your community. You can make it at TAFE.

Find fee free and low fee courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)

ENROLLED NURSE



You can lead the way



**POST COPY**

Get into high-demand industries with TAFE’s fee free and low fee courses.

Find fee free and low fee courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)

COMMUNITY WORKER



You can lead the way





**POST COPY**

Get into high-demand industries with TAFE’s fee free and low fee courses.

Find fee free and low fee courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)

You can lead the way

Fee free and low fee TAFE courses



**POST COPY**

Get into high-demand industries with TAFE’s fee free and low fee courses.

Find fee free and low fee courses at [tafe.wa.edu.au](https://tafe.wa.edu.au)



This toolkit will be updated as new materials become available, visit [WA.gov.au/makeithere](https://www.wa.gov.au/makeithere) for all the latest resources.

# Copyright and contact

## Copyright

- Material in this toolkit is intended for your general use and information.
- You are free to use and distribute the material.
- Do not edit or change the material in any way.

## Contact

If you have any questions about the campaign or toolkit, please email:  
[communications.marketing@dtwd.wa.gov.au](mailto:communications.marketing@dtwd.wa.gov.au)