

gotafe

**GOTAFE Community
Comeback**



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GOTAFE Mid-year Campaign. The GOTAFE Community Comeback.

Demonstrates.

- Understanding of VET/further education sector
- Familiarity in working with diverse audience groups
- Experience engaging business stakeholders in skills/training programs

The challenge.

GOTAFE has been delivering high-quality education across North Eastern Victoria for decades.

At the heart of its mission has always been a commitment to supporting local communities to adapt to evolving economic impacts, local industry changes and new opportunities.

This support has never been more important than at the height of the COVID-19 pandemic.

Whilst primarily an enrolment campaign, the 2020 mid-year campaign emphasised GOTAFE's extensive range of support services – including career guidance, counselling and online workshops – for those out of work, wanting to return to work, or up-skill.





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Our response.

With jobs lost and many businesses closed, confidence and mental health had suffered substantially.

The GOTAFE Community Comeback campaign positioned the Institute as a hub for community recovery and resilience-building, GOTAFE is there to do everything it can to support regional Victoria's great comeback.

Rolled out across OLV, digital, social and press, the GOTAFE Community Comeback campaign delivers an optimistic message about what communities can achieve when they work together and support each other. Playful, colourful and impactful colour combinations and graphics, support the positive nature of the communications.





Online video
<https://vimeo.com/473286748>



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The result.

Student intakes during the campaign period were fully subscribed.

The campaign was seen by the executive board and DET as a sector-leading response to the needs of COVID-impacted communities.

Client	GOTAFE
Product	Community Comeback student acquisition campaign
Audience	All people 14+
Channels	Digital, social, print, collateral
Deliverables	OLV, digital advertising, print, POS, collateral
From brief to live	2 months
Performance	Fully subscribed courses for mid-year 2020 and full 2021 student intake.