

Project Brief

Project Name: NextGen Jobs Network images project

Background

Rationale

Over the past two years of stakeholder surveys there has been consistent requests from the community, schools, and businesses for a localised central jobs platform. Through these discussions it has been highlighted that an online portal is the ideal solution for this request.

Through consultation with other LLENs that have faced similar calls from stakeholders, a purpose-built platform called [uWorkin](#) was selected. This platform, to be branded as NextGen Jobs Network, will focus on connecting local young people to local employers, to create employment solutions and encourage investment in the local youth employment pool.

The platform will represent the Alpine, Indigo, and Towong Shires, and the City of Wodonga, as well as be available to their cross-border neighbours.

Project Scope

Description and Scope

NELLEN aims to represent local young people and the region throughout the jobs NextGen jobs portal. The photos should be representative of the diverse local population and highlight three different messages:

1. The NextGen Jobs Network is a **local** jobs portal
2. The portal is for **young people** to access local employment
3. Young people are an **asset to local employers** – they have competitive and generation specific skills for workplaces

As per NELLEN's mission to connect youth with meaningful education and employment pathways, this project can be completed as a [Structured Workplace Learning](#) (SWL) position or a stand-alone project facilitated by Local Council through their Youth Worker/ Development Officer. This depends on the availability and interest of the young person/ people NELLEN is able to recruit to the project. The option is also there to establish a competition with prizes but the risk in this model is the inconsistency of quality and 'look' but it will be considered.

Project Goal

This whole project will produce 30-40 image resources that can be used on the NextGen Jobs Network website (and other connected NELLEN website and resources). This can be a compilation from all four of NELLEN's LGAs, showcasing 14 rural townships and one regional city.

Ideally, the project will provide an opportunity for a local young person/ people who is interested in photography to connect with a mentor, produce a tangible product, and experience the industry in a safe and supported environment.

Project Objectives

The project has dual objectives:

- Engagement with young people in NELLEN’s four LGAs
- 30-40 images to be used as visual content for the NextGen Jobs Network website.

Project Targets

- Recruit interested young people
- Decide on the model of delivery – SWL placement or group project
- Determine a ‘best practice’ training session to support the project’s objectives – an industry mentor will provide this training
- Develop a plan for images that cover the three key messages and the full range of the region’s ‘youth firmly’ place i.e. where the locals young people are seen shopping, recreating and working
- Develop a schedule to step through the timeline to capture the images and submit to NELLEN
- Produce and edit 30-40 images that are print and website quality for the NextGen Jobs Network portal

Project Timeline

Timeframe	Tasks
October 28 2022	Recruit interested young people and hold a briefing session (online)
November 1-11 2022	Decide on the model of delivery – SWL placement or group project
November 1-11 2022	Schedule a ‘best practice’ training session to support the project’s objectives – an industry mentor will provide this training
November 1-11 2022	Develop a plan for images that cover the three key messages and the full range of the region’s ‘youth firmly’ place i.e. locations within each LGA where the local young people are seen shopping, recreating and working
November 1-11 2022	Develop a schedule to step through the timeline to capture the images and submit to NELLEN
November 14-25 2022	Produce and edit 30-40 images that are print and website quality for the NextGen Jobs Network portal

Project Participants’ Remuneration

Every image used as part of the 30-40 suite of photographs representing NELLEN’s region will be purchased by NELLEN; each image will be purchased at a cost of \$100 per image.

Please contact:

Bev Hoffmann ceo@nellen.org.au/ 0439 075 306, to register interest in participating in this project.