



SkillsLink2Work

Communications Toolkit



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MY REPORTS



MY SETTINGS



SkillsLink2Work



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Introduction

This communications toolkit is intended to provide individuals and organisations with access to materials that can be used to help spread the word about SkillsLink2Work across a range of communication channels including websites, intranets, social media platforms and electronic and printed newsletters.

We would be grateful for your help in promoting SkillsLink2Work to ensure carers understand how the skills, knowledge and experience they have built up as carers can be used to gain employment.

About SkillsLink2Work

SkillsLink2Work helps carers describe their daily activities in ways that can be used in job applications or in getting recognition for training. The interactive website encourages carers to consider a wide range of professions, not only paid carer roles.

SkillsLink2Work asks carers to identify the tasks they complete as a carer. SkillsLink2Work then produces two reports of their skills: a short version that can be attached or incorporated into a resume and a longer version that can be used as a prompt when applying for jobs or preparing for an interview.



Who is the audience?

SkillsLink2Work is a resource specifically designed for carers. With 857,000 carers in NSW we want to ensure we are communicating how this resource can help them.

Carers provide ongoing unpaid support to people who need it because of their disability, chronic illness, mental ill-health, dementia or frail age.

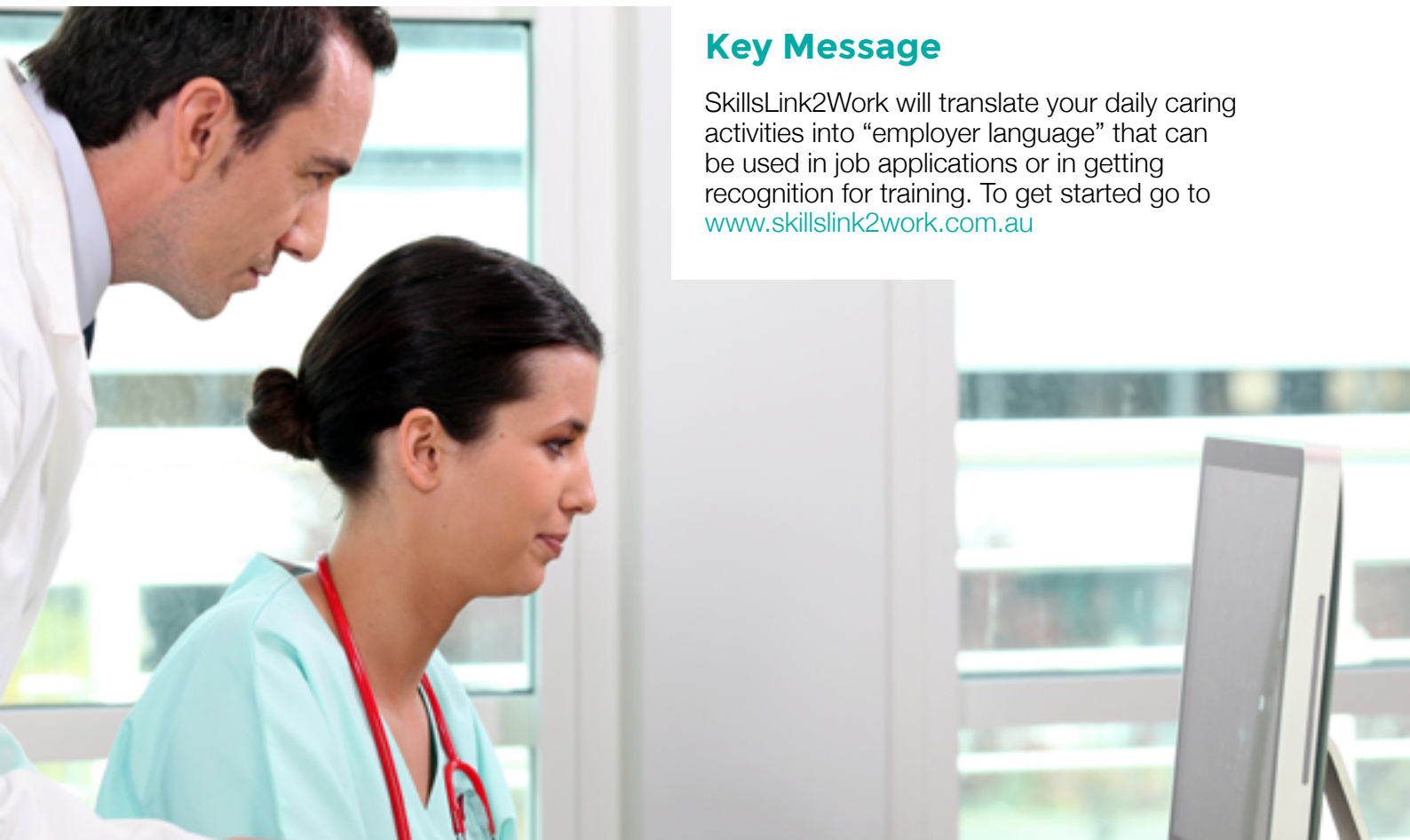
In addition to targeting carers directly, it is also important that people who come into contact with carers are aware of SkillsLink2Work and can recommend it.

Examples include:

- Family and friends
- Organisations that provide support services for carers e.g. carer support and respite services
- Organisations that provide services to people who need care e.g. hospitals, GPs, disability service providers.
- Organisations that provide employment services, education and training.
- Employees of community organisations and government departments.

Key Message

SkillsLink2Work will translate your daily caring activities into “employer language” that can be used in job applications or in getting recognition for training. To get started go to www.skillslink2work.com.au



START HERE



TOUR



MY SKILLS



MY REPORTS



MY SETTINGS

How you can help

Help us share SkillsLink2Work in your community. Below are some simple ways you can help spread the word.

Share materials and resources	<p>We have created a suite of materials and resources for print and online mediums that you can use to promote SkillsLink2Work.</p> <p>The link to download or order these materials is available in the resource section of this toolkit.</p>
Include in your communications	<p>We have drafted suggested text for your website and newsletters to assist you with sharing information about SkillsLink2Work.</p> <p>See our resources section below.</p>
Post and tweet it	<p>You can use our social media guide below to distribute messages about SkillsLink2Work through your own social media platforms.</p>
Link to us	<p>We encourage you to link to SkillsLink2Work from your website. It is best to do this from your carer specific webpages or from other related content. We have included two logo variations and standard descriptions of SkillsLink2Work for your use.</p>
Carer stories	<p>We want to know how SkillsLink2Work has worked for carers. Have they found the resource useful? We are looking for individuals who are happy to share their experiences about being a carer in media interviews and on SkillsLink2Work.</p> <p>If you know anyone who would like to share their story or provide feedback on the website please contact carerstrategy@facs.nsw.gov.au.</p>
Share this document	<p>We are very grateful for your support and encourage you to send this toolkit to any individuals and organisations who may also be interested in sharing information about SkillsLink2Work.</p>
Keep us in the loop	<p>We would be grateful to receive copies of any communications you distribute through your networks.</p> <p>Please send these to carerstrategy@facs.nsw.gov.au.</p>

Carer skills can help you get a job

Newsletter

A new website will help carers understand how they can use the skills they have gained from caring for a loved one to re-enter the paid workforce.

Assistant Minister for Disability Services Jane Prentice and NSW Minister for Ageing and Disability Services John Ajaka launched the SkillsLink2Work website and toolkit on Friday 29 April 2016. The website helps carers recognise that their skills are valuable in the paid workforce.

The SkillsLink2Work website takes the difficulty out of identifying carers' employable skills so they can combine caring with paid work or return to work when caring ends. Developing a tool to recognise carers skills was identified as a commitment under the NSW Carers Strategy – a five year plan to improve the position of carers in NSW.

SkillsLink2Work is the result of a partnership between the Commonwealth Government Department of Social Services and the NSW Government Department of Family and Community Services. Its development was lead by the NSW Community Services and Health Industry Training Advisory Body (NSW ITAB) in consultation with carers.

For more information about SkillsLink2Work visit www.skillslink2work.com.au

Website text (long)

How can the skills, knowledge and experience you have built up as a carer be used to gain employment?

The SkillsLink2Work website helps carers describe their daily activities in ways that can be used in job applications or in getting recognition for training. The tool encourages carers to consider a wide range of professions, not only paid carers roles.

To find out more go to www.skillslink2work.com.au

Website text (short)

SkillsLink2Work will translate your daily caring activities into “employer language” that can be used in job applications or in getting recognition for training.

To get started go to www.skillslink2work.com.au

Promotional Materials

To help increase awareness of SkillsLink2Work you can distribute and display SkillsLink2Work promotional materials.

Promotional materials can be downloaded from: www.facs.nsw.gov.au/reforms/carers/nsw_carers_strategy or www.skillslink2work.com.au/about-us/

Ready printed postcards can be ordered by emailing carerstrategy@facs.nsw.gov.au

1. SkillsLink2Work poster – A4 and A3



-  START HERE
-  TOUR
-  MY SKILLS
-  MY REPORTS
-  MY SETTINGS



2. Social media Images



3. Postcard – double sided info card.



-  START HERE
-  TOUR
-  MY SKILLS
-  MY REPORTS
-  MY SETTINGS



Social Media Guide

You can use the text below to distribute messages about SkillsLink2Work through your own social media platforms.

#SkillsLink2Work

Twitter

#Carers when you're ready to go back to work #SkillsLink2Work helps you explain your skills www.skillslink2work.com.au



Check how your skills as a #carer can translate into useable skills at work. #SkillsLink2Work | www.skillslink2work.com.au



#Carer wishing to return to work? Use this free tool to help build your resume using your skills as a carer www.skillslink2work.com.au

Facebook

Check how your skills as a [#carer](#) can translate into useable skills at work. [#SkillsLink2Work](#)
www.skillslink2work.com.au



How can your **skills, knowledge** and **experience**
as a carer be used to gain employment?

To find out more go to:
www.skillslink2work.com.au



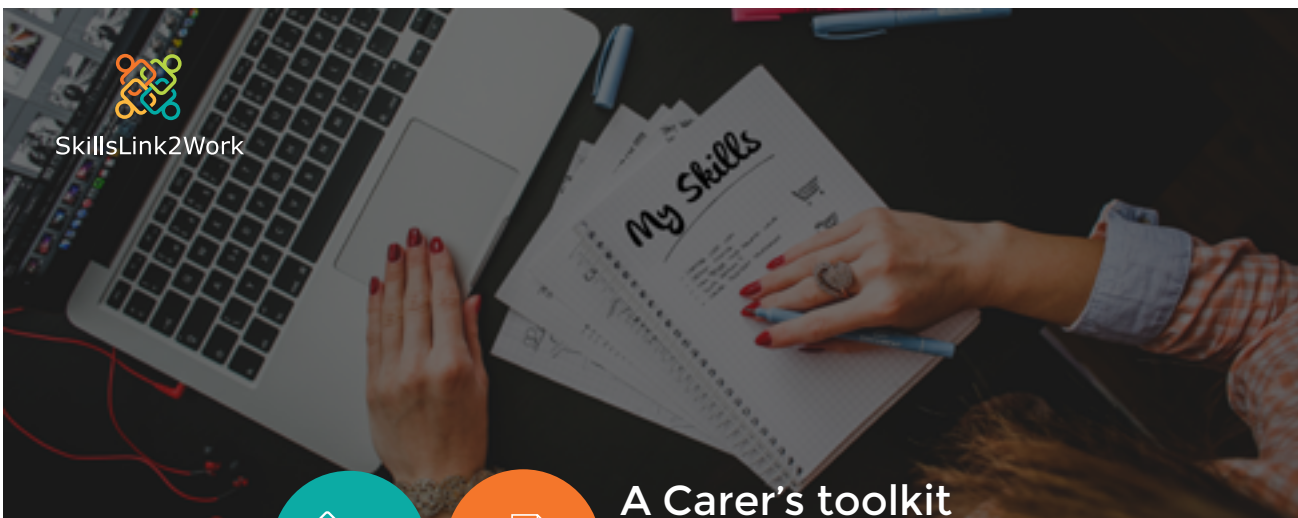
Combine caring with paid work [#SkillsLink2Work](#) will help you build your resume using your skills as a carer www.skillslink2work.com.au

LinkedIn

A new website will help carers understand how they can use the skills they have gained from caring for a loved one to re-enter the paid workforce.

The SkillsLink2Work website helps carers describe their daily activities in ways that can be used in job applications or in getting recognition for training. The tool encourages carers to consider a wide range of professions, not only paid carers roles.

To find out more go to www.skillslink2work.com.au



A Carer's toolkit
to match skills
to employment



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TOUR



MY SKILLS



MY REPORTS



MY SETTINGS

NSW Community Services and Health Industry Training Advisory Body (NSW ITAB)
in partnership with NSW Department of Family and Community Services (FACS).