

A career counsellor, a public servant and an advertising guru walked into a bar: integrating our strengths to produce careers content for a national app

Ms Lou Bromley¹

¹House of Bromley, ²Department of Education and Training, ³BCM Australia

Biography:

Lou Bromley has more than 20 years' experience as a career development practitioner and L&D specialist across corporate HR, secondary and tertiary education and as a freelance career coach and employability specialist. Lou has qualifications in career development and counselling, human resources, and communications and journalism. Lou specialises in assisting organisations with their outplacement needs and graduates

Lou is also a content maker with the ABC reporting on the Granite Belt region (Stanthorpe and surrounding district) in Queensland. Lou has recently combined her love of storytelling and career development through podcasting; first with the University of Southern Queensland for the "Unleash Your Career" series in 2017, and her own podcast "Family Folklore"; grandparents retelling stories about their grandparents, launched in early 2018.

Also, there will be a Department of Education and Training Representative, and Laurelle Simleit or Deb Enright for BCM Australia Pty Ltd; a creative agency in Brisbane. Their details will be confirmed closer to September.

Learning Potential is an app and website designed for parents with school aged children to help them support their children's education. Launched in 2015 by the Department of Education and Training, the app was downloaded by hundreds of thousands of Australian parents.

DET partnered with a creative agency in Brisbane to design the second stage of the app, and to source a career development content expert. Lou Bromley was appointed, following in Wanda Hayes' footsteps from stage one.

This presentation will discuss how a private practitioner, a government department and a creative agency worked to each other's strengths to design and deliver content in the form of videos, podcasts, articles and quizzes. The language of work and careers was often debated and how we can encourage and educate parents to have effective career conversations with their children throughout their time at school and beyond.

We will provide analytics on what parents clicked and read the most and how they engaged with the content.

We will have an interactive quiz that the audience can do with the speaker panel via an app/weblink on their smart phones.