

# Proserpine State High School

## Year 12 Newsletter

Issue 4 - 11th June, 2009

Lorraine Biggs – Co-ordinator  
Sharon Rudinski – Guidance Officer

Dear Year 12s,

It's hard to believe we have just over two weeks remaining in term two. Where does the time go? With block exams looming we would hope that you already have a study timetable in place.

For all students undertaking the QCS test, the recent Mighty Minds sessions provided many useful strategies and tips for the "real" thing. Congratulations on your commitment to the workshops—we know it was intensive. Steve McCabe's humour and interactive approach ensured the sessions were enjoyable as well as enlightening. Now that you are armed with all the "inside info" the Short Response practice test on June 12 should be a breeze.

The Careers Sessions on June 3 offered a wide variety of options for employment. We trust that you gained a valuable insight into future possibilities.

Hopefully the QCE presentation yesterday, Wednesday June 10 answered any queries you still have about this certificate. If not, ensure that you make an appointment with Mrs Rudinski before any further time elapses.

On the topic of what to do after year 12, if you are still uncertain, reread Newsletter 1 which contained an insert "What will I be doing this time next year?" It is full of tips, websites and other valuable sources. Don't forget if you have "misplaced" your hard copy, you'll find it on the school's website. You will find that there are many and varied pathways to your desired career.

And, despite difficult economic times, "Don't give up on dream jobs." Read the advice offered in this extract from "The Courier Mail" (page 2).

### SWAMP



Check out the profile contributed by Nicole Fleming (Senior 2004) who has a very interesting position in advertising. If you are interested in a career in marketing or advertising we have included some information for you on page two. (PS: Nikki also has some terrific tips about uni life, in particular, about uni accommodation.)

On that note read the ad for Raymont Lodge Student Accommodation—a great place to stay. Several of our past students have found Raymont to be a terrific "home away from home."

'Til next time,  
Lorraine Biggs & Sharon Rudinski

### Upcoming Events

- 12 June—Short Response Practice Test
- 19 June—Show Day
- 22 June—Block exams begin
- 29 June—Holidays

### IMPORTANT DATES

- 19 June—Late UMAT registration close at 5pm
- 29-3 July—QUT holiday campus tours
- 1 July—QTAC applications open for 2010 admission. Please note we will be helping you with you QTAC application in term 3.
- 5-9 July—UQ FEAST program
- 18 July—QANTM College for a day
- 18-19 July—Tertiary XEPO in Brisbane
- 26 July—QUT Open Day at Kelvin Grove Campus
- 29 July—UMAT test date
- 31 July—Griffith University B Medical Science interview applications close
- 31 July—Bond University applications close

# 'Don't give up on dream jobs'

WORRIED students should not abandon their dreams of a particular career but should maximise their skills, career advisers say.

Their advice follows Premier Anna Bligh's warning to year 8 and 9 students this week that they could find it 'very tough' to get a job in the wake of the global economic meltdown.

Brisbane-based Business Education and Research Services (Bears) director Ted Hood said yesterday that parents and students were worried and seeking advice.

"Good times will return but take the next three to four years to prepare yourself for that. Get a qualification or apprenticeship, a practical college diploma or complete a uni degree, preferably a twin degree, with skills an employer understands."

Mr Hood said a qualification in psychology "tells us you can understand people better".

"If you are going to do a geology degree add a business de-



**Elizabeth Allen**  
WORK REPORTER

gree to it so that later, when you move up into management, you not only have your technical skills but you have your management skills," he said.

"It will also help you get a job in the first place."

Mr Hood said apprentices and university students should gain qualifications such as car, boat and forklift licences, first aid and defensive driving certificates.

"Employers will be impressed by the fact you have practical skills," he said.

"Now is the time not to give up," executive officer Carmel Dalton said.

She said students should look "far and wide" for career options, be flexible and increase their employability skills.

*From "The Courier Mail" Feb 7-8*

## CAREERS IN MARKETING

### What is marketing?

Advertising is normally the first thing that comes to mind when we think about marketing. TV and print advertising are still the most popular marketing tactics used by Australian marketing managers.

However, advertising is just one element of the marketing mix, just one channel through which products and services are promoted.

The marketing function is much broader than this. It is where ideas for new products and services are developed and researched. Marketers must consider what a product does, what it looks like, how it is packaged, where it will be sold, at what price and how it will be promoted.

In the marketing world you will often hear people talk about **above the line** or **below the line** activities. Above-the-line activities are promotional campaigns that involve the purchase of media space where a commission is paid to an advertising agency. This includes print, TV, radio, Internet and outdoor advertising. Below-the-line activities include all the other ways marketers get their message out to their audiences. For example, direct marketing, public relations, sales promotions, sponsorships and events.

As a marketer you may be working as a marketing manager inside a company. You would oversee entire campaigns for brands, products or services. Alternatively, you may specialise in certain marketing activities in an agency or consultancy where you would provide marketing services to companies as part of their overall marketing mix.

Depending on the industry you work in, you could be analysing consumer trends, briefing advertising and design agencies, assessing which sports team to sponsor, designing in-store promotions for supermarkets, managing a direct mail drop or staging an event to raise funds for charity.

### **In the Post** from the GOs Desk



**2010 QTAC Guide.** Hopefully the guide will be available before the end of term. Check my office.

**QUT brochures** regarding scholarships, courses, living in Brisbane and special entry programs.

## CAREERS IN ADVERTISING

### What do advertising people do?

Depending on whether you work in account service, as a creative, in media or project management and support, what you do day to day differs dramatically.

#### Creatives in an agency:

- Come up with the ideas for the ad campaign
- Decide what goes into an ad
- Work with the art director to put together a team to produce the ad
- Write the copy for ads
- Help to sell the ideas to the clients
- Pitch ideas in person to the client
- Understand layout, colour palettes and interactive strategies
- Design the advertisements
- Work in digital media and web technologies

#### Account service people:

- Prepare creative briefs
- Assist clients to solve marketing problems
- Act as the client liaison person within the agency to make sure the client's objectives are met
- Understand the client's marketing objectives in terms of sales, market share and competitor products
- Oversee the various production stages of ads
- Brief the media people so that can develop the media strategy
- Ensure the advertising is created on time and on budget.

The above information was taken from some new books purchased in the Guidance Officers room called 'Career FAQs.' These books cover a wide range of different careers.

#### **Qld School of Film & Television**

Information regarding the Diploma of Screen & Media and also Certificate 3 in Media. School holiday workshops available, call 1300 765 354 or go to [info@qsft.qld.edu.au](mailto:info@qsft.qld.edu.au)

**UNSW Co-op Scholarships** available for business, built environment, science and engineering. Go to [www.coop.unsw.edu.au](http://www.coop.unsw.edu.au)

**Newcastle University** information about courses

# Education and Training Pathways – VET or UNI

**In today’s society, it is increasingly important to continue with education and training.**

Twenty years ago, about 40% of all school students went on to further study. Now, 60% of students go on to further study.

Post-school study is an option for everyone. Don’t think that just because you like working with your hands rather than your head, or that you already have a job to walk into, post-school study is not for you. There is a wide range of programs and courses available – something for everyone.

Many Year 12 school leavers will go on to do tertiary education, whether that be at a TAFE college or institute of technology, university, or a private training organisation. People tend to know more about university courses than they do about vocation, education and training (VET), although in most fields of study you’ll find both university and VET courses to choose from. It’s best to know about both. VET provides practical and career-oriented education. You can study on the job, or off the job, at TAFE, or at a private institution. Many VET institutions provide specialist training. Just like uni, VET courses can lead to interesting, well-paid and independent careers.

The different levels of qualifications on the AQF are a bit like a ladder. You can use one level to help you gain entry to a higher level of study in the future depending on your results and the rules of the institution to which you wish to gain entry. This progression is called articulation.



Table 2 provides information about the length, content (theoretical or practical), and competitiveness for qualifications that are available to Year 12 graduates.

Schools Sector	Vocational Education and Training Sector	Higher Education Sector
		Doctoral Degree
		Masters Degree
	Vocational Graduate Diploma	Graduate Diploma
	Vocational Graduate Certificate	Graduate Certificate
		Bachelor Degree
	Advanced Diploma	Advanced Diploma/ Associate Degree
	Diploma	Diploma
Year 11 & 12 Schooling	Certificate IV	
	Certificate III	
	Certificate II	
	Certificate I	

Level	Length	Content	How competitive?
Degree	Usually 3-5 years full-time	Theoretical	Entry is usually competitive May need to meet prerequisites
Associate degree/ Advanced diploma	Usually 2 years full-time	Combination of theory and practice	May need to meet prerequisites May need to complete diploma first
Diploma	Can be 1-2 years duration full-time depending on the institution and the course	Tends to be practical	Entry to many diplomas is not competitive although some diplomas are very competitive May need to meet prerequisites
Certificate I, II, III, IV	1 month - 1 year full-time	Usually very practical	Usually not competitive

**It’s worth remembering that there are many education and training options that can lead in the direction you want to go. Sometimes, the best path may not be the most obvious path. The hardest part is not getting in, but getting the information you need to make the right choices for you.**

## STUDENT PROFILE

I graduated from Prossie High in 2004 and boy, has time flown since! I made the decision in school to stick to things I liked. I knew that I wasn't going to be a scientist or a mathematician so I chose subjects in year 11 and 12 which were going to build my strengths rather than my weaknesses. This meant studying Drama, Japanese, English, BCT, Legal Studies and Maths A. I loved most of those subjects and therefore found it easy to do well. As a result, I finished school with an OP of 5 and got straight into the course I wanted at uni.

Choosing what I wanted to study wasn't particularly difficult for me and I consider myself very lucky to have been in that position. I got accepted to QUT in a Bachelor of Business. This course meant that I could study two majors (which ended up being Advertising and Marketing) plus an extra six elective subjects which could be whatever I desired. Having the flexibility to change your majors and subjects without the hassle of changing a course is a huge benefit as you tend to change your mind about which direction and speciality you want once you get to uni.

In terms of making the big move from Prossie to Brisbane, it is a pretty daunting experience. QUT didn't offer campus accommodation so I chose to live in a share house with random students I found on the net. It was a bad idea. I was always very jealous of my friends who chose to stay in colleges and I'd definitely advise you to try and do the same. It has taken me a good 4 years to make any life-long friends and I missed out on the toga parties and pub crawls! The most important reason though is that you are all in the same boat - generally first or second year students from out-of-town who don't know many people. It makes it a lot easier to make friends and a lot easier to feel comfortable.

Each year at uni had a very different challenge for me. The first year was pretty crappy to be honest! I was interested in advertising for the creativity involved but the fact that I was doing a business degree meant that I had to go through subjects like Quantitative Analysis and Finance! Because I did subjects in school that I truly enjoyed, I had no experience applying myself to subjects which I hated and wasn't very good at, so the challenge in my first year was maintaining enthusiasm. The *uni-life* was great, but the *actual study* was a little harder to enjoy.

Second year is better; I started to get to do subjects which were relevant and interesting to me and that is when I did my first media planning and buying subject and developed a real interest in the strategic side of advertising. The challenge in the second year was to get my GPA up. Because I found it challenging to stay focused in my first year it was important to really knuckle down and get some good grades in the second year of uni.

In my third and final year of my degree, the challenge was experience. By now, I knew that I wanted to work in a media agency but my GPA was average and I had no previous experience. I applied to take part in a program at QUT called the Career Mentor Scheme and this experience helped me to get some con-

tacts and set up some interviews. A tip-off from my lecturer saw me get an interview for a part-time media assistant role at ZenithOptimedia and I was successful in getting the job.

I've been with ZenithOptimedia for 2 years in June 2009 and I love the place! It is part of the Publicis Group which is one of the largest advertising agencies globally (top 5). I have been promoted a few times since my media assistant role and am now one of two digital media planners in the Brisbane agency. We analyse research and consumer behaviour to generate insights and decide how to use digital media in an advertising role. It is a great opportunity - my role is the cutting edge of the advertising and media industry and I work in one of the top 2 digital media agencies in Australia. Because I work in a full-service agency I am surrounded by creative and eccentric people who are a lot of fun and it makes for an amazing corporate culture.

Looking back there is absolutely no way I would have foreseen that this would be my job but I have absolutely no regrets. My advice to you would be to work hard at uni (despite never wanting to) and try and **get all the experience you can.** You'll learn more as a receptionist

for a lot of businesses than you ever will at uni but the truth is you need that piece of paper. Have fun and enjoy it because it passes by very quickly!

Nicole Fleming  
Senior 2004



### 2010 Brisbane Tertiary Student Accommodation

Raymont Lodge Residential College provides fully furnished accommodation for students undertaking tertiary study in Brisbane within a supportive Christian environment.

The College is located 4km from the heart of Brisbane and in close proximity to the University of Qld and the Qld University of Technology and other places of study close to the city. All public transport is within easy access to the College.

Raymont Lodge provides modern and comfortable single room accommodation for up to 120 students in a safe and friendly atmosphere. All meals are provided as well as a number of other services that include: internet access, individual telephones, common room and swimming pool.

Additional information is available on the internet at [www.raymont.com.au](http://www.raymont.com.au) or by contacting the College on (07) 3377 9903 and requesting an information kit.

Raymont Lodge is a ministry of the Uniting Church in Australia, Qld Synod.

#### PROSERPINE STATE HIGH SCHOOL

Ruge Street  
P O Box 220

PROSERPINE QLD 4800

Office: (07) 4945 0111

Fax: (07) 4945 0100

E-mail: [the.principal@proserpnshs.eq.edu.au](mailto:the.principal@proserpnshs.eq.edu.au)