



Government of Western Australia
Department of Training
and Workforce Development



International
Western Australia

WA regional TAFE international student bursary AUD\$5,000*

Marketing toolkit for TIWA education agents



TAFE International Western Australia

Background

- TIWA is offering bursaries of AUD\$5,000 to new TAFE international students who start an eligible study package at a regional WA TAFE college in 2024.
- There are new eligible study packages available at Mandurah, Broome and Kalgoorlie.
- Students will be supported to find local work and a place to live.



Promotional guide – marketing channels

To help you attract students to this bursary, TAFE International Western Australia has updated our [existing webpage](#) and provided the following assets for your promotional usage:



- Videos for each campus location
- Social media tiles and captions
- Digital promotional flyer
- Study packages flyer

You can [download the media files from our shared folder](#).

Please refer to the following pages for usage instructions.

Promotional guide – full length videos

You can a) use the provided video files; or b) use the “share” function from [the TIWA YouTube video playlist](#).



| Video name | Provided file location |
|------------|---|
| Albany | Video > Full > TIWA Albany Full.mp4 |
| Broome | Video > Full > TIWA Broome Full.mp4 |
| Bunbury | Video > Full > TIWA Bunbury Full.mp4 |
| Geraldton | Video > Full > TIWA Geraldton Full.mp4 |
| Kalgoorlie | Video > Full > TIWA Kalgoorlie Full.mp4 |
| Mandurah | Video > Full > TIWA Mandurah Full.mp4 |
| Northam | Video > Full > TIWA Northam Full.mp4 |

Video caption: Ready for an adventure? International students can get AUD\$5,000* to study at TAFE, work and live in regional Western Australian (WA).

Find out more at tafeinternational.wa.edu.au/regionalbursary

Credit: Additional footage supplied by Tourism Australia and Tourism Western Australia

* Eligibility criteria apply

Promotional guide – videos under one minute duration

Use the provided video files to post on your preferred channel/s.



| Video name | Provided file location |
|------------|---|
| Albany | Video > 1min > TIWA Albany 60.mp4 |
| Broome | Video > 1min > TIWA Broome 60.mp4 |
| Bunbury | Video > 1min > TIWA Bunbury 60.mp4 |
| Geraldton | Video > 1min > TIWA Geraldton 60.mp4 |
| Kalgoorlie | Video > 1min > TIWA Kalgoorlie 60.mp4 |
| Mandurah | Video > 1min > TIWA Mandurah (campus based) 45.mp4 Video > 1min > TIWA Mandurah (tourism based) 45.mp4 |
| Northam | Video > 1min > TIWA Northam 60.mp4 |

Video caption: Ready for an adventure? International students can get AUD\$5,000* to study at TAFE, work and live in regional Western Australian (WA).

Find out more at tafeinternational.wa.edu.au/regionalbursary

Credit: Additional footage supplied by Tourism Australia and Tourism Western Australia

* Eligibility criteria apply

Promotional guide – vertical story videos (15 second)

Use the provided video files to post on your preferred channel/s.



| Video name | Provided file location |
|-------------------------------|---------------------------------------|
| Albany | Video > Story 15s > Albany 15.mp4 |
| Broome | Video > Story 15s > Broome 15.mp4 |
| Bunbury | Video > Story 15s > Bunbury 15.mp4 |
| Geraldton | Video > Story 15s > Geraldton 15.mp4 |
| Kalgoorlie | Video > Story 15s > Kalgoorlie 15.mp4 |
| Mandurah | Video > Story 15s > Mandurah 15.mp4 |
| Northam | Video > Story 15s > Northam 15.mp4 |
| Combined (multiple locations) | Video > Story 15s > Combined 15.mp4 |

Video caption: Ready for an adventure? International students can get AUD\$5,000* to study at TAFE, work and live in regional Western Australian (WA).

Find out more at tafeinternational.wa.edu.au/regionalbursary

Credit: Additional footage supplied by Tourism Australia and Tourism Western Australia

* Eligibility criteria apply

Promotional guide – social media tiles and captions

Post on your channel/s using the provided tile image files and example caption. Remember to tag us in your post: FB @TAFEInternationalWesternAustralia and Instagram @tafe_international_wa

Example post caption:

Ready for an adventure?

International students can get AUD\$5,000* to study at TAFE, work and live in regional Western Australian (WA).

👉 For more information on eligibility details and to apply, visit <https://bit.ly/45OaZIS>

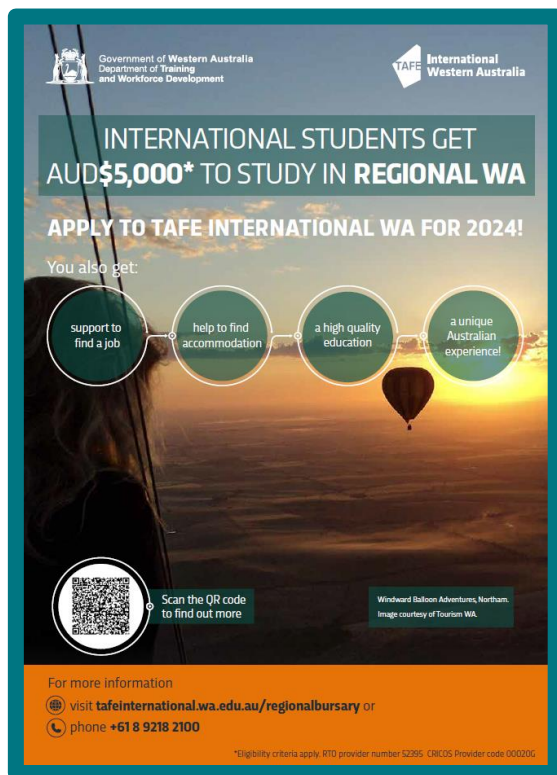
* Eligibility criteria apply



| Location | Provided file location |
|------------|--|
| Albany | Social tiles > Albany.png Social tiles > Albany 2.png |
| Broome | Social tiles > Broome.png |
| Bunbury | Social tiles > Bunbury.png |
| Geraldton | Social tiles > Geraldton.png Social tiles > Geraldton 2.png |
| Kalgoorlie | Social tiles > Kalgoorlie.png |
| Mandurah | Social tiles > Mandurah.png |
| Northam | Social tiles > Northam.png |

Promotional guide – digital promotional flyer

You can use any of the provided PDF promotional flyers – these feature location based imagery.



| Flyers | Provided file location |
|------------|--|
| Albany | Digital promo flyer > Promo flyer Albany.pdf |
| Broome | Digital promo flyer > Promo flyer Broome.pdf |
| Bunbury | Digital promo flyer > Promo flyer Bunbury.pdf |
| Geraldton | Digital promo flyer > Promo flyer Geraldton.pdf |
| Kalgoorlie | Digital promo flyer > Promo flyer Kalgoorlie.pdf |
| Mandurah | Digital promo flyer > Promo flyer Mandurah.pdf |
| Northam | Digital promo flyer > Promo flyer Northam.pdf |

Promotional guide – study packages flyer

OFFICIAL



Government of Western Australia
Department of Training
and Workforce Development



WESTERN AUSTRALIA (WA) REGIONAL TAFE INTERNATIONAL STUDENT BURSARY 2023-2024

Eligible study packages and campuses

International students will need to enrol in all courses that make up the eligible study package at a participating campus.
Visit the [WA Regional TAFE International Student Bursary page](#) for more information and eligibility details.

Albany campus

| Eligible study packages (and total study duration) | Courses that make up each eligible study package | Course duration |
|---|---|--------------------|
| Community Services (12 months) | CHC32015 Certificate III In Community Services | 6 months |
| | CHC42015 Certificate IV In Community Services | 6 months |
| Early Childhood Education (24 months) | CHC30121 Certificate III In Early Childhood and Care | 12 months |
| | CHC50121 Diploma of Early Childhood Education and Care | 12 months |
| Individual Support (12 months) | CHC33015 Certificate III In Individual Support (Ageing) | 6 months |
| | CHC42015 Certificate IV In Community Services | 6 months |

Broome campus

| Eligible study packages (and total study duration) | Courses that make up each eligible study package | Course duration |
|---|--|--------------------|
| Commercial Cookery (12 months) | SIT30821 Certificate III In Commercial Cookery | 12 months |
| Community Services (12 months) | CHC32015 Certificate III In Community Services | 6 months |
| | CHC42015 Certificate IV In Community Services | 6 months |
| Early Childhood Education (24 months) | CHC30121 Certificate III In Early Childhood and Care | 12 months |
| | CHC50121 Diploma of Early Childhood Education and Care | 12 months |
| Hospitality (12 months) | SIT40422 Certificate IV In Hospitality | 12 months |

Bunbury campus

| Eligible study packages (and total study duration) | Courses that make up each eligible study package | Course duration |
|---|---|--------------------|
| Commercial Cookery (12 months) | SIT30821 Certificate III In Commercial Cookery | 12 months |
| Kitchen Management (18 months) | SIT30821 Certificate III In Commercial Cookery | 12 months |
| | SIT40521 Certificate IV In Kitchen Management | 6 months |
| Community Services (12 months) | CHC32015 Certificate III In Community Services | 6 months |
| | CHC42015 Certificate IV In Community Services | 6 months |
| Early Childhood Education (24 months) | CHC30121 Certificate III In Early Childhood and Care | 12 months |
| | CHC50121 Diploma of Early Childhood Education and Care | 12 months |
| Individual Support (12 months) | CHC33015 Certificate III In Individual Support (Ageing) | 6 months |
| | CHC42015 Certificate IV In Community Services | 6 months |

This document lists every eligible study package, based on by regional campus.

Always use the following link to access the current flyer:

<https://www.tafeinternational.wa.edu.au/sites/default/files/documents/study-packages-regional-bursary.pdf>

Contact us



If you need further information or promotional materials, please contact:

TIWA Communications team

communications.TIWA@dtwd.wa.gov.au

or

Your TIWA Regional Manager



tafeinternational.wa.edu.au/regionalbursary