SCHOOLS PARTNERSHIP & CAREER PATHWAY PACK

Discover the skills behind Australia’s signage industry.

LEARN IT, CREATE IT, BUILD IT

A partnership information pack for secondary schools, careers advisers, VET coordinators and industry employers across South Australia.

2027 pilot offering: classroom talks, supervised hands-on demonstrations, small-group Discovery Days, and introductions to signage career pathways.

Audience: Careers leaders, school leadership, design and technology teachers, VET coordinators and work-experience coordinators.

South Australian Signage Academy | sasaacademy.com.au

01 Why signage belongs in career education

Signage sits at the intersection of design, technology, manufacturing, construction, branding and practical problem-solving. Students encounter signage every day, but may not realise how many roles contribute to it.

SASA proposes an approachable first experience: students learn what signage professionals do, see common materials and tools, and complete a small supervised application exercise.

Student outcomes

Students should be able to identify at least three signage roles, describe basic vinyl application steps, measure and position a graphic, recognise core workshop hazards, and name a realistic next step to explore the industry.

Who may benefit

Students interested in visual arts, digital design, technology, hands-on work, small business, fabrication, vehicle graphics, marketing or apprenticeships. Activities can be adapted for mixed abilities and age groups in consultation with the school.

What SASA is—and is not

SASA is developing practical non-accredited introductory learning. These activities are not a nationally recognised qualification, formal VET unit, guaranteed work placement, or automatic school-approved excursion. Any accredited pathway would require an appropriate RTO arrangement.

Program overview

Pilot target	Practical approach
Year levels	Years 9–12, adjusted for student readiness and school requirements
Group size	Talk: school-sized audience; practical: 4–8 learners per instructor/station group
Delivery location	School site or approved industry workshop, subject to risk and supervision review
Cost	Introductory pilot may be free by agreement; materials, transport and later sessions quoted separately

02 School partnership formats

Option	Duration	What students experience
A. Career talk	45–60 min	Signage career map, real job examples, materials show-and-tell, Q&A;
B. School demonstration	60–90 min	Career talk plus measuring, positioning and supervised small vinyl exercise
C. Discovery Day	2.5–3 hrs	Small-group workshop: safety, weeding, transfer tape, centre finding and personal sign panel
D. Teacher / careers session	45–60 min	Industry overview, career routes, suggested classroom links and referral process
E. Employer encounter	By agreement	Guest industry speaker or supervised workplace introduction with school approval

How schools can get started

Schools can enquire about an introductory career talk or practical workshop. SASA will discuss the cohort, learning objectives, availability, safety requirements and any applicable costs before confirming delivery.

Optional links to classroom learning

Mathematics: centre points, margins, measurement and scale. Design: hierarchy, colour, legibility and layout. Technologies: materials, adhesives and production processes. Careers: job roles, workplace communication and customer briefs.

Accessibility and inclusion

Offer pre-cut shapes, high-contrast materials, seated workstations and adapted tool handling where appropriate. Schools should advise relevant adjustments without disclosing unnecessary student medical information.

03 60-minute school presentation

Time	Facilitator delivery	Student participation
0–5 min	Introduce SASA, outline workshop expectations	Name signage examples seen today
5–15 min	Show signs in retail, transport, property, sport and events	Identify how each sign was produced
15–25 min	Explain roles: designer, production operator, installer, project manager, sales	Match role to task
25–35 min	Show vinyl, ACM, acrylic, corflute and basic tools	Compare material properties
35–45 min	Demonstrate centre finding and vinyl hinge method on a sample board	Calculate margins and predict next step
45–55 min	Discuss training, employment, safe workplaces and questions	Ask questions; reflect on interests
55–60 min	Explain optional Discovery Day and feedback process	Complete short exit ticket

The presentation experience

Students discover the people and processes behind shopfronts, sports signage, real estate boards and vehicle graphics, with real examples and opportunities to ask questions.

Simple centre-finding demonstration

Use a 600 mm-wide board and a 200 mm-wide decal. Show that the board centre is 300 mm, the decal centre is 100 mm, and equal side margins are (600 − 200) ÷ 2 = 200 mm. Measure twice from a consistent edge, mark with low-tack tape and check alignment before application.

Exit ticket prompts

1. Name one signage role you had not heard of. 2. What is one tool or material used today? 3. Would you like to attend a practical Discovery Day?

04 Small-group Discovery Day

Workshop format: 4–6 participants, 3 hours, one lead instructor, with school-appointed supervision and any additional support required by the risk assessment.

Time	Activity	Key outcome
0:00–0:20	Welcome, introductions, PPE and safe-work rules	Know hazards and boundaries
0:20–0:45	Materials, tools and vinyl demonstration	Identify film, liner, transfer tape
0:45–1:10	Weeding and transfer tape practice	Prepare a simple graphic
1:10–1:25	Break and reset	Safe and organised station
1:25–1:50	Measure board and find centre	Position graphic accurately
1:50–2:35	Hinge method and hands-on application	Complete personal panel
2:35–2:50	Inspect, tidy, troubleshoot	Explain quality checks
2:50–3:00	Feedback, next steps, participation certificate	Recognise participation

What participants take home

A small finished practice panel (where agreed), a simple description of skills explored, and a certificate of participation. This certificate acknowledges attendance; it does not certify competence or an accredited qualification.

Workshop materials per participant

One prepared ACM or equivalent safe practice board, pre-cut vinyl name or shape, transfer tape, masking tape, cleaning cloth, squeegee, disposable offcuts and a printed safety/feedback card. Blades, heat guns and powered machinery should be controlled by the instructor unless separately authorised and assessed.

05 Career pathway map

SASA can introduce students to the range of occupations and help them identify suitable next steps. Actual employment and qualification routes depend on employer requirements and available training providers.

Interest	Example roles	Potential next step
Creative / digital	Sign designer, prepress artist, artwork production	Explore design subjects, portfolios, employer visits
Hands-on installation	Vinyl installer, signage installer, vehicle graphics technician	Discovery Day, supervised experience, employer enquiries
Machines / making	Print operator, plotter operator, fabricator, production assistant	Technology classes, workshop demonstrations
Planning / people	Project coordinator, estimator, production manager, sales	Workplace observation, business and communications learning

Exploring a career pathway

School career talk → Discovery Day → beginner vinyl course → employer introduction or approved work experience → employment or formal training pathway. Each step is optional, with eligibility and safeguarding checked independently.

Important pathway boundaries

SASA should not imply that its short course replaces an apprenticeship, a nationally recognised qualification, a licence, or employer induction. Work experience for minors must follow the school's processes, host employer obligations and relevant South Australian requirements.

How employers could participate

Provide real job briefs, guest talks, workshop tours, mentoring, donated practice materials or introductions to recruitment pathways. Any placement or workplace access requires a separate written arrangement and risk review.

06 Safeguarding, safety and school approvals

Before any activity involving school students, SASA and the school should confirm the applicable requirements in writing. The checklist below is a planning aid, not a substitute for school policies or legal advice.

Area	Minimum pre-delivery decision
Child safety	Verify applicable SA Working with Children Check requirements, child-safe policies, reporting and supervision expectations for all relevant adults
Insurance	Confirm public liability, professional liability where relevant, workers compensation if applicable, and school/venue cover
Site safety	Complete venue-specific risk assessment, emergency plan, first-aid provision, safe access and accessible facilities
Tools and chemicals	Control blades and heat guns; check SDS and ventilation for cleaning products; provide PPE and training
Consent and privacy	School-managed parental/guardian permissions where required; separate, optional photo/video consent; no public sharing by default
Transport and attendance	School approves transport, attendance records, ratios, excursions and student handover
Student wellbeing	Appropriate behaviour expectations, adjustments, incident response and complaints route

Practical safety rule

Keep introductory school exercises at bench height and avoid ladders, working at height, live electrical systems, hazardous machinery or unsupervised blade use. Stop an activity if safety conditions change.

Roles and responsibilities

SASA: instructor competency, lesson resources, workshop risk controls, equipment checks and incident reporting. School: student permissions, student supervision and its excursion/visitor approval process. Host venue: site induction and site-specific emergency arrangements. Final allocation must be agreed before delivery.

07 Pilot proposal and measurement

2027 pilot: invite 3–5 interested Adelaide schools to an introductory meeting, deliver 1–2 career talks, and offer a limited number of small-group Discovery Day places subject to capacity and approvals.

Measure	What SASA will record
Engagement	Schools approached, meetings held, approved sessions delivered
Participation	Attendee counts and year levels in aggregate
Learning	Short pre/post confidence check and basic skill observation
Experience	Anonymous teacher and student feedback
Pathway interest	Opt-in enquiries for future training, not student marketing without consent
Safety	Incidents, near misses, improvements and completed approvals

Post-event review

Within seven days, share a one-page debrief with the school: attendance, learning activities completed, anonymised feedback, any safety issues, agreed improvements and possible next steps.

Partnership arrangements

Before delivery, a written agreement will define activity, venue, dates, costs, materials, supervision, insurance, cancellation, photo permissions, intellectual property, student data and a named contact. No exclusivity or school endorsement is assumed.

Future opportunities

If demand and delivery quality are proven, SASA could develop teacher resources, industry visits, regional school demonstrations, employer-led projects and online introductory modules. These are proposals, not existing commitments.

08 School registration of interest

We welcome an introductory conversation with careers leaders, design and technology teachers and school leadership teams.

School / campus	_____
Contact / role	_____
Email / phone	_____
Year levels / cohort	_____
Estimated participants	_____
Interested format	Career talk / Demonstration / Discovery Day / Other
Preferred term / dates	_____
Access or adjustment needs	_____
Next step	Planning call / Site visit / Written proposal

Register your school’s interest

To enquire about a school career presentation, classroom demonstration or Discovery Day, visit www.sasaacademy.com.au and contact SASA with your school name, preferred activity, year levels, approximate group size and preferred term. SASA will respond to discuss availability, costs and school approval requirements.

Website: www.sasaacademy.com.au

These are non-accredited educational experiences. Delivery, fees, safeguarding arrangements and school approval must be agreed before any booking.