

# 2023 SERPENTINE JARRAHDAL CAREER AND ENTERPRISE EXPO

## 2023 WRAP UP REPORT

Over two action packed days we saw over 1900 attendees join us in person to explore our inaugural Serpentine Jarrahdale Career And Enterprise Expo.

The Serpentine Jarrahdale Career And Enterprise Expo was designed as an opportunity for people from across the local community to connect with leading local employers as they explore the opportunities available to them in the workforce, and develop the skills required to pursue a career in their chosen field.

This report summarises the outcomes of our inaugural year, where we saw more than 1400 students, 500 community members, and 32 educators come together to see what incredible opportunities the surrounding community has to offer.

### In Collaboration With



Community Bank  
Byford & Districts - 9525 0879

 Bendigo Bank



## 2023 Expo At A Glance

Our inaugural Serpentine Jarrahdale Career And Enterprise Expo was everything we had hoped it would be and more. With an outstanding range of exhibitors, a brilliant community of attendees and schools, here's what we are able to achieve:

**55**

Exhibitors  
Attending

**1432**

School Students  
Attending

**730**

Members Of  
Community Attending

**15**

Speakers And  
Presenters



### Website Reach

Between January and June 2023 a website was created to promote the Expo. The results of which can be found below:

**3,456**

Expo Website Page  
Views

**984**

Ticketing Platform  
Views

**4.5/5**

Overall Expo  
Rating

**4/5**

Likelihood To Pursue A  
Job From An Exhibitor

### Attendee Feedback

At the conclusion of the expo we received overwhelmingly positive feedback from attendees and exhibitors.

**"Everyone we spoke to was very engaging and interested in helping our son to explore different career pathways and options. The venue was perfect and ideal for this sort of event."**

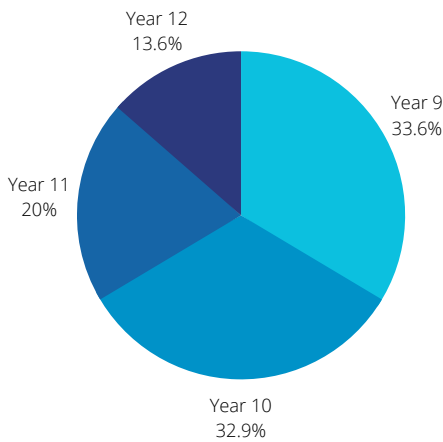
- Parent. Community Day

# Our Audience

Over the course of the Expo, we brought together a diverse audience from the community. A breakdown of these attendees can be found below:

## School Attendees

We had 1400 students present from 7 schools, out of our schools, we have created an outline of the types of students present:



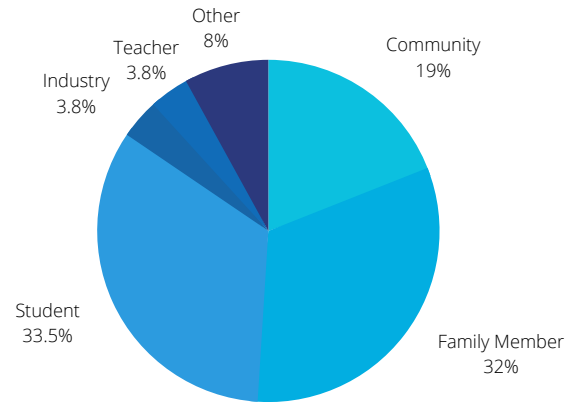
## School List

Our 9 schools that registered are listed below:

- Byford Secondary College
- Salvado Catholic College
- Gilmore College
- Armadale Senior High School
- Pinjarra Senior High School
- Souther River College
- Atwell College
- Cecil Andrews College
- (Cancelled due to travel limitations)
- Kelmscott Senior High School
- (Cancelled due to travel limitations)

## Community Attendees

With 730 attendees of the community day, we saw 498 community members walk in on the day, with an additional 282 registered online. Please find a breakdown of the types of community members that attended:



## Teacher Attendees

Our Professional Learning Afternoon saw 32 educators from across the community to the Expo. The educators were from the below schools:

- Byford Secondary College
- Workforce Australia Local Jobs Perth South
- Safety Bay SHS
- Comet Bay College
- Narrogin SHS
- Greenwood College
- Governor Stirling SHS
- Ridge View Secondary College
- Gilmore College
- Salvado College

# Attendee Feedback

At the conclusion of the Expo, we sent all attendees a feedback form in order to identify opportunities for improvement for 2024. Below we have outlined the overall scores for each question asked on the feedback form:

**4.5/5**

Overall Expo Experience

**4.54/5**

Gained a Better Understanding Of Career Paths

**4/5**

Range Of Exhibitors

**4/5**

Range Of Speakers



**4/5**

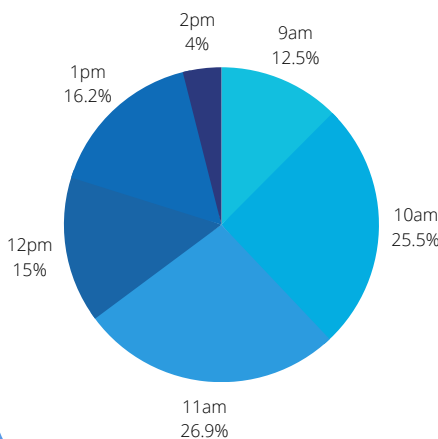
Made Connections With Professionals In Their Desired Industry

**4/5**

Likely To Pursue Job Opportunities From Expo

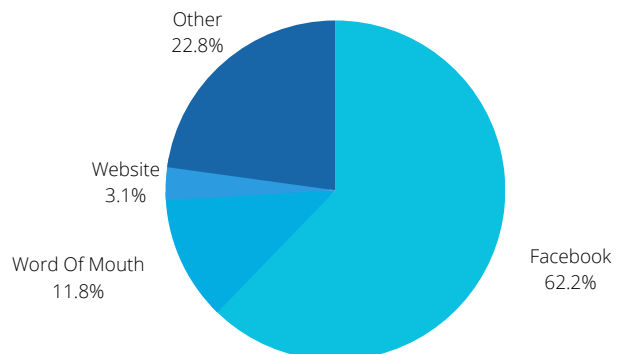
## What Time Was Most Popular?

Please find a breakdown of the timeslots that saw the most attendees.



## How Did You Hear About Us?

Please find a breakdown of the main channels that our attendees heard about the Expo through.



## Attendee Testimonials

Over the course of the Expo we received a number of heartwarming feedback and saw a number of posts on social media as attendees shared their experiences. Here are a few of our favourites:



***The information and opportunities we were told about for the kids helped us understand what we need to do for his future.***

- Parent, Community Day

***The freedom to move around and interact with all the representatives freely. Everyone we spoke to was very engaging and interested in helping our son to explore different career pathways and options. The venue was perfect and ideal for this sort of event.***

- Student, Community Day



***Able to ask questions to a range of people in different industries who all had different pathways to get where they are. Like attending University or tafe or doing an apprenticeship.***

- Student, Student Day



***People I talked to were very friendly and welcoming***

- Community Member, Community Day



# Exhibitor Highlights

In the lead up to our inaugural event we reached out to the surrounding community to invite their organisations to exhibit. Here is what we were able to achieve:

**151**

Exhibitors  
Invited

**61**

Exhibitors  
Registered

**55**

On Day  
Attendees

**12**

Industry  
Clusters

All the exhibitors that attended on the day were tasked with bringing an interactive element to their exhibit to help engage students, they definitely delivered, the below are some of our highlights:

**VR Experience With Mindflight 7**

**VR Experience With Submariner Recruiting**



**Robotic Dog With Murdoch University**

**Reaction Challenge With Seda College**



**Headshots With Starbright Photography**

**Mechanical Horse With Racing And Wagering WA**



**Prize Wheel With SpecSavers**

**Apprenticeships 101 With Alcoa**

**Resume Building With Student Edge**

**Practicing First Aid With AMA**

## Exhibitor Feedback

At the conclusion of the Expo, we sent all exhibitors a feedback form in order to identify opportunities for improvement for Expos in the future. Below we have outlined the overall scores for each question asked on the feedback form:

**4.4/5**

Overall Expo Experience

**4.7/5**

Event Organisers

**4.45/5**

Catered Food

**4.45/5**

Communication



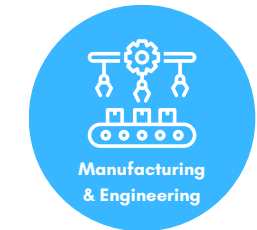
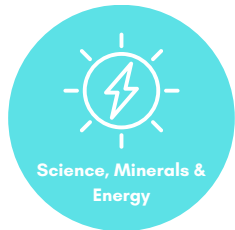
"I just wanted to say that in the comparison to other local expos I've been to this year, this one was very refreshingly well organised! My only feedback would be to potentially make both days slightly shorter just since the afternoon really died off - only an hour shorter would be great."

"I can honestly say that out of all the Career Expos I've been to, this has been the best. So well organised, such friendly helpers, amazing service by event helpers and students on the day. The catering was also amazing! Such great variety and absolutely delicious. So great with so many interactive workshops and presentations. This really was a fabulous event and we would be glad to be invited again. Thank you so much for making it so enjoyable for us. Carina (DFES)"

"Wonderful event, will definitely be involved in future events. Thank you for the wonderful hospitality and organisation of the event."

## 2023 Exhibitors

Our 55 exhibitors were broken into 12 industry clusters to assist attendees in finding out more information about their favourite industries. These clusters consisted of the below:



Aboriginal Health Liaison  
Academic Group  
Alcoa (Inside Classroom)  
Alcoa (Business Stall)  
APM Communities  
The Apprenticeship  
Community  
Apprenticeship Support  
Australia  
Armadale Health Service  
Australian Medical  
Association  
Babcok Australia  
BAE Systems  
Bendigo Bank  
Bloom Early Education Byford  
Bureau Veritas  
CBRE  
CTAS Education  
CTF

Curtin University  
Defence Industry Team  
Department Of Fire And  
Emergency Services  
Department Of Health & Aged  
Care  
Earthtrack Group  
Edith Cowan University  
Eversharp Financial Services  
Jobs & Skills WA  
John Holland  
LEOS Gosnells  
Maxima  
Metconnx  
Mindflight7  
MPA skills  
MSWA  
Murdoch  
NIT  
Noongar Chamber Of  
Commerce  
SLB  
Nudge

Racing and Wagering WA  
Saab Australia  
SEDA College  
Shire Of Serpentine -  
Jarrahdale  
Small Business Development  
Corporation  
South Metro Tafe  
Specsavers  
Starbright Wonderland  
Photography  
Student Edge  
Submariner Recruiting  
Super Kids Aquatic  
Touching Hearts Counselling  
VegetablesWA  
Volunteering WA  
Waalitji Foundation  
Warship Asset Management  
Alliance  
Wormall Civil  
Smart Stream

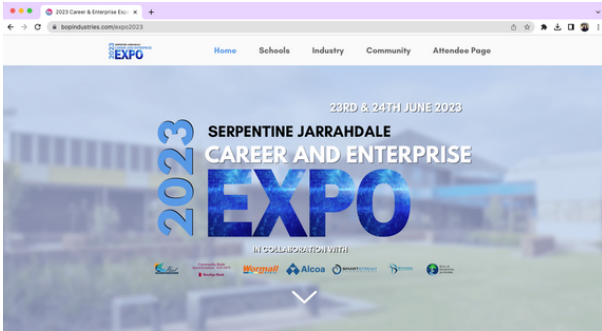


## 2023 Exhibitor List

 Science, Minerals & Energy	 Science, Minerals & Energy	 Science, Minerals & Energy	 Science, Minerals & Energy	 Agriculture	 Agriculture
 Community & Support Services	 Community & Support Services	 Community & Support Services	 Community & Support Services	 Entrepreneurship & Technology	 Entrepreneurship & Technology
 Business & Tourism	 Business & Tourism	 Business & Tourism	 Business & Tourism	 Business & Tourism	 Business & Tourism
 Noongar Chamber of Commerce	 First Job & Early Career	 First Job & Early Career	 Building & Construction	 Building & Construction	 Noongar Chamber of Commerce
 Noongar Chamber of Commerce	 First Job & Early Career	 First Job & Early Career	 First Job & Early Career	 First Job & Early Career	 First Job & Early Career
 First Job & Early Career	 Emergency Services & Defence	 Emergency Services & Defence	 Emergency Services & Defence	 Emergency Services & Defence	 Emergency Services & Defence
 Education & Upskilling	 Education & Upskilling	 Education & Upskilling	 Education & Upskilling	 Education & Upskilling	 Education & Upskilling
 Health & Recreation	 Health & Recreation	 Health & Recreation	 Health & Recreation	 Health & Recreation	 Health & Recreation

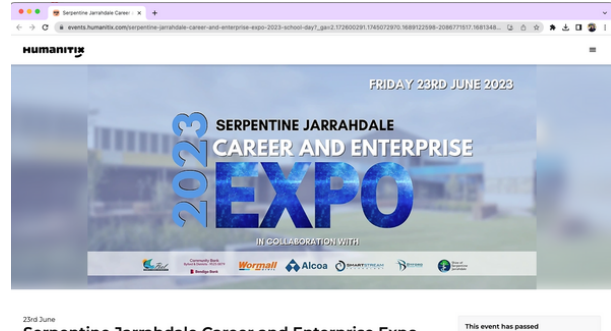
# Assets Created

In order to bring our Serpentine Jarrahdale Career and Enterprise Expo to life we created various assets to help promote our inaugural year. Here is what we created:



## Expo Website

- Home Page
- School Day
- Industry Page
- Community Page
- Attendee Page



## Ticketing Platform

- Student Day
- Community Day
- Professional Learning Afternoon
- Exhibitor Registration Page (Via Jotform)

[bopindustries.com/expo2023](http://bopindustries.com/expo2023)

[Example Ticketing Page HERE](#)



## Information Packs

- Exhibitor Pack
- School Pack
- Masterclass Pack
- Speakers Pack



## Digital Promotional Materials

- School Day Flyer
- Community Flyer
- Exhibitor Flyer
- Banner (12 Variations)



## Social Graphics

- Community Day
- School Day
- General Post x 3
- Call For Exhibitors

# On The Day Resources

To help bring the Serpentine Jarrahdale Career and Enterprise Expo to life we created various on the day resources to help attendees navigate the day. Here is what we created:

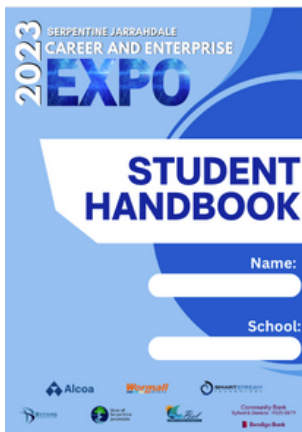


## Printed Materials

- Pull Up Banners Design x 3
- Coreflute Designs x3
- Floor Signage Design
- Newspaper Advertisements Design x 2
- Vinyl Banners Design

## On The Day Signage

- Directional Signage
- Timetable Signage
- Registration Signage
- Industry Signage
- Venue Map



## Student Handbook

Students attending the expo received a small A5 printed handbook. This handbook would have set pages with tips and tricks on networking, finding mentors, showcasing your skills, etc. with other pages that have small challenges or activities for the students to complete. These handbooks were used prior to the expo in the students careers classes to assist them in planning for their future.

## Scavenger Hunt - Career Booklet

As a fun way to get students engaged on the day we ran a scavenger hunt at the expo. This saw students challenged to collect industry aligned 'clues' from the exhibitors present on the day in exchange for their opportunity to win prizes. This was a great way to gamify the experience for students whilst also encouraging them to connect with industry



## Timeline Of Events

Our first Career and Enterprise Expo saw events starting from Thursday night and continue all the way to Saturday afternoon, here is what we had for planned for our inaugural year:

### *Thursday 22nd June*

#### **3:30pm - 5:30pm | Bump In**

This was the time for exhibitors to get into the space and set up their exhibits.

#### **5:30pm - 7:30pm | Business After Dark Opening Reception**

To officially launch the Serpentine Jarrahdale Careers And Enterprise Expo the Peel Chamber Of Commerce & Industry Inc. are hosted June's Business After Dark at Byford Secondary College.

### *Friday 23rd June*

#### **9:00am - 3:00pm | Student Day**

This was the time that all registered schools attended their designated time slot.

#### **3:30pm - 4:30pm | Professional Learning Afternoon**

This component of the day was an opportunity for educators from all across the region to attend the Expo without students and speak with exhibitors.

### *Saturday 24th June*

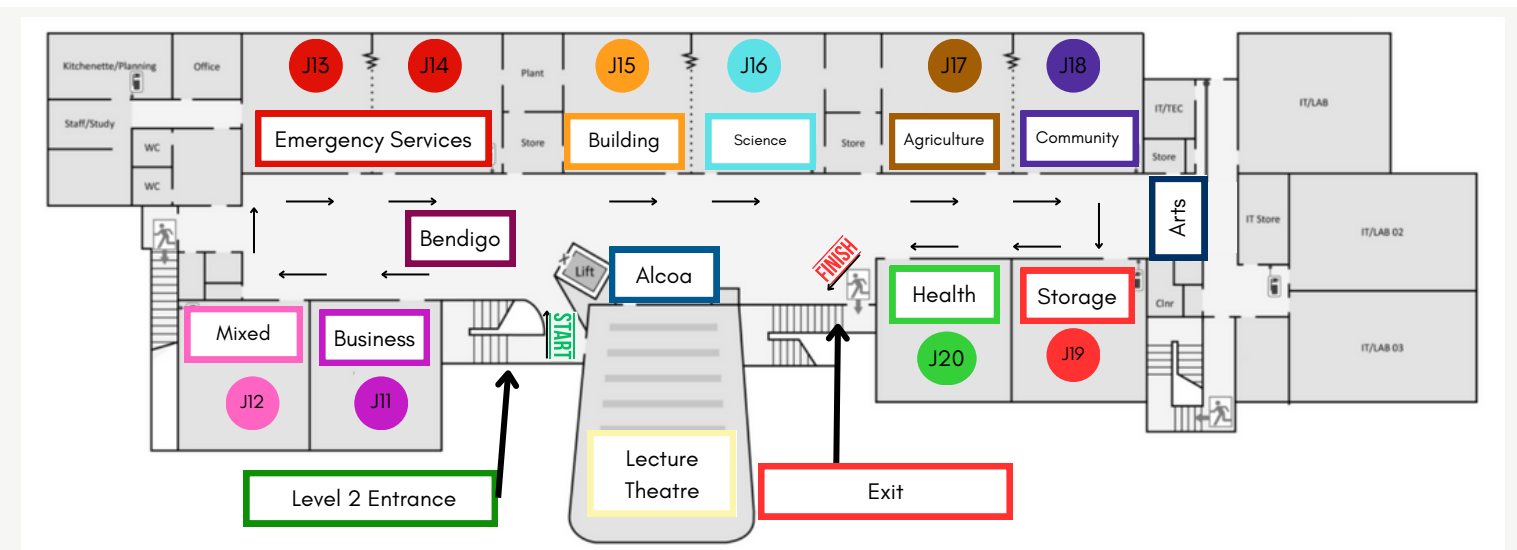
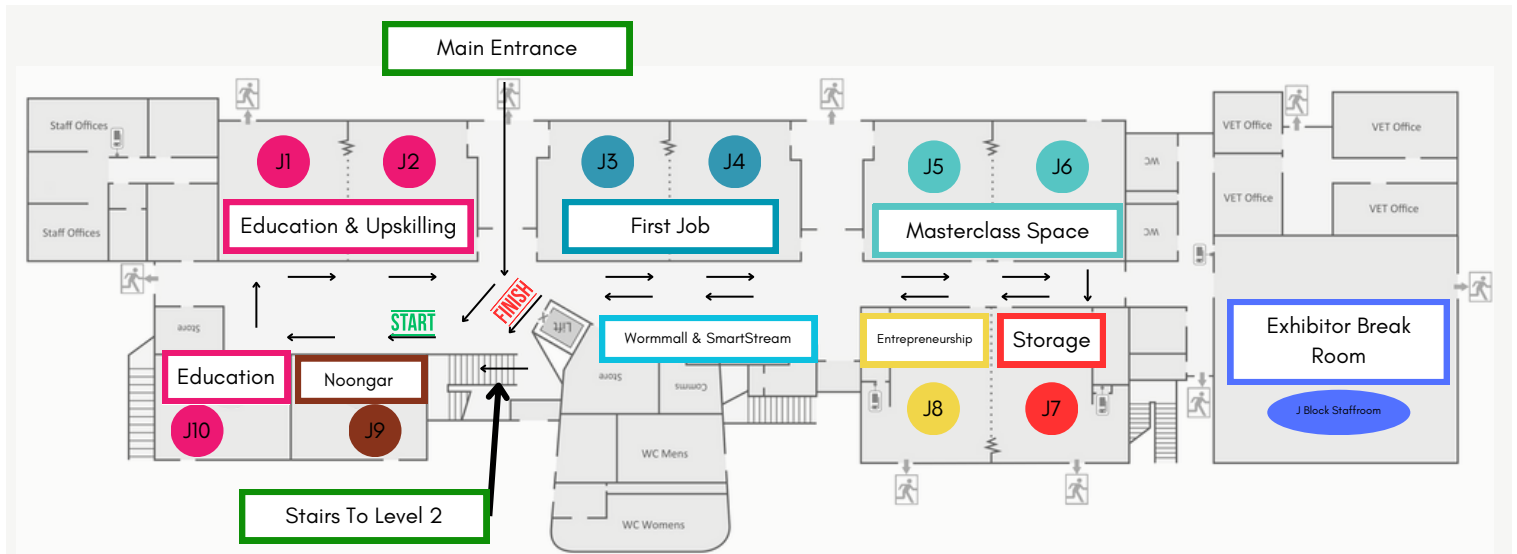
#### **9:00am - 3:00pm | Community Day**

This was the time that all community members could attended the expo and explore the fete outside that was put on by the Byford P&C.

#### **3:00pm - 4:00pm | Bump Out**

This was the time for exhibitors to get pack up their space and bump out of the event.

## Venue Map



## Key Management Group

The Expo was made possible by the collective efforts of numerous individuals. The below are the individuals who played a crucial role in bringing this event to life:



**Emma Hills**  
Operations Manager  
Bop Industries

**Key Management Group**



**Scott Millar**  
CEO  
Bop Industries

**Key Management Group**



**Paul Jones**  
Principal  
Byford Secondary College

**Key Management Group**



**Penny Walmsley**  
Career Practitioner  
Byford Secondary College

**Key Management Group**



**Marcel Bridge**  
Manager Economic  
Development  
Shire of Serpentine  
Jarrahdale

**Key Management Group**



**Maddie Panther**  
Program Manager  
BOP Industries

**Marketing & Communications**



**Emma Hussey**  
Media and Marketing  
Byford Secondary College

**Marketing & Communications**



**Friederike Buettner**  
Senior Communications and  
Engagement Advisor  
Shire of Serpentine Jarrahdale

**Marketing and Communications**



**Sophie Diehm**  
Program Coordinator  
BOP Industries

**Speaker Liaison**



**Jess King**  
Membership and Events Officer  
Peel Chamber Of Commerce  
and Industry INC.

**Business After Dark**