

Media Release

The Hon Ben Carroll MP
Deputy Premier
Minister for Education
Minister for Medical Research



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VICTORIA RAISING THE PROFILE OF TEACHING CAREERS

Teachers change lives, and the Allan Labor Government is attracting more talented individuals to the profession under a campaign promoting the significant difference great teachers can have on the lives of students.

Minister for Education Ben Carroll today welcomed the national *Be That Teacher* campaign, a collaboration with the Federal Government - which builds on Victorian initiatives that have grown the teaching workforce by 8,000 since 2020.

It features real life teachers including Albert Park College's Dennis Wang, who encourages senior school students and Victorians looking for a career change to consider the profound rewards of teaching.

The national campaign complements the Labor Government's own *Teach the Future* initiative which is already targeting Victorians including students entering university and people considering a career change to enter the teaching profession.

Latest figures show that the Victorian Labor Government's teacher attraction and retention initiatives have had a significant impact on the workforce – with 3,000 new teachers registering in the last year alone.

The campaign showcases the value and importance of teachers and encourages individuals to consider a teaching career through an online gallery showcasing inspirational and personal stories about the lasting impact teachers have on their students.

'Be That Teacher' promotes pathways, available support and details the new scholarships available to encourage people to choose teaching as a career. The campaign rolls out today across TV, digital and social media, outdoor and cinema advertising.

To find out more about a career in teaching, including courses available and support on offer, visit vic.gov.au/teachthefuture

Inspirational stories about the long-lasting impact teachers have on students are available at bethatteacher.gov.au

Quotes attributable to Minister for Education Ben Carroll

"All of us have that one teacher we remember, the teacher who helped us to learn and grow, the teacher who encouraged us to strive for more and helped us reach our potential. The Be That Teacher campaign is making sure we have more people like this in our education system."

"I am so proud of the fact that our teacher attraction and retention initiatives have made Victoria such a supportive environment for teachers to work and that thousands more new teachers are registering every year."

"We've welcomed 8,000 more teachers to our ranks since 2020 – with this growth helping give students the direct support they deserve, no matter where they live across the state."