## **Industry Engagement Advice**

## Key considerations when contacting and communicating with industry

**Identification**

Clearly identify who you wish to speak to.

This may involve some initial research or groundwork through phoning the business or industry or scrolling through their website. You are more likely to achieve your intended outcomes if you have communication with the appropriate people. The fact that you have demonstrated that you have targeted the right person should help you to progress

**Purpose**

Clearly explain who you are, what school you are from and what your role is. It is essential that you explain the process or project that you are working on and what the purpose of this engagement involves. Try and make it easy for them understand what the students are doing and don’t overload with educational or teacher-specific terms

**Roles and Responsibilities.**

Industry will more likely agree to be involved if you are able to clearly articulate what you want them to do and their role in the project. Ideally it should be something that is achievable for them and shouldn’t be time consuming in relation to organisation or carrying out the actual involvement. Often industry will be more likely to agree to be involved if it is something other than purely financial involvement.

**Benefits**

When collaborating with business or industry the purpose should be mutually beneficial. They will ask how their involvement will benefit them, so be prepared with some suggested benefits. Clearly articulate why you feel they specifically will benefit the project and the children. Often it is good if you can provide recognition in the work or provide them with something that they can take away and display.

In my experience, business and industry want to be involved with the education of young people. They recognise that there is opportunity to shape and influence the education that happens in schools and provide opportunity for authentic linkage between curriculum and real-world applications.

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