



# Guide to Careers Expos

## Step-by-Step

Contact local *Engineers Australia* Division office early in the year to find out dates of their Careers Expo.

Contact local university (particularly Dept of Civil Engineering) to find out dates of their Careers Expos.

Seek IPWEA State Division approval to attend the Expo. Put money in budget.

There may be costs for booth hire, posters, brochures, give-aways, uniforms, etc.

Canvas all councils in your State to ascertain if they have current vacancies for graduates, are likely to have vacancies or are willing to offer work experience.

IPWEA Divisions all have some Booth Material – arrange to borrow banners, etc.

Obtain careers brochures from IPWEA National website and arrange printing.

Get good quality material to display on walls of booth.  
Examples of large (high-profile) projects in your area are good to display.

Consider having some low-cost give-away items (desirable but not essential).

Follow up (again) all councils in your State to ascertain if they have current vacancies for graduates, are likely to have vacancies or are willing to offer work experience  
(See step #4)

Draw up roster of (young) local government engineering staff to “man” the booth.

Consider wearing uniform clothing, e.g. T shirts, hats, badges.

Take names and contact details of students for comprehensive follow up.



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*Attending a Careers Expo provides Local Government Engineering with a significant amount of publicity and an opportunity to attract young people into the profession. This guide is for expos aimed at university/ TAFE students – not school students.*

## Introduction

This Guide is provided as a check list for involvement in Careers Expos, which are highly recommended to provide visibility for public works engineering as a career option for engineering students.

In some States, *Engineers Australia* organises an annual careers expo. It is timed to take place at the beginning of the first semester of the year and at a time before employers have had an opportunity to recruit graduates. It is primarily aimed at final year university and TAFE students.

Local IPWEA Divisions should contact the local EA Division to find out the date, and who is organising the event. If possible, obtain a booth or a stand, or whatever is available.

Other careers expos may be less targeted in terms of the audience, but will nevertheless provide an opportunity to make public works engineering visible.

## Graduate Expectations

At present there is a critical skills shortage in most aspects of engineering and companies are competing to obtain the services of graduates from both TAFE and university.

Students are far more discerning now than in previous years. They are much more interested in working for a company or organisation, which offers challenging and interesting work, than obtaining a “career path”. The lure of going to a company that offers a Professional Development Program is also attractive to graduands.

## Do's & Don't's

- Do have attractive bright coloured posters
- Do have IPWEA careers brochures
- Do have some low cost give-aways, such as an IPWEA pen or something with IPWEA's name on it
- Do have literature about local government engineering
- Do have some details of actual (large, well known)

projects currently underway

- Do have knowledge of work experience opportunities available
- Do have information about job/career opportunities available
- Do have at least two, preferably three people manning the booth
- Do try to get both young women and men manning the booth
- Do have booth signage which states “Public Works Engineering”
- Do record the names and contact details of students for follow-up
- Do have some IPWEA student membership application forms
- Do try to have a small but high round table with high stools to enable intimate discussion
- Don't have old, out of date posters or information
- Don't be surprised if graduates from other booths ask questions about changing jobs into local government engineering
- Don't go over the top with cost of give-aways. It is not important.

## Booth Setup

All expos will be different, so the set up will vary accordingly.

The following describes the 2006 WA Careers Expo that attracted 65 company booths and about 800 students. It ran from 9am to 1pm on a Saturday, and was very busy throughout. The booth was a standard 3x2m exhibition booth, open on one side. The booth was decorated with the large IPWEA cloth banner, which was effective. Several other IPWEA laminated posters and logos were displayed. Two large posters were displayed showing current projects being undertaken by the City of Perth, and these made interesting discussion points when the question “What do LG Engineers do” was asked ?

A large oblong table was on one side of the booth, displaying the brochures and other IPWEA literature. We had two chairs, which were not used as we simply had no time. It would have been beneficial to have had a small, high, round table with two high stools to have provided an intimate ‘interview place’ to swap details with students.