

# LCNAU National Languages Campaign 2022: Volunteer Recruitment Pitch

## Background

In October 2020, the Australian Government instituted reforms to higher education funding known as the [Job-ready Graduates \(JRG\) Package](#). Among other things, the JRG reforms change the student contribution (HECS) amounts that domestic students pay for particular degrees, disciplines and subjects. The JRG reforms are an attempt by the Australian Government to encourage students to enrol in disciplines -- including languages -- deemed to be of national priority, but that have historically struggled to attract large numbers of domestic students.

Under the JRG changes, completing a language major now costs a domestic student approximately one quarter (\$3,985) of the expense of most other arts, humanities, and social sciences majors (\$14,630). This means that Australian students are now able to significantly reduce the cost of their university studies by adding a language to their degree.

In 2022 the [Languages and Cultures Network for Australian Universities](#) (LCNAU) is launching a [national advertising campaign](#) to raise awareness among Australian students of the new financial incentives for studying a language at university. Designed by [The Brand Agency](#), and financed by ten contributing universities including UTS, Flinders, ACU, Macquarie, Monash, The University of Melbourne, ANU, The University of Newcastle, UNSW and UQ, the campaign will be rolled out in the second half of 2022 with the aim of influencing the enrolment decisions of Australian students commencing university in 2023.

A fuller rationale for the campaign is available [here](#).

## Campaign volunteers

If you would like to be part of a national initiative aimed at shifting Australia's monolingual mindset and promoting the study of languages among Australian university students, we would like to hear from you.

Specifically, we are seeking campaign volunteers to assist with:

### *Prior to the campaign (July - August 2022)*

- Assisting with editing subject and course information for display on the campaign landing page; and
- Assisting with drafting FAQ responses for display on the campaign landing page.

### *During the campaign (September 2022 - January 2023)*

- Responding to student enquiries via email and the campaign's live chat service, and referring these enquiries to nominated [faculty course advisors](#) at relevant Australian universities;
- Recording enquiries in the campaign enquiry register; and
- Distributing campaign creative assets via email and social media to amplify the reach of paid advertising.

If this sounds like an initiative you or your organisation would like to support or be involved in, you can register your interest in volunteering for the campaign by contacting the campaign coordinator, Liam Prince at [liam.prince@uwa.edu.au](mailto:liam.prince@uwa.edu.au) or on (08) 6488 6689.