

Communications Kit

# 2025 Workforce Plan (Pre-Launch)

June 2025



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# Email communications (The Journey)

## Insights for our industries

We are excited to announce our *2025 Workforce Plan – Evolving Together* is coming soon. The theme, ‘Evolving together’, reflects our commitment to collaborating and innovating with our stakeholders.

Current growth in the mining and automotive industries offers challenges and opportunities for our industries, including the drive to boost participation by women and First Nations people. Collaboration and innovation are key to achieving the National Skills Plan priorities of gender equity and closing the gap and **supporting the net zero** transformation.

Our *2025 Workforce Plan* identifies issues like the importance of higher education in filling key mining industry roles like engineers and geologists. Our automotive stakeholders note the need for better mentoring programs and upskilling opportunities for their workforce.

The *Plan* is a valuable resource, sharing the latest mining and automotive industry intelligence, identifying emerging trends and future workforce opportunities.

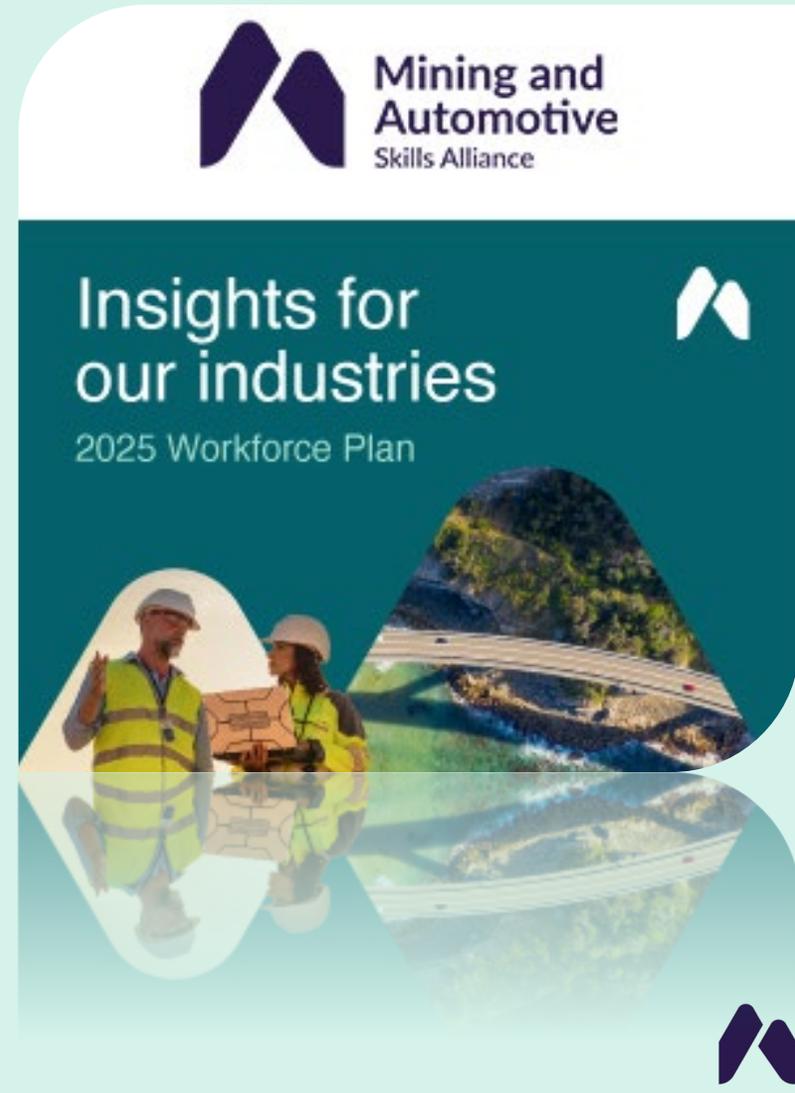
We will conduct extensive national consultations once the plan is launched, and we encourage you to register to ensure you can share your insights and feedback on the plan.

[Subscribe to The Journey](#) to ensure you receive a copy of the *2025 Workforce Plan – Evolving Together*.

[Register](#) to book your place now.

Register

Subscribe



# Social media post

Our 2025 Workforce Plan – Evolving Together is coming soon! The ‘Evolving together’ theme reflects our commitment to collaborating and innovating with our stakeholders.

Current growth in the mining and automotive industries offers opportunities and challenges. Collaboration and innovation are key to achieving Australia’s National Skills Priorities and transitioning to net zero.

In the 2025 Workforce Plan, you’ll find:

- the latest industry intelligence
- stakeholder insights on what’s impacting workplaces and work culture
- emerging industry trends and future workforce opportunities, to help us all plan ahead.

Subscribe to The Journey, to be one of the first people with access to the 2025 Workforce Plan.

Let’s keep the conversation going. With the 2025 Workforce Plan almost here, we invite you to help shape what comes next.

Have your say. Register your interest in attending an upcoming AUSMASA Roundtable Consultation, all about building relationships, gathering feedback and evolving together.

#WorkforcePlan2025 #EvolvingTogether #SkillsForTheFuture #Automotive #Mining #NetZero  
#IndustryInsights #AUSMASA #JobsandSkillsCouncils #AutomotiveIndustry #MiningIndustry  
#CareerOpportunities #Research #FutureReady NationalSkillsPlan #CriticalMineralStrategy  
#Innovation #Collaboration #GenderEquity #GreaterWorkforceDiversity #ClearVocationalPathways  
#NetZeroTransition #SovereignCapabilities

[Repost AUSMASA’s LinkedIn post](#)



# Creative assets

Download assets here

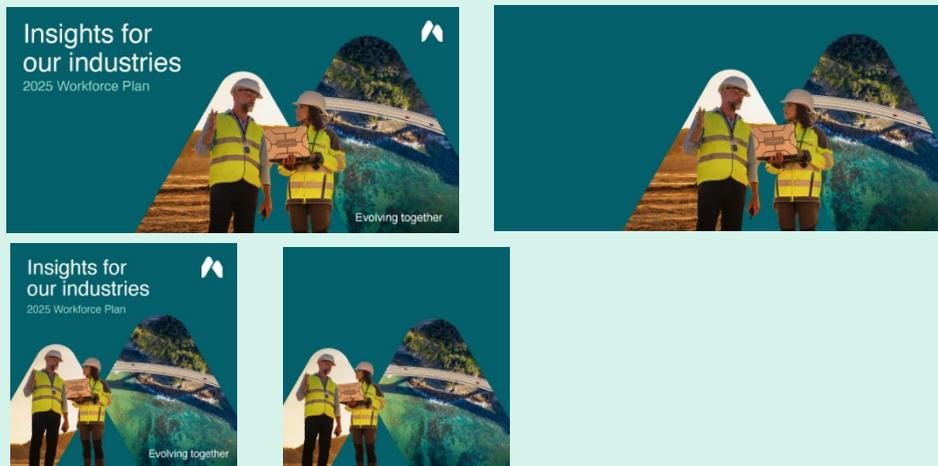
## Social media posts



## QR code



## eDM



# Creative assets

## Video assets



Pre-Launch – FAQs



Pre-Launch

We encourage you to subscribe to The Journey to receive your copy of the *2025 Workforce Plan*.

We can evolve our industries together.

[ausmasa.org.au](https://ausmasa.org.au)



The Mining and Automotive Skills Council (AUSMASA) is a Jobs and Skills Council funded by the Australian Government Department of Employment and Workplace Relations.

