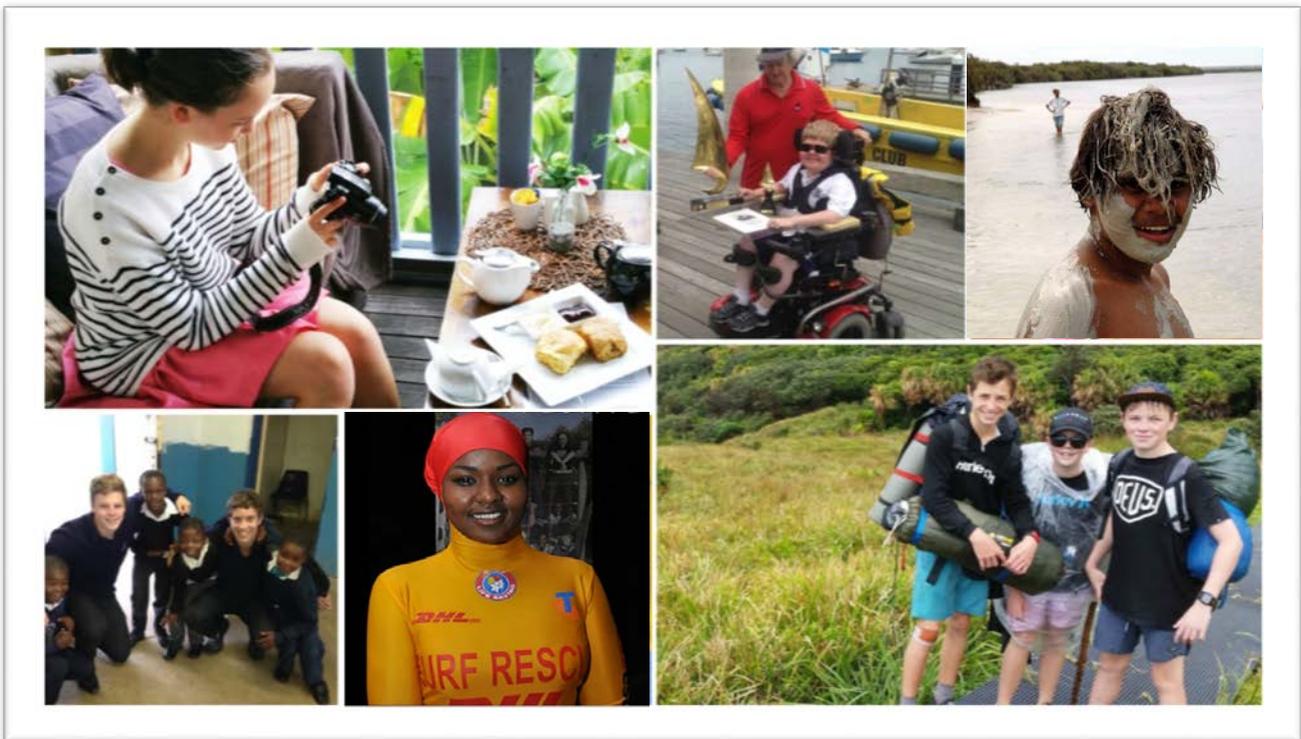


Become a Duke of Ed Employer



“Leadership, responsibility and respect for fellow citizens are important qualities we look for in our young employees. Hungry Jack’s is proud to be a ‘Duke of Ed Employer’ as we believe these valuable life skills are cultivated through participation in the Award.”

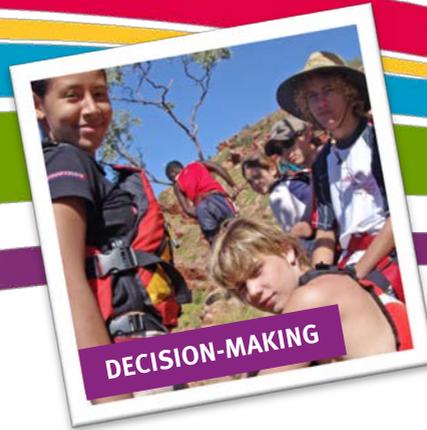


Mr Jack Cowin, Executive Chairman, Hungry Jack’s Pty Ltd



“I believe that The Duke of Edinburgh’s International Award is one of the most important and effective ways to encourage the qualities and behaviours of young Australians that I know, and that is why I support them.”

Mr Gary Rowe, CEO Safety Action Pty Ltd



What is a Duke of Ed Employer?

A Duke of Ed Employer is one that endorses the Duke of Edinburgh's International Award and recognises the efforts of young people who have completed an Award when applying for a job.

For casual employees, apprenticeships or graduate employment, Duke of Ed employers **harness the value of the Award** into their recruitment process, simply by asking the question on application forms or during interviews of young candidates "Did you do the Duke of Ed".

Through the Duke of Ed Employer program, employers are able to more easily **recognise work-ready candidates**. This can reduce recruitment costs, more easily identifying candidates with life experience and proven skills.

Duke of Ed Employers aren't promising employment to those with an Award, nor are they suggesting that only those with an Award will be considered. Duke of Ed Employers simply recognise the Award and the value of it as a 'qualification' for employment on a young person's CV.

What does it cost?

There is **no cost associated** with becoming a Duke of Ed employer, only recognition of the Award. The value for our organisation is not financial but one of increased brand recognition and positioning to encourage more young people to start their Award journey.

The commitment of becoming a Duke of Ed Employer is initially 2 years.

What else can Duke of Ed Employers do?

- **Bring the transformative experience of the Award to your existing young staff.** Use the Award internally as a low-cost training program for your existing young employee base (14-25 year olds).
- **Corporate Social Responsibility:** Engage with the Award through our Employee Giving program, 'Award Friends'.





The 'Duke of Ed Difference': equipping work-ready young people

According to a report from McKinsey, almost *40 per cent of employers identify a lack of soft skills in potential recruits as the main reason for entry-level vacancies.

**How can the most suitable applicants with these skills be easily identified?
Look for those with 'the Duke of Ed difference'...**

What does 'The Duke of Ed Difference' look like?

A young person who has attained The Duke of Edinburgh's International Award (The Duke of Ed or the Award) has completed one or more levels of a development program that provides them with many of the skills#, behaviours and attitudes employers are looking for in new recruits such as:

- communication
- team working
- decision-making
- perseverance
- organisation
- self-confidence
- citizenship
- leadership
- resilience



What evidence supports this?

Both formal independent research into the Duke of Ed and anecdotal evidence from employers, universities, schools, parents and participants around the world cite the Duke of Ed as one of the most valuable and impactful extra-curricular programs available to young people. The value of non-formal education, in particular the Duke of Ed, in building more well-rounded people is also being recognised in addition to academic qualification by domestic and international employers and university admissions programs.

SIGN ME UP!

Complete [application form](#) and send through to kelly.wood@dukeofed.com.au. To discuss further before signing up, call us on 1300 438 537 (option 3).

How does The Duke of Ed achieve these outcomes?

The Award concept is one of individual challenge. It presents young people with a program of voluntary activities that encourages personal discovery and growth, self-reliance, perseverance, responsibility to themselves and service to their communities.

As every individual is different, so too are the challenges that young people undertake to achieve their Award. With guidance from adult volunteers, each young person is encouraged to look at themselves, their interests, abilities, and ambitions, then set themselves goals in the four different Sections of the Award (Service, Skills, Physical Recreation and Adventurous Journey).

Through the Award they challenge themselves to overcome barriers and challenge themselves to achieve their aims.

The Award is available to all young people aged 14-25. It is voluntary, non-competitive and requires sustained effort over a period of time. It operates in over 140 countries around the world.



**Together, we can create
future generations of
young Australians who are
motivated and engaged
citizens, equipped for
life and work.**

The Founder: **HRH Prince Philip**, Duke of Edinburgh, KG KT
Chair of the Trustees: **HRH The Prince Edward**, Earl of Wessex KG GCVO
Chair, International Council: **Lord Paul Boateng** PC
Australia – National Chair: **Hon Gary Nairn** AO
CEO: **Peter Kaye** AM

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