



THE HON JASON CLARE MP MINISTER FOR EDUCATION

MEDIA RELEASE

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NATIONAL CAMPAIGN LAUNCHED TO ENCOURAGE MORE AUSTRALIANS TO BE THAT TEACHER

A new campaign is being launched today to raise the status of the teaching profession across the country.

The [Be that teacher campaign](#) is a joint initiative of the Albanese Government and State and Territory Governments, and will feature eight real school teachers. One from each jurisdiction.

While we don't remember much from when we were little, most of us can remember *that* teacher who helped us to aim higher, be braver and work harder.

The campaign is designed to encourage more Australians to want to *be that teacher*.

Real teachers like Mrs Kerri-Ann Lacey, a year 7 teacher in New South Wales, who was *that* teacher for her student Michael.

"All kids go through tough patches, but one thing about teaching is being able to look at a student and try and guide that mind as best you can," Mrs Lacey said.

"I first met Michael in year 7. There were some challenges... When he graduated he presented me with [a star]. I used to tell him he was a star, so typical of him.

"The fact that somebody thought enough of what I had contributed to their life that they wanted to put my name on a star, it's pretty humbling.

"There is not another profession that touches the human soul as this does."

Mrs Lacey is one of eight real teachers whose stories will feature in the campaign which will run across social media, billboards, bus stops and other outdoor locations.

As part of the campaign, teachers are also being encouraged to share their own stories and Australians are being encouraged to share their stories about the teacher that changed their lives.

Every teacher has a story to share, and everyone has a story to share about a special teacher. To share yours, or find out more about becoming a teacher, visit bethatteacher.gov.au. Campaign videos can be downloaded [here](#).

Quotes attributable to Commonwealth Minister for Education Jason Clare:

“Recent surveys show that most teachers don't think that what they do is valued by the community. We need to change that.

“This campaign is all about changing the way we as a country think about our teachers, and the way our teachers think our country thinks of them.

“I want more young Australians to want to be a teacher. To be *that* teacher, who inspires and changes young lives.

“This campaign features eight incredible teachers, but the truth is there are more than 300,000 teachers with stories just like theirs.

“I encourage anyone looking for a rewarding career that will shape the next generation of Australians to consider becoming *that* teacher.”

Quotes attributable to NSW Deputy Premier and Minister for Education and Early Learning Prue Car:

“The NSW and Australian Governments are committed to working hand-in-hand to address the teacher shortage challenges we face.

“Restoring pride and respect to the teaching profession is key to our plan, and I am delighted to see real teachers being celebrated in this ad campaign.

“We all have a teacher who changed the course of our lives for the better, and mine was my English teacher Mrs Elborough.

“Teaching is an admirable profession, and I encourage anybody interested in education and making a difference to consider this rewarding vocation for their future.”

Quote attributable to Victorian Deputy Premier and Minister for Education Ben Carroll:

“Teachers are a crucial part of what makes us the Education State – they are the ones who inspire students to do great things – and this partnership between the Victorian and Commonwealth governments will ensure more of the best and brightest individuals are attracted to this highly rewarding profession.”

Quote attributable to Western Australian Education Minister Dr Tony Buti:

“As a former teacher, I know how rewarding a career in education can be and how a teacher can inspire the mind of a student.

“Education is a crucial steppingstone, the bridge that can change a person's life forever – teachers are a central part of that, and this campaign will help Australians recognise their immense value and the critical role they play in our society.”

Quotes attributable to South Australian Minister for Education, Training and Skills Blair Boyer:

“Teacher shortages are a national issue and while we have many amazing teachers across the country and in South Australia, we still need more.

“We need to ensure we not only attract more people to vital teaching roles but also retain the services of the exemplary teachers who already work in our schools.

“This national campaign will inspire more people to join the profession of teaching and help amplify the stories of the brilliant teachers in our schools.”

Quotes attributable to Northern Territory Minister for Education Eva Lawler:

“Being a teacher is more than a career, it is profession that changes lives, and we are very fortunate to have an outstanding team of passionate educators here in the Northern Territory.

“I greatly encourage anyone who is thinking about a career in teaching to pursue that thought, as an educator of over 40 years I can personally say it is the most rewarding career you will ever have, and you will change the lives of our next generation.”

Quotes attributable to Queensland Minister for Education Grace Grace:

“We know the impact teachers have on the lives of young people, and this campaign not only highlights it but celebrates it.

“There are so many incredible teachers in Queensland schools and *Be That Teacher* aims to ensure they are given the credit they deserve.

“As well as recognising our current teachers, this campaign aims to inspire more people to become teachers.

“I encourage all Australians who have benefited from the support, efforts and commitment of our teachers to support this initiative.”

Teachers that feature in the *Be that teacher* campaign

Mrs Stacy Frogley, Year 7-10, SA

“Teaching gives so much more back than you actually give out. That’s why I’m a teacher.”

Mrs Kerri-Ann Lacey, Year 7, NSW

“There is not another profession that touches the human soul as this does.”

Mr Joseph Collinson, Year 5 & 6, NT

“Being able to be that role model, leader that students could really look up to. It’s something I am very proud of. Hopefully I’m inspiring lots of young Indigenous students to want to go along this profession because it’s definitely one of the most rewarding you can get.”

Mr Sam Davies, Year 9, ACT

“If life is about creating meaningful moments, you get a meaningful moment every day in this profession.”

Ms Sandy Luc, Year 7, WA

“It was just so potent, the fact you can be someone’s idol. You always talk about how we will influence the kids but don’t think about the thousands of kids that you teach over your career. They can change your life.”

Miss Beck Andrews, Year 4, TAS

“It’s a little reminder in my head, that if it wasn’t for me, this child wouldn’t have been able to express in writing how they feel.”

Mrs Mirakai Kentwell, Prep/Kindergarten, QLD

“The rewarding feeling you get from teaching is just something that I’ve never felt from any other job. I’m lucky. I’m very lucky.”

Mr Dennis Wang, Year 10, VIC

“20 years from now, 30 years from now, you’ll still see me in a classroom. I guess it feels like I belong here. It feels like where I fit.”

[ENDS]

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