

2024-2025

---

# INDUSTRY INSIGHTS FOR TEACHERS

# NATIONAL IMPACT REPORT



CELEBRATING  
**25**  
YEARS  
OF IMPACT

**BUSINESS  
IN THE  
COMMUNITY  
IRELAND**



Rialtas na hÉireann  
Government of Ireland

# Introduction

Industry Insights for Teachers is a dedicated programme designed to connect post-primary school teachers and guidance counsellors with professionals from a wide range of industries across Ireland. Its goal is to provide educators with current and relevant insights into rapidly evolving sectors, highlighting the technical qualifications, professional skills, and employability attributes needed in today's workforce.

The programme fosters stronger collaboration between education and industry, helping teachers stay informed about new career opportunities, including non-traditional routes such as apprenticeships and scholarships. By doing so, it equips educators to better support and guide their students in making informed decisions about their future education and career paths.

We are grateful for the continued funding and support from the Department of Education Teacher Education Section, which makes this programme possible.

**Celine McGrath**  
**BITCI National Programme Lead**

## Our Year in Numbers

**581**

**Educators Impacted**  
(Teachers & Career Guidance Counsellors)

**15**

**Sessions (10 online, 5 in person)**

**252**

**Attendees at Sessions**

**18**

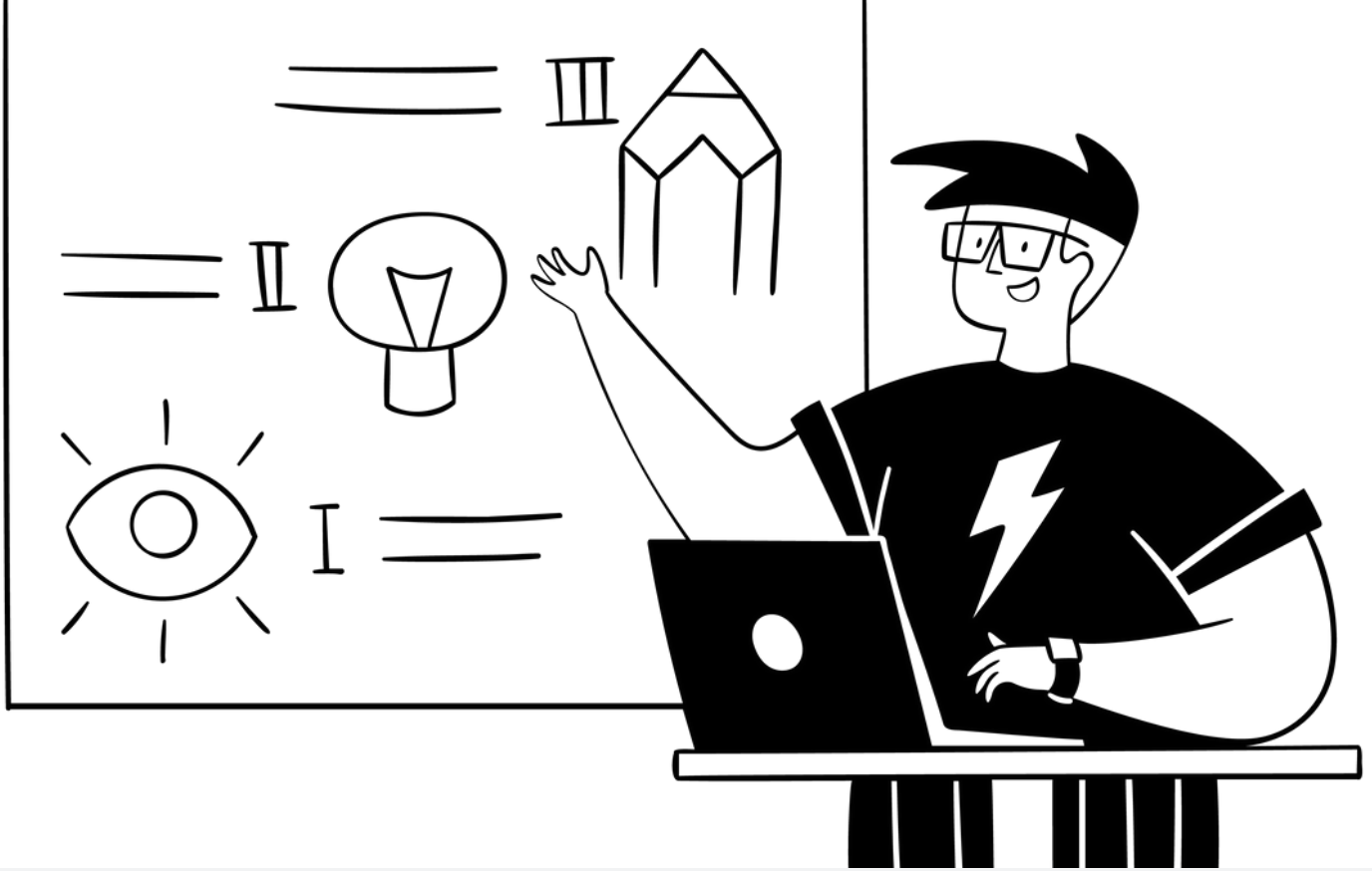
**Companies Featured**



Thank you to our funder



**Rialtas na hÉireann**  
Government of Ireland



## Programme Objectives

- 01 Provide teachers and guidance counsellors with up-to-date industry insights
- 02 Help schools better support students with future-focused career guidance
- 03 Showcase diverse career paths including apprenticeships and non-graduate routes
- 04 Facilitate real links between schools and businesses

# Business Sectors Represented

Sector		
Advertising	Engineering	Logistics
Agri-Food	Finance	Hospitality
Asset Management	Forestry	Media
Aviation	Freight Forwarding	Medical Devices
Business Consulting	IT (Educational Software)	Med Tech
Energy		Tourism

I found the information that the presenters shared very insightful and helpful that I can share with students which be very relevant to them.  
[Consulting - TCS]

It was so interesting to hear about a sector that you don't hear much about! Also the apprenticeship sounds fantastic. [Media & Advertising]

Good to keep up to date with employers like these as this is not an obvious one for me or awareness for students, only pilots or crew. [Aviation]



# Impact on Teachers



**100%** of teachers found the sessions useful



**96%** of teachers rated the content as excellent or very good



**100%** of teachers would recommend the programme to others

## Teacher Benefits

- Greater confidence in discussing new career paths with students
- Understanding of non-traditional entry routes (apprenticeships, traineeships)
- Direct industry contacts
- Up-to-date sectoral knowledge for curriculum relevance

“  
I work with sixth years and some do not want college or are not ready or its too costly. It is great to know about company training. Thank you!  
”

“  
Really impressed with the sessions so far and the connections made. Keep up the great work!  
”



# Teachers Commented

“

Gave me a clearer insight into the Irish Funds and Asset Management industry, the soft skills that are important to work in this field and also to become aware of the apprenticeship opportunities.

”

“

Thank you for an interesting and informative session. ...

Thank you, I am now more aware of long-term jobs for my students [in the hospitality industry].

”

“

Session was very good and informative... Good perspective of an apprentice - I loved having the 2 apprentices on the call, it changed perceptions.

”



“

Great information on apprenticeships to pass on to students... As a Guidance Counsellor I am always looking for information like this.

”

# Teachers Commented

Coillte have provided a really high standard in how they have invested in simplifying their offering and making it very easily translatable to a short but effective resource for use in the classroom. Very good template for others to work from.

I work with sixth years and some do not want college or are not ready or its too costly. It is great to know about company training. Thank you!

The range of careers and range of entry points gave me a wider view of hospitality this I can talk to my students about.

Breadth of opportunities was interesting.

I thought the content was super... Thanks very much for the opportunity to get this insight.



# Engaged Businesses and Session Topics

## Online Sessions - Nationwide

**Air Travel Industry**  
daa (Dublin Airport Authority)

**Finance & Fund/Asset Management**  
Irish Funds Association  
CACEIS Investor Services

**Engineering**  
Suir Engineering

**Medical Technology/Engineering**  
Teleflex Medical

**Forestry**  
Coillte

**Logistics & Freight Forwarding**  
DHL  
Logistics Associate  
Apprenticeship

**Media and Advertising**  
Institute of Advertising  
Practitioners Ireland (IAPI) and  
Sky Ireland

**Online Educational Resources**  
SAS Educational Outreach  
and IBM SkillsBuild

**Tourism and Hospitality**  
Dalata Hotel Group  
Bord Failte

## In-Person Sessions

**Agri-Food - Waterford**  
Dawn Meats (Meat Processing)

**Business Support & Technology Consulting - Donegal**  
Tata Consultancy Services

**Energy - Dublin**  
Gas Networks Ireland (Gas  
Infrastructure & Distribution)

**Energy - Cork**  
Gas Networks Ireland (Gas  
Infrastructure & Distribution)

**Medical Devices - Limerick**  
Cook Medical



# Sessions in Focus



Sincere thanks to all involved in this excellent presentation today. You have all delivered excellent accounts of the sector & the apprentices have given a great understanding for potential entrants to the sector [DHL]

Great insight into the size and scope of the company and all the variety of roles, it is invaluable to have first hand knowledge to share with learners. [COOK MEDICAL]

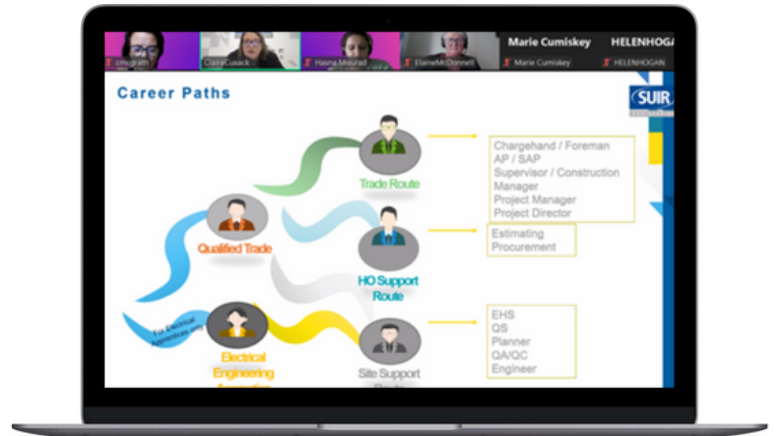


The session increased my awareness of pathways and opportunities in GNI. [GAS NETWORKS IRELAND]



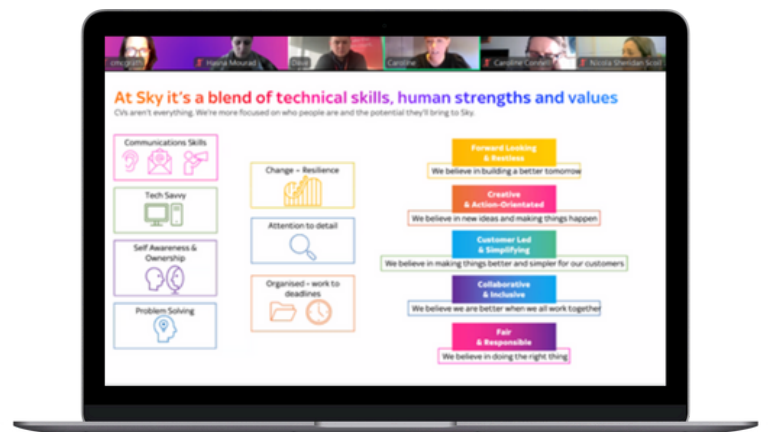
# Sessions in Focus

Great to see the routes and loved the breakdown given of what an apprenticeship should expect each on the job phase.  
[SUIR ENGINEERING]

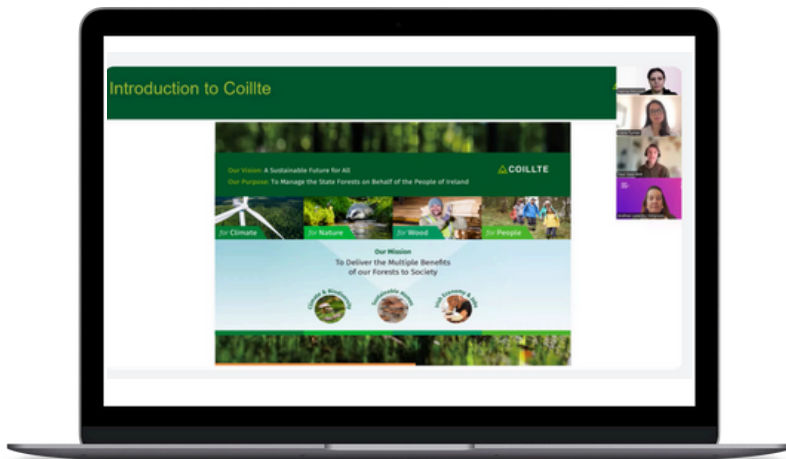


Great to hear workers personal experiences. ... Continue this, and to keep up the link with schools.  
[DAWN MEATS]

I was not aware of the inward progression that is possible within the organisation and the certification support. Good to know the starting salary in this sector and the support provided. [SKY]

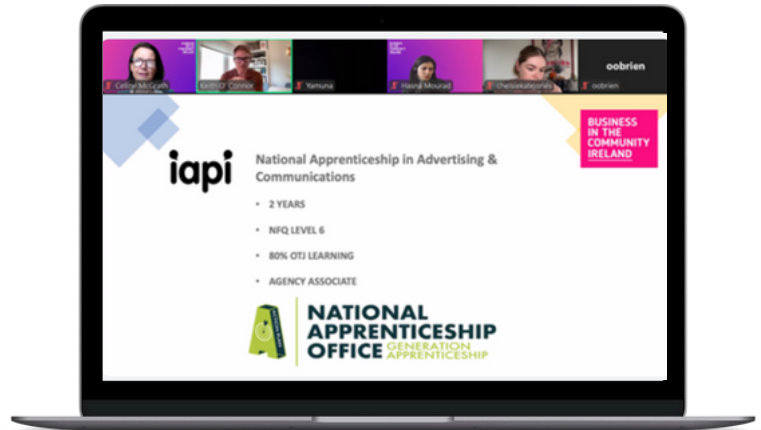


# Sessions in Focus

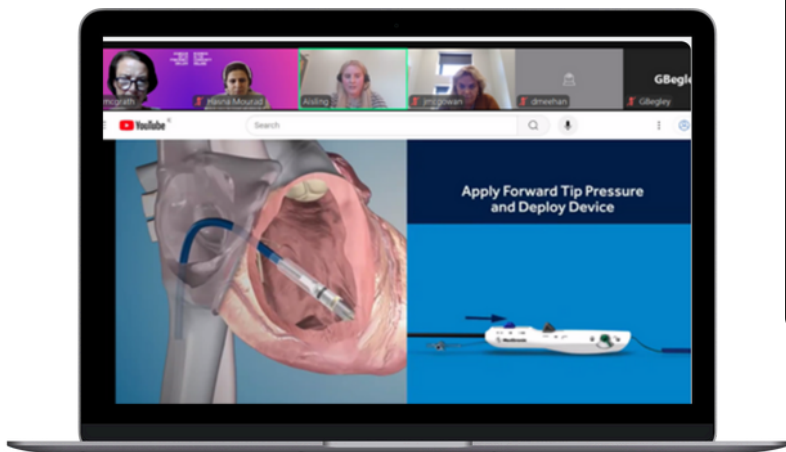


Super way to present careers in forestry, great resources and presenters were well informed and clearly passionate about their industry. [COILLTE]

Thank you - and great to get update on apprenticeship! And a better idea of the range of opportunities!! [IAPI]



Examples of non-linear progression in careers is very useful. Interesting to hear how people progressed in their careers with Teleflex. [TELEFLEX MEDICAL]



# Acknowledgements

The Industry Insights for Teachers programme owes its success to the dedication and support provided by the speakers from the collaborating companies. We thank them whole heartedly for volunteering their time and skills to this programme.

**Aine Doyle**

Head of Dalata Academy,  
Dalata Hotel Group & Board Failte

**Aisling Gorman**

HR Executive, Teleflex

**Aisling O'Donoghue**

Head of Corporate Affairs, Sky Media

**Aine O'Dwyer**

Recipient of the Inaugural Coillte  
Forestry Scholarship Programme

**Anna Gorecka**

FTA Apprenticeship Manager,  
DHL and LAA

**Bill Doherty**

Managing Director, Cook Medical

**Brian Kelly**

CSR Manager, Tata Consultancy Services

**Carla Di Benedetto**

HR Director, Cook Medical

**Chelsea Jones**

Creative Accounts Executive, IAPI

**Ciara Turner**

Head of Group HR, Coillte

**Claire Cusak**

HR Director, Suir Engineering

**Daithí Ó Sé**

Quality Engineer, Teleflex

**Daniel Meehan**

Senior Engineer, Teleflex

**Dave Ward**

Bigger Picture Manager, Sky Media

**Elaine McClland**

HR Business Partner, Coillte

**Grainne O'Reilly**

Social Sustainability  
Manager, Gas Networks

**Hilda Hegarty**

HR Lead, DHL Global Forwarding,  
DHL and LAA

**Jennifer Rice**

HR Manager, Cook Medical

**Kay Maguire**

Learning & Development Manager, Coillte

**Katherine Roodt**

Talent Aquisition Lead, Gas Networks

# Acknowledgements

**Keith O'Connor**

Talent Attraction & Marketing Manager,  
IAPI

**Kim Briggs**

Graduate Project Officer, daa

**Laura Holland**

PR Manager, Cook Medical

**Louise Jones**

L&D specialist, Dawn Meats

**Mark Carpenter**

Director of Regulatory & Corporate Affairs,  
Sky Media

**Mia Sibbald**

Recipient of the Inaugural Coillte Forestry  
Scholarship Programme

**Mike Clancy**

Director Global R&D, Cook Medical

**Natasha Haugh**

Director of Membership Services,  
Irish Funds Association

**Nigel Armstead**

SAS Educational Outreach,  
IBM Skills Build

**Paul Geerdink**

Graduate Programme Coillte

**Paulina Pawlukojs**

Group Sustainability Manager, Coillte

**Peter Roche**

Site Manager, Dawn Meats

**Phelim Murray**

Talent Aquisition Partner, daa

**Sarah Newman**

Head of People, Sky Media

**Sean Higgins**

ESG Lead, daa

**Sylvia Guardio**

Head of Learning & Development,  
Dawn Meats

**Tara Clements**

Associate Director,  
Irish Funds Association

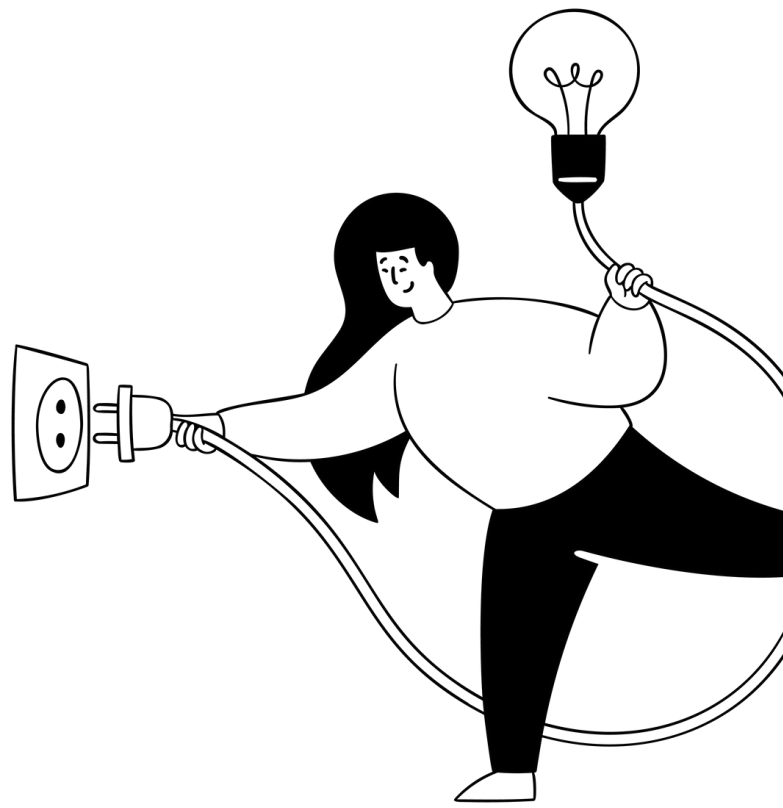
We thank you for your continued  
support in our efforts to contribute  
to social inclusion in Ireland.



CELEBRATING  
**25**  
YEARS  
OF IMPACT

**BUSINESS  
IN THE  
COMMUNITY  
IRELAND**

# Grow Your Business with Our Volunteering Solutions



## We Offer Best Solutions

Partnering with Business in the Community Ireland (BITCI) provides companies with a unique opportunity to make a tangible difference in the lives of students while simultaneously enhancing your own business objectives.

## Key Benefits of Partnering with BITCI

- ✔ **Impactful Community Engagement**  
Through our programmes, your company can directly support students from disadvantaged areas, helping to level the playing field and provide pathways to success.
- ✔ **Enhanced Employee Engagement**  
Our 'off the shelf' volunteering opportunities allow your employees to engage in meaningful, rewarding activities that boost morale and foster a sense of purpose.
- ✔ **Support for Diversity and Inclusion**  
By participating in our initiatives, your company contributes to creating a more inclusive society, promoting diversity in education and the workplace.
- ✔ **Positive Reputation and Trust**  
Demonstrating a commitment to education and community support enhances your company's reputation and builds trust within local communities.
- ✔ **Enhanced Employee Engagement**  
Engaging with students through our programmes helps to nurture and develop future talent, ensuring a well-prepared workforce for tomorrow's challenges.
- ✔ **Strategic Alignment**  
Our initiatives align with your Corporate Social Responsibility (CSR) goals, providing a strategic approach to making a difference in education and society.

## Find out more

 01 8747232

 [edteam@bitc.ie](mailto:edteam@bitc.ie)

 [www.bitc.ie](http://www.bitc.ie)

CELEBRATING  
**25**  
YEARS  
OF IMPACT

**BUSINESS  
IN THE  
COMMUNITY  
IRELAND**