

Churchill Fellowship promotional toolkit

We would love your help to spread the word about Churchill Fellowships. This toolkit is for friends, partners and community stakeholders to use and adapt. Inside you'll find some content items that you are welcome to cut and paste into your newsletters, websites, social media, noticeboards, other online channels, and anywhere else you can think of. Thank you for helping us to spread the word about Churchill Fellowships! Please get in touch if you would like something in a different format, or if you have any questions.

A Churchill Fellowship offers Australian citizens and permanent residents a life-changing opportunity to travel overseas for four to eight weeks to learn more about a topic or issue that they are passionate about.

2024 Churchill Fellowship applications are open 1 March 9:00am – 1 May 2024 5:00pm AEST.

Sample social media posts

Here are some sample social media posts for your organisation or personal accounts to use and share. Feel free to tailor these for your audiences, and don't forget to 'tag' us in your posts!

1. Want to travel overseas to pursue your passion? The Winston Churchill Trust along with **<insert your organisation's name e.g council / organisation / shire>** invites you to apply for a Churchill Fellowship — a life-changing opportunity for Australian citizens and permanent residents to travel overseas for four to eight weeks to learn more about a topic or issue that they are passionate about. No educational qualifications are needed to apply and you can choose your own topic. Apply today! Applications are open 1 March – 1 May 5.00pm AEST. Find out more about [becoming a Churchill Fellow](#). #learnglobally #inspirelocally #churchillfellow
2. Want to travel the world to improve things in Australia through a Churchill Fellowship? Did you know that Churchill Fellows created some of the most well-known innovations such as: Questacon, the Playschool theme song, Crime Stoppers, and Unit Pricing in Supermarkets just to name a few. Apply today! Applications are open 1 March – 1 May 5.00pm AEST. To find out more visit www.churchilltrust.com.au #learnglobally #inspirelocally #churchillfellow
3. Ever dreamed of travelling to other countries to learn how they do things, and how to do things better? Want to bring back fresh ideas to your community and Australia to help improve things? Why don't you apply for a Churchill Fellowship? You can be from the arts, science, health, agriculture, and beyond. The breadth of topics for Winston Churchill Fellowships are limitless. Apply today! Applications are open 1 March – 1 May 5.00pm AEST. To find out more visit www.churchilltrust.com.au #learnglobally #inspirelocally #churchillfellow



**Winston
Churchill Trust**
Learn globally, inspire locally.

4. Calling the passionate people of **<insert town/city/region e.g Albury>**. Online applications open again for Winston Churchill Fellowships 1 March 2024. You don't need a qualification to apply, in fact you don't even need to have finished school. A Churchill Fellowship will provide fully funded international travel to explore how things are done differently overseas. You can be from any walk of life and no educational qualifications needed. You can be from the arts, science, health, agriculture, and beyond. The breadth of topics for Winston Churchill Fellowships are limitless. Applications open 1 March 2024 – 1 May 5.00pm AEST. To find out more visit www.churchilltrust.com.au #learnglobally #inspirelocally #churchillfellow

Social media handles and links

Thank you for your posts on social media! Please tag us so we can share and 'like' your posts.

Facebook: @Winston Churchill Trust - AU

LinkedIn: @churchill trust australia

Twitter: @churchilltrust

Instagram: @churchill_trust

Sample newsletter copy

Newsletter copy 1.

Travel the world to pursue your passion

Would you like to travel overseas for four to eight weeks to explore a topic or issue that you're passionate about, and come back and share your knowledge for the benefit of Australia? Why not apply for a Churchill Fellowship?

Churchill Fellows have created some of the most well-known innovations, and include Questacon, the Playschool Theme song, and Unit Pricing in Supermarkets, Neighbourhood watch, just to name a few.

The Churchill Trust was set up in 1965 after the death of Sir Winston Churchill, when the Australian public gave generously in what was one of the country's largest ever door-knock appeals. Almost six decades ago, on 28 February 1965, the "Churchill Memorial Sunday" doorknock appeal was held across Australia. The doorknock was to raise funds for an unusual type of memorial to Sir Winston. The concept, endorsed by Churchill before he died, was Fellowships, bearing his name, for ordinary people – providing a unique opportunity to travel, learn, and bring knowledge back to their country. Such was the admiration and respect that Australian fighting men and women of World War II held for Churchill, that this became one of the greatest one-day doorknocks in Australian history.

Since then, the Winston Churchill Trust has sent more than 4,600 Australians overseas to pursue their passion and bring what they learned back for the benefit of the community.

2024 application round — opens 1 March 9:00am – 1 May 5.00pm AEST

Would you like to know more? A series of information sessions have been recorded and are [available for people to view online here](#).

Applications for the 2024 Churchill Fellowship round open 1 March for travel commencing in November 2024. To find out more visit www.churchilltrust.com.au



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Newsletter copy 2. For industry

Travel overseas to pursue your passion in <eg. Strawberry growing / opera / sculpting / neurosurgery / policing / - insert industry/topic>

Calling all <e.g Strawberry growers, Electricians, Artisan Foodies, Opera singers, etc> — want to travel overseas to pursue your passion?

The Winston Churchill Trust along with <insert your organisation's name e.g name of Shire / Council / peak body> invites you to apply for a Churchill Fellowship, if you're motivated to travel overseas for four to eight weeks to explore a topic or issue that you're passionate about and share the knowledge you gain when you return, we'd love you to apply.

You don't need any qualifications to apply for a Churchill Fellowship, in fact you don't even need to have finished school. You just need a passion and want to learn something new or differently done overseas that could benefit Australia. The subjects are limitless.

The Churchill Trust was set up in 1965 after the death of Sir Winston Churchill, and the Australian public gave generously in what was one of the country's largest ever door-knock appeals. Since then, the Winston Churchill Trust has sent more than 4,700 Australians overseas to pursue their passion and bring what they learned back for the benefit of the community.

2024 application round — open 1 March 9:00am – 1 May 5.00pm AEST

Would you like to know more? A series of information sessions have been recorded and are [available for people to view online here](#). Apply today! Applications are open 1 March 2024 – 1 May 5.00pm AEST for travel commencing in November. To find out more visit www.churchillfellowships.com.au

Boilerplate text

Shorter -

Thinking about applying for a Churchill Fellowship? Applications are open 1 March – 1 May 2024. Apply today at www.churchillfellowships.com.au

Longer -

For nearly 60 years, the Winston Churchill Trust has flown talented Australians around the globe to pursue their passion and bring their knowledge home. Churchill Fellows are people from all walks of life and all sectors; the arts, science, health, agriculture, and beyond. The breadth of topics for Churchill Fellowships are limitless. Thinking about applying for a Churchill Fellowship? Applications are open 1 March– 1 May 5.00pm AEST 2024. Apply today at www.churchillfellowships.com.au



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Files available (click to download)



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MEDIA RELEASE

Calling all passionate people - Churchill Fellowships now open

Churchill Fellowships for 2024 open 1 March, offering people the opportunity to travel overseas for four to eight weeks to explore a topic or issue that they're passionate about, and come back and share knowledge about international best practice and innovation.

For nearly 60 years, Churchill Fellowships have supported innovative projects - including those well-known ones such as Questacon, the Playschool Theme song, Unit Pricing in Supermarkets, and Neighbourhood watch.

People can apply online at www.churchillfellowships.com.au

Applications close 1 May 2024 at 5.00pm AEST.

Churchill Fellowships are open to everyday Australian citizens or permanent residents over the age of 18, from any field including arts, science, health, agriculture, and beyond.

No educational qualifications are needed to apply. The range of topics is limitless, and applicants are empowered to design their own projects. You will need to demonstrate a benefit to our community in bringing back and applying your learnings.

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Since then, the Winston Churchill Trust has sent more than 4,700 Australians overseas to pursue their passion.

Churchill Fellows bring back learning from overseas, and put it into action for the benefit of the Australian community.

For further inspiration, check out the incredible projects that previous Churchill Fellows have investigated on the Churchill Trust website. A series of information sessions were held in February and recorded and are [available for people to view online](#).

Don't miss this fantastic opportunity to explore international best practice and innovation, and bring back fresh ideas to your community.

For nearly 60 years, the Winston Churchill Trust has flown talented Australians around the globe to pursue their passion and bring their knowledge home. Churchill Fellows are people from all walks of life and all sectors; the arts, science, health, agriculture, and beyond. The breadth of topics for Churchill Fellowships are limitless. Thinking about



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***applying for a Churchill Fellowship? Applications open again 1 March 2024. Read more about the Trust
here www.churchilltrust.com.au***