



MEDIA RELEASE  
June 2009

## **YOUNG INDUSTRY AMBASSADORS FOR GIPPSLAND**

Gippsland has a new group of Young Industry Ambassadors to promote careers in the manufacturing and engineering sectors.

Eight young people representing Gippsland businesses involved in the aviation, food and production manufacturing industries met in Traralgon to train for their new roles which will involve school visits, industry tours and presentations.

The Manufacturing and Engineering Skills Advisory Board (MESAB) is co-ordinating the State-Government funded Careers in Manufacturing (CiM) program across the State which involves establishing Young Industry Ambassadors in regional areas.

In Gippsland, MESAB is working in partnership with Education Centre Gippsland Local Community Partnership (ECG LCP), the Regional Industry Career Adviser (RICA) and Gippsland East LLEN to develop the program.

MESAB's Judith Graham said Gippsland has thriving manufacturing and engineering businesses however the industry nationally is experiencing massive skills shortages.

"This program aims to attract young people to take up careers in the sector by enabling them to hear first-hand from young people currently working in exciting roles in local industries."

"We are pleased at the diversity of employers in Gippsland who have put forward young employees for the program. Gippsland Aeronautics, Radfords Butchers, Kennedy Trailers and Murray Goulburn are all participating. "

Education Centre Gippsland's Regional Industry Career Adviser (RICA) Craig Hardy said the induction of the first group of new young ambassadors for Gippsland had potential to boost the sector's efforts to attract new blood to the industry and show what Gippsland business have to offer young people, " he said.

"From here we hope to encourage more businesses to come on board and increase the number of Gippsland Young Industry Ambassadors to get the message out about jobs in the sector."

He said until now, Gippsland had only one young industry ambassador, Prue Morgan from Gippsland Aeronautics, who joined a pilot program with MESAB in 2005.

“Prue is a great role model for our new group and the industry. She took up a part-time receptionist position at Gippsland Aeronautics seven years ago and has developed her skills and knowledge to the level where she now manages technical services for the aircraft designer and manufacturer.”

Prue said there were many varied career pathways available in the manufacturing and engineering fields in Gippsland that many students and parents may not be aware of.

“Many local manufacturing businesses employ a diversity of skilled people from mechanics to electricians, designers and drafts people, engineers, maintenance and quality assurance staff right through to administrative and human resource personnel as well as production and assembly workers and more.”

ECG’s Craig Hardy said the beauty of the Young Industry Ambassador program is that participating businesses elect how much or little time their young ambassador will give to the program and the type of presentations they wish to provide.

For more information on the Young Industry Ambassador’s Program phone Judith Graham at MESAB on 03 9889 0966 or contact ECG’s Regional Industry Careers Advisor Craig Hardy on 03 5133 0690.

**Media Inquiries:**

MESAB CiM Project Officer Judith Graham 03 9889 0966

ECG Regional Industry Careers Advisor Craig Hardy 03 5133 0690.



Front from left : Linda Taylor Gippsland East LLEN, Jennifer Donlon from Murray Goulburn Leongatha, Judith Graham of MESAB, Prue Morgan and John Dewsbury from Gippsland Aeronautics.

Back From left: Education Centre Gippsland’s Craig Hardy, Jason Kellow Gipps Aeronautics, Dennis Berude of Kennedy Trailers, Nick Rorison of Gippsland Aeronautics, Alan Strickland and Kennan McLachlan of Radfords Butchers.