



50 in **50**
jobs in days



The aim of this campaign is to secure **50 jobs** for Whitelion participants *in 50 days*, by encouraging the business community of Tasmania to pledge jobs.

Premier Lara Giddings is launching the campaign on Thursday 25th August 2011 and numerous other politicians, employment providers and current and past Whitelion partners are expected to be in attendance as well as local media. Supported by Toll Logistics and the Second Step Program the launch will be held at Princess Wharf No 1 in Hobart.

This campaign is designed to promote employment opportunities by brokering jobs for young at risk Tasmanians from 16 to 25 years of age. The lengthy promotional campaign will run via Television, Radio and Press promotion Statewide, urging all businesses who have jobs available to contact us.

Currently Whitelion Tasmania's Employment Program is working with over 150 young people, some of which have experienced a range of barriers that have resulted in limited opportunities for gaining meaningful employment.

Whitelion's Employment coordinators will support the placement and retention through on the job mentoring and it will also be backed up by Choose Employment.

All employers will receive **free television advertising** and other media promotion throughout the campaign, there are many other **additional benefits** available for employers registering their support.

***Supporting Youth at-risk through meaningful employment opportunities
& creating better futures for young Tasmanians.***

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