



## C4YC 2012 Stakeholder Kit

### **FACEBOOK:**

*[417 characters/420 possible]* Do you have a passion for creating great tasting food? Australia's top chefs - including Peter Doyle, Camillo Crugnale and Phil Parsons - are challenging you to @Cook For Your Career! HOSTPLUS is giving you the opportunity to win a full-time apprenticeship at one of Australia's top restaurants, after a grand final at the @Melbourne Food and Wine Festival. For more info, visit [www.cookforyourcareer.com.au](http://www.cookforyourcareer.com.au).

### **TWITTER:**

*[136 characters/140 possible]* Australia's top chefs want @[\[insert twitter name\]](#) to @cook4yourcareer. Visit <http://cookforyourcareer.com.au/> to register your interest!

*[120 characters/140 possible]* Win an apprenticeship to @cook4yourcareer at one of Australia's top restaurants. Visit <http://cookforyourcareer.com.au/> for info.

### **BLOG/INTERNET:**

#### **Australia's top chefs, including Peter Doyle, Camillo Crugnale and Adam D'Sylva, challenge you to Cook For Your Career.**

HOSTPLUS' Cook for Your Career competition is offering a **full-time apprenticeship** at one of Australia's top restaurants to help one lucky Australian realise their dream of becoming a professional chef. C4YC is a national cooking competition open to all working age Australians who have a passion for cooking.

Stay tuned – C4YC 2012 entry will open shortly and remain open until the beginning of February 2012.

Finalists will hash it out in a Grand Final Cook-Off during the [Melbourne Food & Wine Festival](#), Friday 16<sup>th</sup> of March 2012, to heat up their career in one of Australia's toughest and most exciting professions.

For more information and details about entering, email [c4yc@mail.hostplus.com.au](mailto:c4yc@mail.hostplus.com.au) today

Like [C4YC](#) on Facebook  
Follow [@cook4yourcareer](#) on Twitter

### **About HOSTPLUS**

HOSTPLUS is the national superannuation fund for the hospitality, tourism, recreation and sport industries in Australia. The Australian Hotels Association (AHA) and United Voice (formerly the Liquor Hospitality and Miscellaneous Union) jointly established the Fund in 1987. It is one of the largest super funds in Australia with close to one million members, more than 77,000 employers and over \$9 billion in funds under management.

The trustee of HOSTPLUS Superannuation is Host-Plus Pty Limited ABN 79 008 634 704, AFSL No. 244392, RSEL No. L0000093, RSE No. R1000054.



## C4YC 2012 Stakeholder Kit

### **EMAIL:**

SUBJECT: Win a Full Chef Training Apprenticeship with Top Australian Chefs  
COPY:

Australia's top chefs, including Peter Doyle, Camillo Crugnale and Adam D'Sylva, want you to **Cook For Your Career**

**Ready to prep your cooking career in one of Australia's leading restaurants?  
Know someone who is a passionate cook and think they have what it takes to work with  
the best in the industry?**

**Feel like a career change or want to get a foot in the door of one of Australia's most  
respected restaurants?**

HOSTPLUS is giving Australians the opportunity to **win a full-time apprenticeship** working alongside the country's top chefs in their renowned restaurants, with Cook For Your Career (C4YC) 2012.

C4YC is a national cooking competition open to all working age Australians who have a passion for cooking, which offers the opportunity to realise their dreams of becoming a professional chef.

Stay tuned – C4YC 2012 entry will open shortly and remain open until the beginning of February 2012.

Finalists will hash it out in a Grand Final Cook-Off during the Melbourne Food & Wine Festival, Friday 16<sup>th</sup> of March 2012, to heat up their career in one of Australia's toughest and most exciting professions.

Visit [www.cookforyourcareer.com.au](http://www.cookforyourcareer.com.au) today to register your interest to participate.

Like C4YC on Facebook: [www.facebook.com/cookforyourcareer](http://www.facebook.com/cookforyourcareer).

Follow C4YC on Twitter: @cook4yourcareer: <http://twitter.com/cook4yourcareer>

### **About HOSTPLUS**

HOSTPLUS is the national superannuation fund for the hospitality, tourism, recreation and sport industries in Australia. The Australian Hotels Association (AHA) and United Voice (formerly the Liquor Hospitality and Miscellaneous Union) jointly established the Fund in 1987. It is one of the largest super funds in Australia with close to one million members, more than 77,000 employers and over \$9 billion in funds under management.

The trustee of HOSTPLUS Superannuation is Host-Plus Pty Limited ABN 79 008 634 704, AFSL No. 244392, RSEL No. L0000093, RSE No. R1000054.