



Under Embargo until 5.00am 04 March 2008

Joint Media Release: 04 March 2008

New careers resource to ease wood and paper industry skills shortage

Wood and paper industry organisations will benefit from an exciting new promotional DVD designed to encourage school leavers to consider a career in the industry.

The DVD resource, called Reach for the SKIES, was launched today at the AUStimber Careers Conference in Mount Gambier South Australia.

The DVD and associated materials were produced jointly by the National Association of Forest Industries (NAFI) and the Australian Plantation Products and Paper Industry Council (A3P) with funding from the Australian Government.

A3P Manager Policy Richard Stanton said, "The Reach for the SKIES promotional DVD will be a valuable resource for careers advisers, employers, potential employees as well as organisations assisting school leavers to access training and employment.

"The DVD showcases interviews with young people working in the industry and talking about their experiences in the great range of interesting and diverse careers that are available.

"Every secondary school in Australia will receive a copy of the DVD as well as companies and organisations to use at careers fairs or school visits", he said.

NAFI Senior Policy Analyst Mr Todd Loydell said, "Australia's forest industries offer meaningful careers in a sustainable and growing industry.

"Employees work with new and diverse technology and have the opportunity to work outside in the natural environment. You can also earn city money with a country lifestyle.

"School leavers seeking employment in the wood and paper industry should contact an organisation or company in their local area who can then provide them with advice on the many employment and training opportunities", he said.

Complementary copies of the DVD are available by contacting NAFI's office on phone 02 6285 3833.

ENDS

Contact: Jess Wurf, A3P Communications Officer (02) 6273 8111 or 0448 808 366