

## **A Tough Jobs Market needs an Entrepreneurial Touch**

With unemployment set to skyrocket well past seven per cent, a different 'entrepreneurial' approach is needed to get people back to work according to Sarina Russo, Managing Director, Sarina Russo Job Access

Miss Russo said people who have never before been unemployed are losing their jobs and it's a real shock to their system especially as many of them have mortgages and family responsibilities.

"These jobseekers are in pain, they have lost their significance and it's important we take action to maximise their competitiveness in the job market.

"When unemployment climbed above 11 per cent in the last recession we got people jobs and during this recession we'll continue to be 'ahead of the curve' in the employment industry," Miss Russo said.

Sarina Russo Job Access will reengineer its services by offering jobseekers and employers a mix of Job Network and private employment services at their 30 Job Network sites across Australia including six new Melbourne sites won in the recent Federal Government tender.

Miss Russo said by being more entrepreneurial we'll improve our services and have a distinct point-of-difference from our competitors in getting people back to work.

"It's now an employers' market and there is more competition for each and every job, so jobseekers will need to improve their skills with further education and training.

"Sarina Russo Job Access will look to maximise the capability and capacity of our education, training and recruitment businesses to identify new and relevant services for both jobseekers and employers.

"We have placed 130,000 jobseekers with 75,000 employers since 2003 and we are finalising opening a specialist hospitality school in Melbourne in the new financial year.

"Sarina Russo Job Access will be more entrepreneurial in pre-employment preparation, employer brokerage, job ready training courses, basic skills training, platinum recruitment, career counselling and advice, Certificate IV in small business management and outplacement service including psychology and occupational therapy services for highly disadvantaged jobseekers.

"A customised human resources service will allow employers to concentrate on running their business while we refer them qualified permanent, contract and temporary staff.

"Jobseekers who face large barriers to employment will link with our dedicated team of Parenting Coordinators, Disability Coordinators, Indigenous

Coordinators, psychologists and other specialists to help people become job ready.

"I'm as passionate today finding people jobs as I was 30 years ago when I started a small typing school with \$2,600 and nine students.

"We are loving the new direction which will forge positive outcomes for jobseekers who are facing so much uncertainty," Miss Russo said.

**For More Information**

Brenden Brien – 0439 774 506 (an interview can be organised with Sarina Russo)