

Employers look on bright side

Amid the talk of gloom and doom surrounding the world financial crisis, last week's Hervey Bay industry engagement workshop showed employers there is a brighter side to tough times.

Sponsored by a partnership between Wide Bay Institute of TAFE, Sarina Russo Group and Wide Bay Group Training Scheme, the workshop was held at the TAFE campus and attracted employers from retail, tourism and hospitality sectors.

Training Solutions Director Donna Norman said the employers were introduced to new ideas on how effective employee recruitment and employment and training contributed to a company's profitability and helped them trade through an economic decline.

"We're going through one of those times in the business cycle when a company's edge over its competitors could be the factor that helps it stay afloat," Ms Norman said.

"It's important to make sure all employees are contributing to the bottom line. This industry partnership can help

with specialist officers who conduct company audits that identify skills gaps, design a training program to fill the gaps, provide apprenticeship and traineeship services and facilitate host employer relationships.

"We're all very aware of our responsibility to work together to find jobs and training solutions during the current downturn but have realised that companies are not fully aware of what is available to them.

"Companies do not seem to be aware that together we can design training programs that are tailor-made, recruit suitable staff and manage the employment of apprentices and trainees for local

enterprises in Hervey Bay."

Ms Norman issued an invitation to any employers who missed the workshop to contact Jennifer Kallie at the Wide Bay Institute of TAFE, Hervey Bay campus on 0400 734 172, Heather Reid at Sarina Russo on 0448880658 or Ian Langer on 0400330795 at Wide Bay Group Training Scheme.



Last week's industry engagement workshop, which attracted employers from retail, tourism and hospitality sectors, aimed to show employers the bright side of tough times