



## MEDIA RELEASE

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# GENERATING JOBS IN THE CLARENCE VALLEY

Boosting employment in the Clarence Valley region in Northern NSW is the focus of the latest innovative campaign being run by APM.

The “Jump Start” campaign, which has been launched at an employer event in Grafton, is aiming to place eight job seekers into employment in local businesses and organisations in the month of August.

“As one of the largest providers of employment services in Australia, APM has a strong, ongoing commitment to placing job seekers into work right across the country,” said APM’s Group Chief Executive Officer, Michael Hobday.

“Our commitment includes promoting employment participation in regional areas, such as the Clarence Valley.

“Through this campaign, our team is raising awareness among local employers about the free services that APM provides and, where eligible, government wage subsidies.

“Our goal is to place eight job seekers into work before the end of August.”

Mr Hobday said a successful campaign will result in numerous benefits for the local area – and beyond.

“By any measure, the best form of welfare is work,” he said.

“The benefits that job seekers who are placed into meaningful employment experience are far broader than them being better off financially.

“Being in work provides a significant lift to the health and self-esteem of job seekers, it relieves pressure on their families and helps local businesses, as well as the broader economy.”

Local employers seeking more information about the job seekers who APM is working with should contact our local team.

### Further information:

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APM (Advanced Personnel Management, [www.apm.net.au](http://www.apm.net.au), [www.apm-uk.co.uk](http://www.apm-uk.co.uk)) is an Australian-owned global leader in human services, delivering employment, injury management/vocational rehabilitation, allied health intervention, community care (aged care and disability care) and assessment services. APM delivers these services to public sector employers, private sector employers, participants and other clients from 400-plus locations across Australia, throughout New Zealand and in the UK. APM currently assists more than 100,000 people per annum.

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