

Careers videos to breathe new life into Mallee Workforce, says Victorian Skills Commissioner

Prominent Mallee business leaders, local council representatives and school students will gather with the Victorian Skills Commissioner, Mr Neil Coulson at Mildura Senior College to celebrate the launch of eight careers videos which showcase major workforce opportunities within the region.

With the Commissioner's 2017 *Regional Skills Demand Profile: The Mallee* identifying an emerging skills gap of 4400 workers by the year 2020, the region is urgently trying to ensure skills demands are met so as to support growth and community needs.

"The quickest and most efficient way to tackle skills shortages is to keep local kids interested in the region and ensure that they understand that there are a variety of jobs available to them", said Commissioner Coulson.

"These videos will help re-assert the value of skills-based student streams and to emphasise the central role that VET qualifications can play in powering our economy and establishing young people in vibrant jobs and careers," he explained.

The Commissioner is confident that the videos will provoke schools, students, parents and employers to re-think skills-based careers.

"Students are not always aware of the opportunities in their own backyard and I'm hopeful that these videos will turn perceptions of vocational education on its head," he said.

The careers videos, which feature local talent, were developed out of a need identified through the Mallee Regional Skills Taskforce, which the Commissioner chaired in 2017.

"This initiative will inspire local development of further career advice tools which provide vital information to young people", the Commissioner concluded.

[ENDS]

WHEN: Friday August 31, 11am | WHERE: Mildura Senior College

The Victorian Skills Commissioner Neil Coulson will be available for interview.