



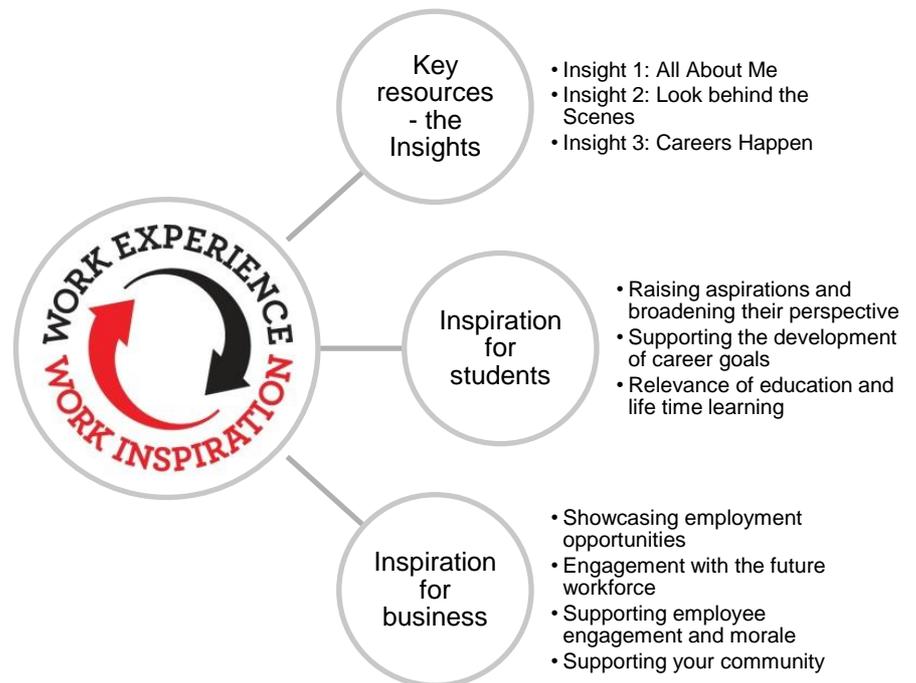
Youth unemployment is around 17% nationally. In some disadvantaged communities it would be double this figure. Literally thousands of Aussie kids in each of our local communities desperately need inspiring employers to help show them the way.

*Work Inspiration* is a platform for employers to support this. Originating in the UK, this initiative is mobilising businesses to turn Work Experience into *Work Inspiration*, to bridge the gap between the classroom and the world of work. In the UK Champion companies include Marks & Spencer, British Telecom, Serco, McDonald's, National Grid and Royal Mail. Some examples of Brisbane-based programs are below.

The Smith Family and the Foundation for Young Australians are working together to replicate and adapt the *Work Inspiration* program in Australia.

The Smith Family Partnership Brokers can support employers in tailoring the three key career engagement activities (three 'Insights') to your organisation.

Using these Insights to explore career journeys, your organisation can play a valuable role in shaping the future workforce.



**Yamaha Student Grand Prix**

- Structured to fit with an existing school engagement program
- 5 days throughout the school year
- Students from Sandgate District SHS and Upper Coomera State College

This partnership was instigated by Yamaha to address the skills shortage in marine and motorcycle mechanics, and to peak the interest of relevant school students.

25 students completed the *Work Inspiration* component of this program, in future years this will extend to all participants of the broader program.

Employer comment: *"Students can experience the career first hand, have access to staff within that vocation and make informed decisions"*.

**Queensland Museum - QMX**

- 3 day school holiday program
- 11 participating students from state schools across Brisbane

A unique 'behind-the-scenes' experience where students met with employees from across the diverse workforce, from volunteers to research staff to building managers.

Students also devised and presented their own ideas for a QM 'experience' to senior management.

Student comments: *"It made me a lot more aware of other opportunities"* and *"I did enjoy learning about people's career paths for it made me feel less hesitant about my choices"*.

**McDonald's**

- 3 day program, during school
- 19 participating students from Milpera SHS, Everton Park SHS and Aspley SHS

To most young people, McDonald's is all Big Macs and Cheeseburgers. However, students discovered there is more than meets the eye behind the 'Golden Arches' and opportunities are endless for those that work hard.

Students were exposed to all facets of the company; from front line operations, to marketing and a product development competition.

Student comments: *"Where do I sign up?!"*