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What is a Working Class Hero?

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Hobart, Tasmania

Matchbox Works has launched a new campaign to recruit job-seekers for their upcoming 3-week program. The Matchbox program is designed to equip individuals with important skills, enabling them to stand out in a competitive job market. The 'Working Class Hero' campaign aims to spark an important conversation – who are the 'Working Class' and what does 'Working Class' actually mean? How do we as a society define the 'Working Class Hero'?

Donovan John Szypura, founder of Matchbox Works strongly believes that every individual has something important to offer society. "In my opinion everyone who contributes to creating a supportive, cohesive community is a 'Working Class Hero' no matter what form that contribution comes in. The 'Working Class Hero' campaign raises important questions about the biases and limitations in our thinking as a society around the value of each individuals contribution. The dis-empowerment that comes from being repeatedly knocked back can do real damage to the confidence of job-seekers and undermine their belief in the value of their own personal skills and attributes. The Matchbox 3-week program aims to assist these individuals in becoming informed, empowered job-seekers and employees".

When asked about the barriers faced when seeking employment, the most common response from job-seekers is that there are too many applicants for available jobs. "For job-seekers today it's essential to have an effective job application plan in order to stand out from the rest. The standard job application is outdated and increasingly ineffective with one resume being virtually indistinguishable from the next. Our program equips individuals with a personal advertising campaign which showcases their individual skills and creates a real opportunity to secure employment. Our pilot project was a huge success and we believe that the 3-week program will be even better", states Donovan.

The Matchbox 3-week program is a cutting-edge program that inspires participants to think outside of the box by applying marketing and advertising principles to the job application process. With the guidance of highly experienced coaches and trainers participants are assisted in the development of an authentic personal brand and a personal advertising campaign that includes a customised website.

The next program begins in Hobart on the 14th of July, 2014 and is provided via Job Service Australia provider 'Workskills'. There is still scope for other job-service providers to adopt this cutting-edge program, making it accessible to a wide range of job-seekers. The Matchbox vision is to make the program accessible to every Australian job-seeker.

Further information and how to register:
www.workingclasshero.com.au
<https://www.facebook.com/workingclasshero.au>
www.matchbox-works.com