

# Tasmanian BUSINESS ACCESS

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## MATCHBOX IGNITING THE POSSIBILITIES

Is there difference between a job-seeker  
and a business?

Of course there are differences but there are also many similarities; both are aiming to secure work and to stand out in a competitive market.

Successful businesses use marketing and advertising principles to promote their unique selling point (USP) of difference. 'Matchbox Works' empowers job-seekers by using the same principles.

After running a similar successful program in Switzerland on behalf of the Swiss Government, Founder Donovan John Szypura has now taken the powerful design a step further and developed a tailored program for the Australian market with his business partner Jae Lloyd.

Matchbox not only empowers individual job seekers and micro businesses, they also aim to empower communities and awaken the forgotten art of 'real' social networking.

To-date no less than 23 hungry job seekers have completed the Matchbox program since its inception in early 2014. Several coaches and experts from varying marketing and advertising fields guide the participants through the intensive 3-week program.

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Donovan John Szypura  
Photo: Steve Lovegrove



## STATE BUDGET

TASMANIAN Treasurer Peter Gutwein, addressed the Hobart Chamber of Commerce and explained the rationale behind the decisions made in the recent State Budget.

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## LEARNING

EVERY organisation needs to develop their staff at some point. New products and services can be a nightmare to introduce if not done right.

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## NETWORKING

Despite meeting new people every day, many of us find having to make first-time introductions at networking functions to be confronting. Here is a fantastic tip you cant do without.

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# Awaken the forgotten art of 'real' social networking

Continued from cover story

The Matchbox concept enables job creation and job placements, not through traditional methods but by reigniting people's confidence to self-promote and reactivate personal networks.

"We offer a valuable course. Every Matchbox candidate ends up with a website, a business card or other appropriate promotional tools to back up each individual job search strategy. What we have observed and the feedback that has been given is that job-seekers really appreciate the fact that we create a casual but professional and inspiring atmosphere," says Szytura.



**"The outcomes and personal transformations are astonishing"**

Richard Johnson is a young graduate Software Engineer. He was on the job hunt for almost two years. Two weeks after completing the Matchbox program Richard secured a part-time job which has now turned to a full time position.

Another example of a successful job placement from the Matchbox program is Jorge who secured a dream job as a coordinator in the creative industry. His new employer was highly impressed with his personal campaign which he developed at Matchbox.

"For me the Matchbox presentation right down to colour, imaging and setting gives people an opportunity to really show what they can provide to a new employer" Said

Lord Mayor Damon Thomas when asked about Matchboxes offering.

It is quite surprising that job-seekers and many official sites still rely on faceless resumes and cover letters. Yes we understand that companies need to streamline the job application process, but at what cost. The 21st century has given us many other creative and effective tools to promote ourselves, and internet is one portal we can maximise on.

Matchbox is not a Facebook nor a LinkedIn but a combination of real social networking supported by technology and creativity. "Social media can help people to expand their network, but if presented in the wrong way it can destroy an individual's reputation in a matter of seconds. We guide jobseekers in understanding that social media needs to be used wisely. It's much more important that people learn how to effectively communicate in a networking environment, before networking remotely through social media platforms. We have created and are continuously building an environment where people come to network and build upon their personal and professional brand," comments Szytura.

Tasmania not only has one of the highest rates of unemployment but it also has a high rate of micro-businesses. If there are no jobs out there we simply need to create them ourselves. Tony Conlan is a perfect example, he is a wildlife educator with over 25 years experience working in Tasmanian Tourism. Matchbox empowered Tony to build his business concept to realisation. Two weeks after launching his website (www.wildwaystours.com.au) his business received its first booking from overseas. Three weeks after that an investor contacted him. Tony says the Matchbox program was the best thing that could

ever happen to him. His business dream has come true and he is starting now to create jobs for others. In this excellent example of social networking, Tony has now started to provide other Matchbox jobseekers with work.

The Matchbox program offers an innovative opportunity for Australian job-seekers and micro businesses. They have started discussions with local and National politicians and Government Advisors and are seeking support and funding from the Australian Government. "We are looking to present our concept to the Minister for Employment Mr Eric Abetz and hopefully receive his support" says Szytura.

Matchbox has established a successful collaboration with Workskills in Hobart and is starting to do the same with Max Employment. However due to changes in legislation and funding in 2015, programs such as Matchbox won't be funded through the Employment Pathway Fund (EPF) anymore.

Governments are always looking for cost-effective alternatives to assist our long term unemployed break the cycle of joblessness, but this is exactly what Matchbox has to offer, so to cut the funding is hard to understand. In an ideal world, a job seeker would be referred to the Matchbox program as soon as they are out of work.

Matchbox founders Szytura and Lloyd would like to see themselves in a key position in the near future where as soon as a company foresees cutbacks and redundancies, Matchbox assists in ensuring that those people that

are facing redundancies do not enter long-term unemployment if at all.

According to Lloyd, Matchbox will also act as an employment manager for each participant in the future. By being able to create active job placements and assist in job creation.

Matchbox is offering an innovative long-term solution for which the Government and Job Service Providers have full access to but interestingly they cannot get enough job seekers due to funding restrictions.

This is extremely frustrating not only for Matchbox but also for the countless job seekers and the Job Service Providers they have had to turn away.

By creating a positive change and have developed a unique program that addresses both issues surrounding job placement and job creation gives job seekers the best chance to promote themselves and land that job.

Matchbox is putting a call out to local business leaders and members of Government, people with a clear vision to empower the people that need it the most. Matchbox is ready to ignite the possibilities.

You can contact Donovan on or Jae on to discuss how you may benefit from the Matchbox experience and perhaps for the first time in a long time, ignite your passion for excellence!

[www.matchbox-works.com](http://www.matchbox-works.com)



## EDITOR

WITH each edition, we are learning more and more about ourselves, what we have achieved and meeting great people along the way.

As the editor and the publisher, I am often expected to know every answer to every question in this business. Some I should, some I have no idea. So like you I look forward to reading what our experts have to say and I try to apply the knowledge to this

business, just as I am sure you may do the same. look at page 25, you will see what I mean.

You may have noticed that Tasmanian Business Access is a different publication. We want our readers to have that different experience too.

After discussing with a few CEO's about TASBA, they stated TASBA is the first newspaper they have read from cover to cover. Man, that gives me a good feeling to hear that.

As we evolve we will explore new opportunities and venture into unknown territory. If you take a

## This is cutting edge stuff!

Never before has an "Australian" newspaper introduced this into their editions before. And this is not a 'once off' - this is now a regular TASBA feature. It highlights the thinking we bring to this newspaper and we hope you enjoy this edition as much as we did producing it.

Oh and our website is coming... Promise!

# www.tasba.com.au



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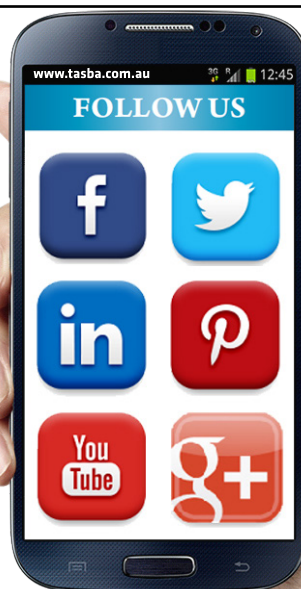
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