



Matchbox Works

www.matchbox-works.com

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**FOR IMMEDIATE RELEASE
MEDIA RELEASE**

New boost for Tasmanian job seekers

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Hobart, Tasmania

An exciting and innovative new program is empowering Tasmanian job seekers struggling to find work in an increasingly competitive market. Based on the principles of a successful Swiss program, Matchbox Works is bringing cutting edge concepts to Tasmanians by challenging and revitalising the standard job application process. Job seekers today face many challenges, and employers make fast decisions about who will and will not make it to a job interview. So what is it that will catch a potential employer's attention? This is precisely what Matchbox Works capitalises on.

Matchbox Works founder, Donovan John Szypura has worked for more than two decades in the creative industry. In Switzerland he successfully coached job seekers in developing their 'Personal Brand'. This is an age old concept, of which the principles have been utilised by pop stars, actors, sports people and of course, politicians, in order to reach their target audience and increase their market value. Just take a moment to consider all of the personal advertising we are being flooded with in the wake of the upcoming elections. "We all know times are changing, fast, but your standard job application still looks the same as its twenty year old counterpart. Advertising and marketing principles help businesses and corporations to win the customers, why shouldn't these same principles work for job seekers?" Donovan asks, "Well the answer is, they do!".

Matchbox Works, is offering an intensive four-week program in which participants will learn to present their unique skills and personalities in a creative and authentic way.

A pilot program has now been launched in collaboration with Tasmanian job service provider 'Workskills'. Workskills Employment Solutions is a not for profit community organisation which has assisted thousands of people to access training and find ongoing, sustainable employment.

The pilot project will take place in the recently opened venue 'MyPlaceinTown' in Hobart, a creative meeting space which is attracting new and innovative businesses. Founder Bill Aronson is predicting a transformation over the next decade which will see Tasmania become a powerhouse of creativity. Matchbox Works represents the beginning of a new and exciting era, igniting the possibilities for job seekers in Tasmania.

**Companies win work through
advertising and marketing.
Now it's your turn.**

**BRAND
RESUME**

What is Matchbox?

Matchbox is a job seeker program based on the principle that seeking employment is a personal advertising campaign.

What will I learn?

- The principles of marketing and advertising.
- Creative skills on how to develop a meaningful personal campaign.
- New media and presentation skills and many others ...

What does it take to join Matchbox?

- A bucket full of motivation.
- Basic computer skills.
- An up-to-date resume.


How can I join Matchbox?

Get in touch with Workskills in Hobart, Tasmania or contact us via email: mail@matchbox-works.com

More information: www.matchbox-works.com

workskills

Workskills
www.workskills.org.au

 **MATCHBOX**

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Matchbox four-week-program

Team

- Team building (approx. 12 participants)
- Resource persons (Coaches & Experts)

Modern Workstation

- Apple computers
- Printer/scanner
- Photo cameras
- Smartboard

Skills

- Marketing and advertising principles
- Self presentation
- Creative layout skills
- Photography
- Social media
- Web design
- Job interview training

Software Skills

- Layout software: Scribus
- Image editing software: Gimp
- Website development: Wix

Personal Advertising Campaign

- Print campaign
- Online campaign

Location

Matchbox Works

My Place In Town
121 Bathurst St, Hobart, TAS 7000

Date and Time

The Matchbox four-week-program takes place on a daily basis (Monday–Friday) between 9–12 in the morning and 1–4 in the afternoon

17 February 2014 - 14 March 2014



MyPlaceInTown
www.myplaceintown.net



Workskills
www.workskills.org.au



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