



Speech by

Hon. PETER BEATTIE

MEMBER FOR BRISBANE CENTRAL

Hansard 21 October 1998

MINISTERIAL STATEMENT

Employment Campaign

Hon. P. D. BEATTIE (Brisbane Central— ALP) (Premier) (9.34 a.m.), by leave: Today, with the Employment Minister, Paul Braddy, I will be launching a special Government campaign to create more jobs for Queenslanders. Notwithstanding the unexpected impact of the Asian economic crisis on Queensland and Australia, it emphasises that this Government is not simply "going through the motions". We are serious about job creation and jobs, jobs, jobs. The campaign complements the Government's Breaking the Unemployment Cycle initiatives that aim to create 24,500 apprenticeships, traineeships and job placements over four years. These are primarily aimed at young and long-term unemployed people.

However, while these initiatives will help reduce unemployment, the Government cannot address this problem by itself. We must have the support of industry, unions, local authorities and the wider community, including groups and organisations, in a partnership to drive employment opportunities. We have introduced incentives for employers to employ more trainees and apprentices. And now, with this campaign, we are challenging employers to do their part in partnership with the Government. This Government acknowledges that the private sector is the engine room of economic growth. So the campaign is designed to generate industry support. It makes use of that famous Queensland competitive spirit to encourage industry to create more jobs.

The campaign includes a 30-second television advertisement and four 15-second trailers, which invite Queensland employers to telephone a 1800 number, 1800 505 627, for information on Government incentives for job creation. The television segments will be supplemented by some newspaper advertising. The advertisements are a tribute to their participants—a cross-section of community and business leaders of whom Queensland can be justly proud. They include: sporting greats, Wally Lewis and Vicki Wilson; prominent Aboriginal representative, Noel Pearson; Golden Circle Managing Director, Barry Kelly; and AJC Metal Products proprietors, Greg and John Caulfield. The advertising campaign is part of the Government's efforts to build stronger, more positive relationships with the community, industry and unions throughout the State to help reduce unemployment. It is only through forming closer partnerships that we can make a difference—a difference the Government is determined to make.

Members of the Employment Task Force within the Department of Employment, Training and Industrial Relations are already visiting regional communities throughout Queensland to seek input into job creation strategies from a local level. Twenty-eight forums are being held to involve the community in finding local solutions to unemployment, right from the outset. So far, eight forums have been held in Bundaberg, Maryborough, Hervey Bay, Ipswich and Brisbane. An average of 50 people have attended and plenty of ideas have been put forward. A report will be compiled soon after the forums finish in December. Cabinet will then decide on what further action can be taken. We will continue this drive to create employment opportunities for Queenslanders.
