

For Immediate Release

October 2008

Help is at hand to get aLife

Recent research has revealed that 82% of young Australians have “no idea” what they want to do with their careers.*

It's a big decision and young Australians need some time to explore their options. The wide variety of careers available can be confusing or even simply bewildering especially when they have to start making decisions in Year 9 and 10.

So it's time to get **aLife**. **aLife** is an exciting new interactive DVD and website (www.aLife.net.au) that helps students explore different career options and gives them heaps of information on choices to help them make the right decision. Disks will be delivered free to every School, University and TAFE across Australia.

But it doesn't end there. **aLife** is also perfect for mums looking to return to work. **aLife** have discovered:

- 64% of return to work mums (out of the work force for more than 10 years) feel out of touch with today's jobs and technology
- 48% of return to work mums (out of the work force for more than 15 years) feel inferior to the modern workforce regarding technology and opportunities

These return to work mums can also benefit from the up to date career information in **aLife** to determine where their skills are best suited.

Created with the assistance of industry associations and featuring real people working in the careers, aLife tells it straight from the horse's mouth – no fluffy bits, just relevant, up to date information on real jobs.

To address the skills shortage currently facing Australia, more than twenty of Australia's biggest industry groups – from the Chartered Accountants to the Motor Trades Association - and organisations such as Mission Australia, have banded together to combine their efforts and tackle the problem across Australia.

"The young, enthusiastic and clever team at **aLife** have created a truly innovative platform to help young people understand jobs and careers", said Kevin Chandler, Co Founder and Director of Chandler Macleod Ltd, one of Australasia's largest and most diverse Human Resource outsourcing and recruitment companies.

aLife takes the format of "a day in the life of a ..." and uses real life examples to give an inside view of a variety of different career options available today from accountants to boat builders and pharmacists to bus drivers.

The DVD and **aLife.net.au** contain interviews with people who will let you in on what their career is really like. They tell the good bits, why they chose their career, the opportunities available and their advice to anyone starting out.

Jason Hodges (Better Homes & Gardens) and Ada Nicodemou (Home & Away) have been through the dilemma of choosing a career and know how hard it is. "I didn't know what I wanted to do when I left school," said Hodges, "I wish I had something like **aLife** to help me when I was trying to decide what to do."

"There are so many choices and so much to think about, **aLife** makes it easier to sort through the options and find real information from real people," said Nicodemou.

From **aLife.net.au** anyone can receive a mobile download on a career they are interested in and the site will be updated as more interviews on more careers are made. A questionnaire offers information on specific careers, based on interests and likes, or hit the random button if you are feeling lucky and see what career turns up.

If you or someone you know is thinking about the future, **aLife** can help make the right decision.

Order your free copy from www.aLife.net.au now.

* Research conducted by **aLife** in 2005.

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For an interview with Tom Hastwell creator of **aLife**, interviews with Jason Hodges (Better Homes & Gardens) interviews with industry associations or people in the DVD, a copy of **aLife**, high res images or further information please contact:

Simone Heydon 03 9529 7499 / 0439 369 258 / simone@handle.com.au

Darren Saffin 03 9529 7499 / 0411 089 209 / darren@handle.com.au

Industry associations who assisted in the production of **aLife** are:

- Motor Trades Association of Australia
- The Institute of Chartered Accountants in Australia
- Financial Services Institute of Australasia
- YUM! Restaurants International
- Australian Marine Industries Federation
- Julia Ross
- Australian Seafood Cooperative Research Centre
- Bus Industry Confederation
- Australasian Railways Association
- V/Line Passenger
- QR Limited
- Medical Technologies Association of Australia
- South Sydney – Souths Cares
- Cook Medical
- Young Australians Foundation
- Queensland Government – Department of Education, Training and the Arts
- Pharmacy Guild of Australia
- Mission Australia
- Glass and Glaziers Association