

# Tweed Heads— Australia's first 100 Jobs in 100 Days campaign

**Australia's first** 100 Jobs in 100 Days campaign was born in 2001 when a marketing officer at Tweed Recruitment in South Tweed Heads came up with the idea of a community job placement initiative. The campaign was, and continues to be a resounding success.

Each year the gauntlet has been thrown down to staff at Tweed Recruitment and every year they have blitzed their target with time to spare.

The 2005 Tweed Employment Challenge was no different, with 115 permanent positions identified for Tweed Shire locals and over 200 jobs found including temporary and part-time positions.

For each permanent placement achieved Tweed Recruitment donated \$75 to the Tweed Heads and Murwillumbah hospitals. Both hospitals were presented with cheques for \$4312 which will help buy much-needed patient beds.



Staff from Tweed Recruitment launch their 2005 100 Jobs in 100 Days campaign (centre front) Greg Ellis (left to right) Tessa Martin, Paul Bennett, Ron Brisby and Rebecca Porter.

The unemployment rate in the Tweed is a couple of points higher than the national average and Tweed Recruitment's annual commitment to the 100 Jobs in 100 Days campaign makes a big difference to individuals and the community.

'It's Tweed Recruitment's attempt to engage the local business community and the community as a whole in generating sustainable long-term employment opportunities for people within the Tweed,' said Paul Bennett, General Manager of the agency.

The 2006 Tweed Employment Challenge will be launched again later in the year. Tweed Recruitment has offices in both Murwillumbah and Tweed Heads and are contactable on 1800 353 945.