

# ON THE JOB

Edition 3, 2008

'excelling in employment, training and community'

NORTEC Employment and Training Ltd [www.nortecld.com.au](http://www.nortecld.com.au)

## SMALL BUSINESS INTO BIG BUSINESS!

Are you a small business owner operating in the Northern Rivers? NORTEC Business Incubators, along with local industry groups, business advisory services, Chambers of Commerce, Council representatives and more, are gearing up for the annual Northern Rivers Small Business Roadshow for 2008. This is a one-stop opportunity for small businesses to make vital contacts, gain valuable information and source services that can assist their business growth. Starting Monday the 8th, the Road Show will be visiting Grafton, Yamba, Lismore, Ballina, Byron Bay and Tweed - a time and venue will be convenient to most so check out the details on page 2 of this newsletter and pencil the date in your diaries - with exhibitors, interesting speakers, prizes giveaways and a free entry charge, you can't afford not to miss it!

The annual employment challenge is on again but this time NORTEC are not just aiming for 100 Jobs in 100 Days, we're aiming for 200 jobs in 100 Days and have expanded the campaign to encompass Ballina to Tweed! Even better this year—disadvantaged youth in our region will benefit. Read more on the right of this page.

Now more than ever is a great time for jobseekers to gain a certification in an employment-demand industry, potentially saving thousands of dollars with free nationally recognised certified training! On Page 3 we introduce you to the Federal Government's strategy on addressing the skills shortage and how jobseekers and businesses can benefit!

The internet is probably the most powerful marketing tool today, opening doors to business not just on a local or national level, but internationally. On page 2 we have a very informative article on web-writing techniques—learn the copy language that will lure and engage visitors to your website and make the most of your e-commerce activities..

More inside on OH&S Cards and our regular community updates. Happy reading everyone and may you have a prosperous month ahead!

## THE NORTHERN RIVERS EMPLOYMENT CHALLENGE 200 JOBS IN 100 DAYS!

There is probably no more powerful boost to a person's self esteem than having a job and regular pay for work accomplished. Let's face it, without feeling as if you have accomplished something in your day and without enough money in your pocket, a person can experience a different social life, outlook on life and a whole lot of extra stresses when lack of funds serve to compound day to day life issues into potentially major issues. Money stress is a potent health and relationship threat and for some individuals can be a hard uphill battle to overcome. Finding employment and a sense of worth not only benefits an individual, it benefits our whole community by allowing that individual's unique contribution — financially, socially and culturally.

The Northern Rivers Employment Challenge—200 Jobs in 100 Days aims to find work for our job-seeking community members. The campaign is all about encouraging local employment opportunities and supporting and stimulating a thriving community.

NORTEC are encouraging all businesses in the Northern Rivers to get behind the campaign and boost employment in our area! If you are a local employer looking for staff, list your vacancy with us during the campaign and we will advertise the job details on a nationally-recognised jobseeker site, match clients on our extensive database who suit your job requirements and advise you on any traineeship options and possible financial incentives that may be of benefit to you—all at no charge!

At the end of our campaign NORTEC will be donating \$2,000 each to the Cool Heads Program on the Tweed, the Byron Youth Service and Child and Adolescent Specialist Programs & Accommodation (CASPA) Northern Rivers). All these organisations directly assist disadvantaged youth in our area. So get behind the campaign, lodge your vacancy and receive excellent, no cost recruitment services, plus the knowledge that you are contributing to your local community!

Call 1800 667 832 to lodge your job vacancy or lodge online at [www.nortecld.com.au](http://www.nortecld.com.au)

## The 2008 Northern Rivers Employment Challenge

4th Aug —12th Nov

Get behind the challenge—register your job vacancy with NORTEC today!



## Inside This Newsletter:

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"I am a great believer in luck and I find the harder I work the more I have of it"

Thomas Jefferson

## THE 2008 NORTHERN RIVERS SMALL BUSINESS ROADSHOW

The Northern Rivers Small Business Road Show will be a one-stop opportunity for small business owners to access information and inspiration to assist their business growth!

Small business owners will have the opportunity to make vital industry contacts and gain business operations knowledge and advice from AusIndustry, IP Australia, business advisory groups, Local Council representatives, Chambers of Commerce and more—at the same time and all under the same roof!

Starting the week of 8th September, venues and times are as follows:

**Grafton** Community Centre - Mon 8th Sept, 1pm-5pm

**Yamba** Bowling Club - Tues 9th Sept, 1pm-5pm

**Lismore** Workers Club - Wed 10th Sept, 8.30am-12.30pm

**Ballina** RSL Club - Wed 10th Sept, 2pm-6pm

**Byron Bay** Bowls Club - Thurs 11th Sept 1pm-5pm

**South Tweed** Sports Club - Fri 12th Sept 1pm-5pm

Entry is FREE and there will be plenty of prizes and giveaways.

As there will be some catering provided, please register your attendance by calling ACE on 02 6622 1903.

## 2008 Small Business Road Show

8th-12th September  
Grafton, Yamba,  
Lismore, Ballina,  
Byron Bay  
and South Tweed

Helping to Grow  
Business in the  
Northern Rivers

Proudly sponsored  
by:



**Supported by:** AusIndustry, IP Australia, Workcover, Enterprise Connect, ACE North Coast, Tursa, Export Hub, Solutions 4 Success, NORTEC Employment and Training Ltd, Business Enterprise Clinic, Tweed Economic Development Co, North Coast Waste Forum, TAFE, Connect, Dept of Fair Trading,

## WRITE RIGHT FOR YOUR WEBSITE

**Edition 3, 2008**

Launching a new website is an exciting moment in business life. But while you're busy planning unforgettable designs, interactive applications and kick-arse e-commerce, don't forget the humble power of your words. Here's a quick check-list to ensure your web content gets results:

### Write for Scanning

Most internet users approach unfamiliar content online by 'scanning' it before they bother reading it. A visitor might spend a couple of seconds only letting their eyes roam over the page and subconsciously they will be looking for key words that are triggers for the information they're seeking. Anything you write online must be concise, make its point quickly and clearly and be structured for scanning.

### Get to the point

Think about your target audience, what information do they most need or want? Make sure that is at the top of your page. Don't try to be too clever with language, if you play with puns, riddles, flowery language or sound too formal you limit peoples ability to scan. Do not assume that visitors to your site will be willing to go searching for gems of info you have hidden. If they can't tell from your home page that your site is likely to contain the information they are looking for, they will leave.

### Use Key Words

Try to think of the types of words that your intended audience might be looking for as they scan your pages. Be sure to inject these words into your copy. Make your website headings intuitive—do not confuse your reader with obtuse or unusual headings, be to the point! Headings should be succinct and no longer than three or four words.

### Break up your content

Break up long blocks of writing and try to keep your sentences and paragraphs short so that people can skim through them easily. Sub headings highlight important points and dot points are a great tool for web writing.

### Be independent

Potential customers may search and click through to any page on your website! Make sure this page is independent of the others around it and includes hyperlinks to other pages within your site so that readers can get more knowledge of your company and services.

### Write for Screen Viewing

Consider your own habits. If you have to read something relatively lengthy on screen you are more likely to print it off and read it—you need to adapt your writing for it to be read on screen. Choose your fonts for screen also, traditional fonts may not work as well on screen as they do on paper.

### Never forget you are global!

The world wide web is universally accessible and anyone with a connection to the internet may end up at your site and read what you have written. Avoid jargon and acronym that may confuse international visitors.

(Article sourced from Naomi Hulbert, NETT Magazine April 2008)

Please note—NORTEC provides this information for reference only, sourced from relevant websites and publications.

[www.nortecld.com.au](http://www.nortecld.com.au)

**FREECALL 1800 NORTEC**

## FREE CERTIFIED TRAINING SAVE THOUSANDS IN COURSE FEES!

## OH&S—GREEN, RED, BLUE CARDS

Thanks to the Federal Government's Productivity Places Program\* to address the national skills shortage, now is the best time for jobseekers to re-skill for work in employment-demand industries.

NORTEC Training is contracted to deliver free certified training in the following areas:

CHC30102	Certificate III in Aged Care Work
CHC30202	Certificate III in Home and Community Care
CHC30302	Certificate III in Disability Work
CHC30402	Certificate III in Children's Services
RTF20103	Certificate II in Horticulture
RTF30103	Certificate III in Horticulture
SIR20102	Certificate II in Retail Operations



The free certified training represents financial savings of thousands of dollars for some training packages and eligibility for enrolment is only that you are currently seeking work, are over 15 years of age and an Australian citizen.

Within these certifications students can choose electives to suit a role within these industries that best appeals to them. For instance, in retail, students can choose electives for a role in merchandising, sales and marketing or franchising etc. There are many options available to students looking for a qualification to advance them in their chosen career.

NORTEC Trainers are industry-trained and specialists in their field. They deliver a hands-on approach to the training and many courses provide industry work experience to gain practical, real industry experience.

For more information on any of the above courses, course dates and availability please call 1800 667 832 or email [training@nortec ltd.com.au](mailto:training@nortec ltd.com.au).

The Productivity Places Program is an Australian Government initiative. For more information go to [www.productivityplaces.deewr.gov.au](http://www.productivityplaces.deewr.gov.au)



NORTEC being situated right on the NSW/QLD Border ensures we have a healthy mix of Queensland and NSW employees in our office—State of Origin games always raise some fanfare and friendly rivalry! There are disadvantages also, one of them being daylight savings time and the cross-border time issues and the other used to be Green and Blue OHS induction cards. Depending on which site in which State you were working on, the requirement to have both cards proved a nuisance. However, things have changed since 2007 and since then NORTEC Labour Hire have been able to source qualified and skilled temporary construction staff from Queensland without having to first send them off to do their NSW Green Card and vice versa.

Since the 1st of January 2007, Workcover NSW now recognises both Victorian Red Cards and Queensland Blue Cards as evidence of meeting requirements for general health and safety induction training for construction work under Clause 217 of the *NSW Occupational Health and Safety Regulation 2001*. Persons holding either a current red card or blue card will not need to undertake general OHS induction training for construction work in NSW and will not need to obtain a WorkCover NSW construction induction certificate. The mutual recognition of these OHS cards only applies to these two states. Residents from other states wanting to work in NSW will still have to undergo their OHS induction in NSW.

The reasons mutual recognition came about is due to part of a broader government program designed to harmonise key legislative requirements and administrative processes between States. The first initiative to be implemented in relation to OHS is mutual recognition in the area of general OHS induction training for construction work.

This is an interim measure prior to the implementation of a national code of practice for induction training for construction work.

The OHS induction training in Victoria and Queensland demonstrates broad alignment with requirements for general health and safety induction training for construction work under Clause 217 of the *NSW Occupational Health and Safety (OHS) Regulation 2001*.

Workers must carry their blue or red cards on site. Where a person claiming to be in possession of a current red or blue card is carrying out work in the construction industry in NSW and cannot immediately produce a current blue or red card when directed to do so by an inspector, the Inspector will consider issuing an improvement notice to the person in control of the site or the construction work eg the principal contractor, employer or the person (if they are self-employed).

The recognition of these cards in NSW only applies to general OHS induction training for construction work. It does not remove the requirement for principal contractors and employers in NSW to ensure that construction work activity and site specific OHS induction training is undertaken as required by the *NSW Occupational Health and Safety (OHS) Regulation 2001* and any other obligations imposed by OHS and workers compensation legislation.

If you require temporary staff, either skilled and qualified tradesmen or labourers for your construction site, all OHS inducted and with their own protective clothing, call NORTEC Labour Hire on 1800 667 832 or visit [www.nortec ltd.com.au](http://www.nortec ltd.com.au) to lodge your vacancy on-line. Turnaround time to provide temporary staff is fast and you have the added advantage of not having to worry about payroll or insurances as temp staff are covered by NORTEC Labour Hire.

(article sourced from [www.workcover.gov.au](http://www.workcover.gov.au))

NORTEC Training is a division of NORTEC Employment and Training Ltd.

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[www.nortec ltd.com.au](http://www.nortec ltd.com.au)

**FREECALL 1800 NORTEC**

**GREAT NEWS FOR LOCAL NOT-FOR-PROFITS**

**Community Grants Initiative**

NORTEC Employment and Training Ltd are launching a Community Grants Initiative in the month of October. The total grant money of \$25,000 will be divided into sub-amounts of 1 x \$10,000, 2 x \$5,000 and 2 x \$2,500.

If you are a not-for-profit organisation and would like to apply for a NORTEC grant, from October 1, you will be able to download an application form at [www.nortecld.com.au](http://www.nortecld.com.au). Alternatively, contact Michelle Dowding on 07 5524 1222 regarding the application package.

**Is your Business Community Minded?**

NORTEC Volunteering launched their Corporate Volunteering Program in July of this year. The program sources local corporate or business staff who donate their time and skills to assist not-for-profit organisations in our region. Business managers are keen to encourage staff to donate their time, often allowing them to do so during work hours or as time in lieu. It also promotes the business as community-minded—a way for businesses to give back to the community in a more personal way than through just donating money.

NORTEC Volunteering have over 100 positions vacant listed from not-for-profit organisations in our area. Vacancies can vary from administration, grounds keeping, bus driving, website design and maintenance, childcare, aged care and much more! If you are a corporation who would like to be matched with a suitable not-for-profit organisation and be involved in the Corporate Volunteering Program, NORTEC Volunteering can assist you in making the right choice for your staff and mediating and ensuring your staff get the most out of their valuable volunteer time. Call NORTEC Volunteering on 02 6672 8288



*Proudly supporting  
NORTEC Volunteering*

**Free Graphic Design Service for Non-Profit Organisations!**

NORTEC Recruitment's current Work for the Dole project is 'Communicating IT' and as part of that, participants are learning valuable skills in IT and Graphic Design.

The Communicating IT team can help your not-for-profit organisation with any promotional materials such as posters, leaflets, flyers, brochures, logos, business cards, power-point presentations, letterheads, advertisements, document design and business forms.

To sign up for the free service and create a strong marketing presence for your not-for-profit organisation, call Suzy Jernakoff or Julie-Anne Clifford at NORTEC on 02 6686 8068 or email [suzy.jernakoff@nortecld.com.au](mailto:suzy.jernakoff@nortecld.com.au)

**A ONE STOP SHOP FOR YOUNG PEOPLE**

St Joseph's Youth Service's MURWILLUMBAH OFFICE has moved and are now co-located at NORTEC Youth Services — Shop 1/5 Queen St Murwillumbah. Together, they are now a ONE-STOP-SHOP for the young people of Murwillumbah and surrounding villages.

From the joint centre, young people in the Tweed can now access the following services:

- Emergency Relief & Outreach
- Supported Accommodation & Homelessness Support
- Personal Development Programs
- Career & Transition Support

A celebratory morning tea occurred on the 7th August to launch the co-location and partnership promise for the young people of Murwillumbah and surrounding areas.

For further information call NORTEC Youth Services on 02 6672 8001 or email [youthservices@nortecld.com.au](mailto:youthservices@nortecld.com.au)

**NORTEC Youth Programs delivery in the Northern Rivers**

**Youth Pathways**—a Federal Govt initiative, Youth Pathways is a program run through high schools to assist young people who are at risk of leaving school early. Destination North is the Northern Rivers contingent and more information can be found at [www.destinationnorth.com.au](http://www.destinationnorth.com.au)

**Connections**—Connections is also a Federal Govt initiative for young people aged 13-24 who have disengaged from school and employment. It offers group support, lifestyle and career counselling as well as digital media projects aimed at engaging young people. This program is run in conjunction with Activlivng. For more information visit [www.xcelr8.com.au](http://www.xcelr8.com.au)

**Links to Learning**

A State Govt funded initiative, Links to Learning is a program for young people disengaged from school or work and require lifestyle and career support. The 9-week program combines creative, outdoor and certified training units to inspire and engage young people. For more information on this program or any of the youth programs and services NORTEC offer visit [www.nortecld.com.au](http://www.nortecld.com.au) or call 02 6672 8001.



**NORTEC Youth Services and NORTEC Volunteering are divisions of NORTEC Employment and Training Ltd.**

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