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Brief: WPCGROUP

• JOBS REPORT

Workers earning green

**Amelia Harris and
 Matt Sun**

Young job hunters who go green are more likely to strike gold in the workforce, a new report says.

Employment groups say job seekers who are environmentally aware have a better chance of joining the growing band of green-collar workers.

Renewable energy, green building, and biomaterials – using renewable sources such as starch and sugar – were identified as potential growth industries in a 2008 report commissioned by the Australian Conservation Foundation and the ACTU.

The *Green Gold Rush* report estimates these industries could create 500,000 green-collar jobs, including sustainable building designers and biomaterial inventors, by 2030.

Nick Wyman, who is chief executive of the WPC Group that employs about 550 train-

ees, said job seekers should think green.

"The only positions we're seeing active interest from employers across the board is definitely in the green economy," he said.

Professor of economics at the University of Melbourne John Freebairn said jobs wouldn't change dramatically but products and technologies would.

"You still need the whole spectrum, from the chief executive to the coffee supplier, to run a business."

Another report showed the Victorian bushfires and Queensland floods had increased concerns about climate change for about half of the population.

A poll by Essential Research found 16 per cent were much more concerned and 34 per cent were somewhat more concerned in the wake of both disasters.

Almost three in four Greens voters were more concerned about climate change, along with most Labor supporters. Most Coalition voters said their position had not changed.



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Green is working

**Amelia Harris and
 Matt Sun**

Young job hunters who go green are more likely to strike gold in the workforce, a new report says.

Employment groups say job seekers who are environmentally aware have a better chance of joining the growing band of green-collar workers.

Renewable energy, green building and biomaterials – using renewable sources such as starch and sugar – were identified as potential growth industries in a 2008 report commissioned by the Australian Conservation Foundation and the ACTU.

The *Green Gold Rush* report estimates these industries could create an extra 500,000 green-collar jobs, including

sustainable building designers and biomaterial inventors, by 2030.

Nick Wyman, CEO of the WPC Group, which employs about 550 trainees, said job seekers should think green. "The only positions we're seeing active interest from employers across the board is definitely in the green economy," he said.

Meanwhile, another report showed the Victorian bushfires and Queensland floods have increased concerns about the impact of climate change for about half of the population.

A poll by Essential Research found 16 per cent were much more concerned and 34 per cent were somewhat more concerned in the wake of both disasters.

Women made up 57 per cent of those concerned, compared with 43 per cent of men.